

The inaugural meeting of the China Logistics Industry Development Research Committee was held in Shenzhen

Shenzhen Logistics Association China Property Management Association

October 24, 2019 17:03

On October 16, the inaugural meeting of the Industrial Development Research Committee of the China Property Management Association (hereinafter referred to as the "Committee") was held in the Peony Hall on the 5th floor of the Shenzhen Convention and Exhibition Center. More than 160 members from all over the country attended the meeting and witnessed the establishment of the Committee.



Conference site

Xu Songming, Deputy Secretary General of Shenzhen Municipal People's Government, and Shen Jianzhong, President of China Property Management Association, attended the meeting and delivered speeches. Zhu Wenfang, Deputy Inspector of Shenzhen Housing and Construction Bureau, Zhang Yan, Director of Property Supervision Department, Wang Peng, Vice President and Secretary General of China Property Management Association, Vice Presidents Li Feng, Xu Qingshan, Xie Shuiqing, Lin Changqing, Liu Deming, Gong Yaling, Honorary Vice President and Head of the Committee Preparatory Group Cao Yang, Honorary Vice Presidents Li Maoshun, Li Chunli, Han Fang, Zhou Xinyi and other leaders attended the meeting. The founding meeting was presided over by Tu Chunan, General Manager of Shenzhen Tianan Smart Park Operation Co., Ltd.



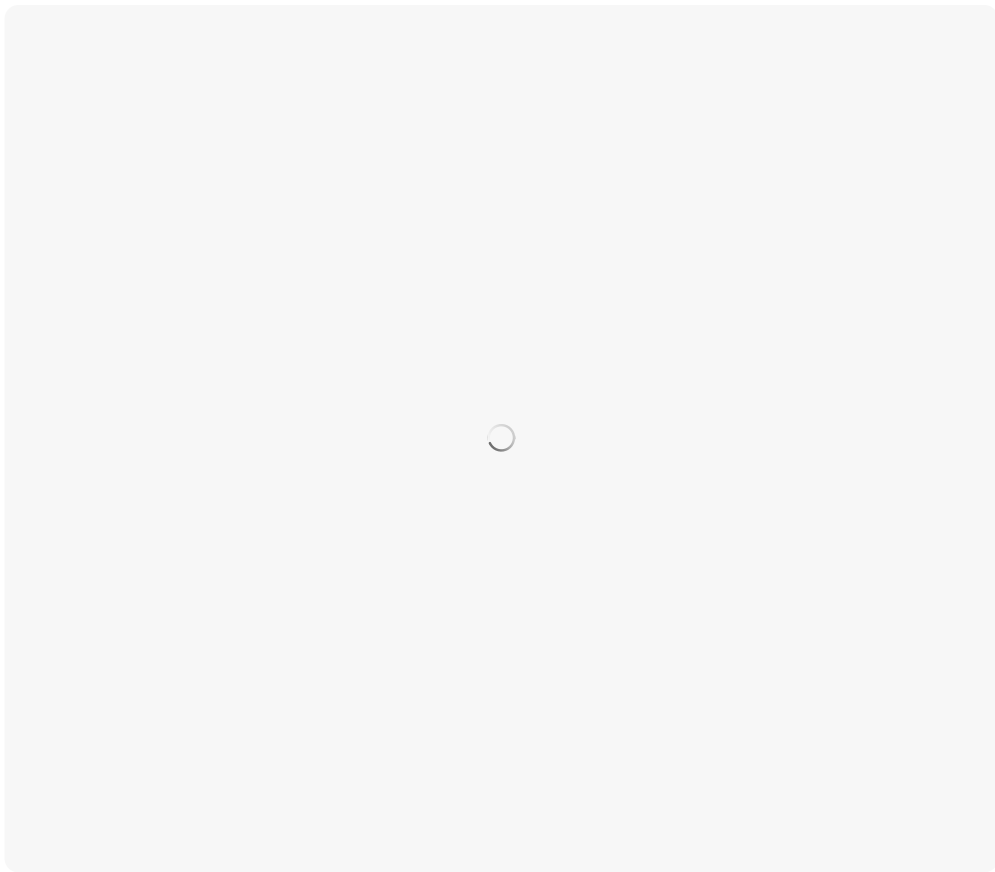
Xu Songming, Deputy Secretary-General of Shenzhen Municipal People's Government, delivered a speech

Xu Songming, Deputy Secretary-General of the Shenzhen Municipal People's Government, pointed out in his speech that the committee's establishment in Shenzhen has opened up broad space for theoretical research and technological innovation in Shenzhen's property management industry. It is hoped that under the leadership and support of the China Property Association, the committee will give full play to its role in industrial application-oriented theoretical research, industrial planning and policy standard formulation, research on hot and difficult issues and forward-looking issues in the industry, and research and promotion of new technologies and new products in the industry, so as to provide powerful ideological weapons and intellectual support for Shenzhen to build a pilot demonstration zone and a global science and technology industry innovation center, and for the high-quality development of my country's property management industry. Shenzhen will also do its best to provide services in all aspects and provide solid guarantees for the growth and development of the committee.

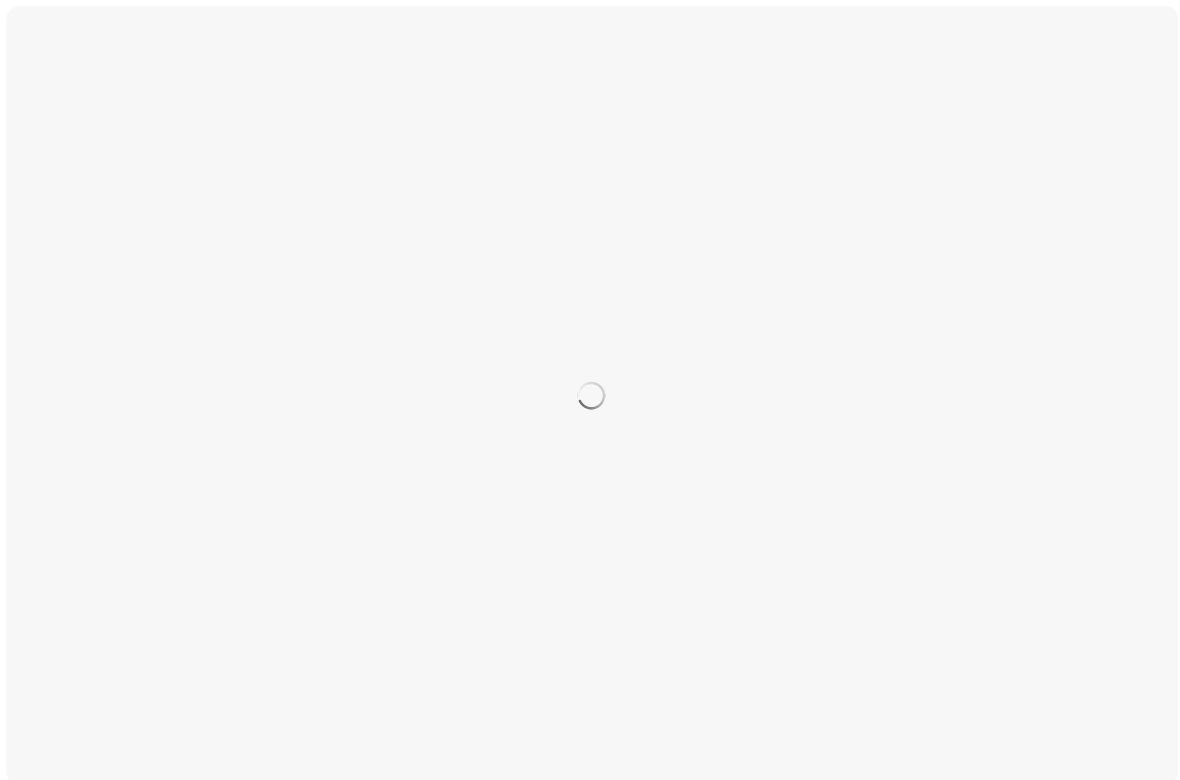


Speech by Shen Jianzhong, President of China Logistics Association

In his speech, Shen Jianzhong, President of the China Property Management Association, pointed out that the high-quality development of the property management industry requires the guidance of high-quality theoretical achievements. He hoped that the Industrial Development Research Committee would gather the strength and wisdom of the industry, work hard on overall, comprehensive and forward-looking issues, produce high-quality research results, demonstrate responsibility in theoretical innovation, and demonstrate action in the transformation of results, so as to make greater and more important contributions to the theoretical research and industrial research of the property management industry.

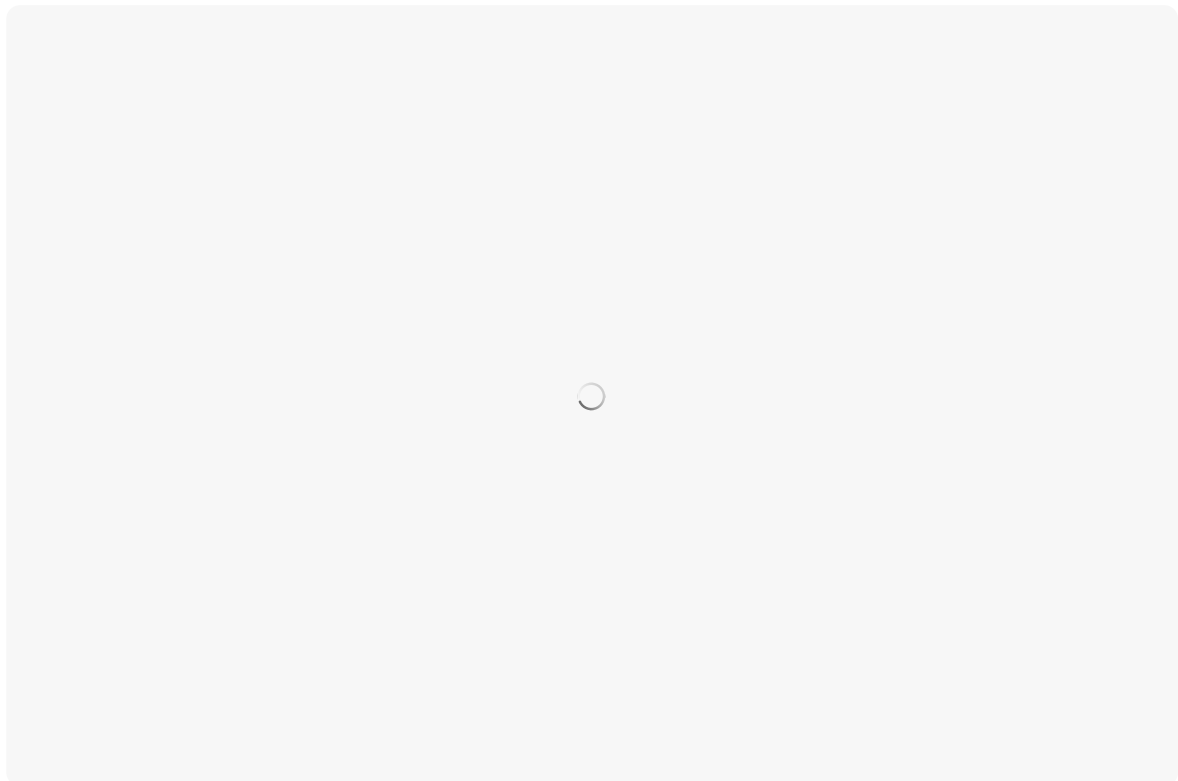


Wang Peng, Vice President and Secretary General of China Property Management Association, read out the decision on the establishment of the Industry Development Research Committee of China Property Management Association

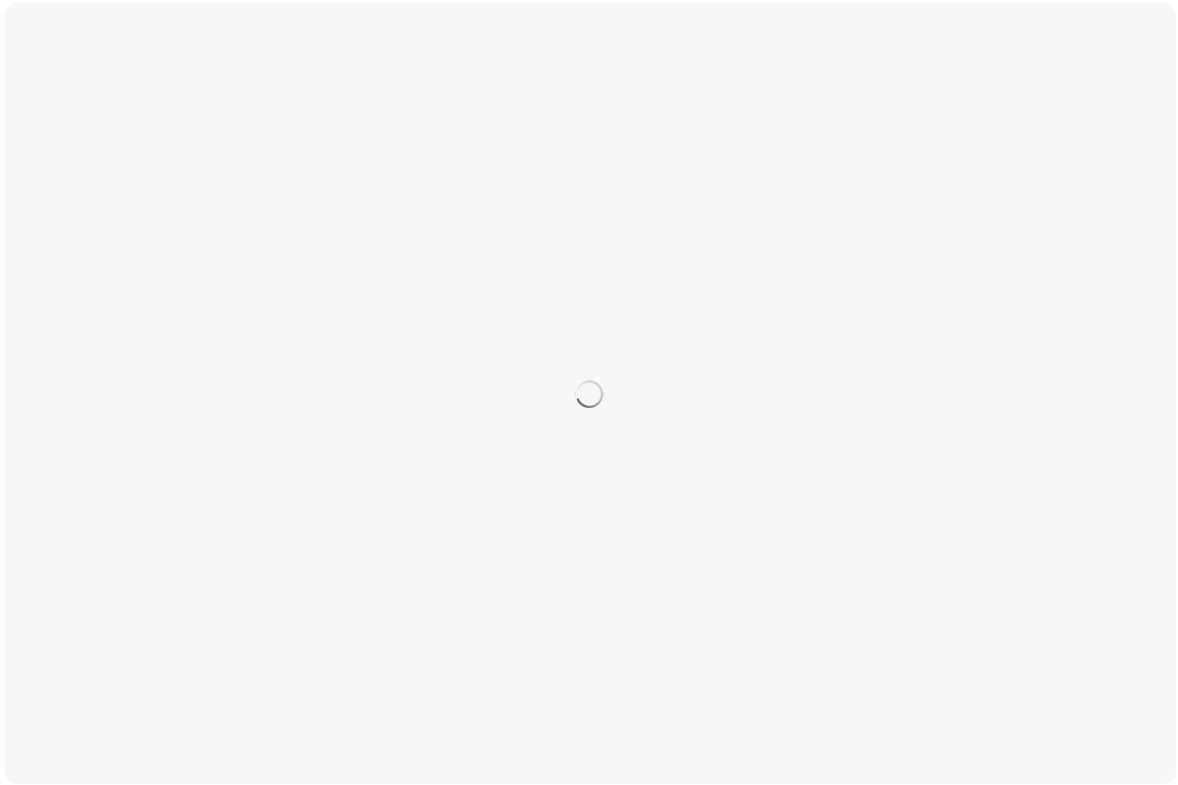


Cao Yang, Honorary Vice President of China Property Association and President of Shenzhen Property Association, introduced the preparations for the committee's inaugural meeting

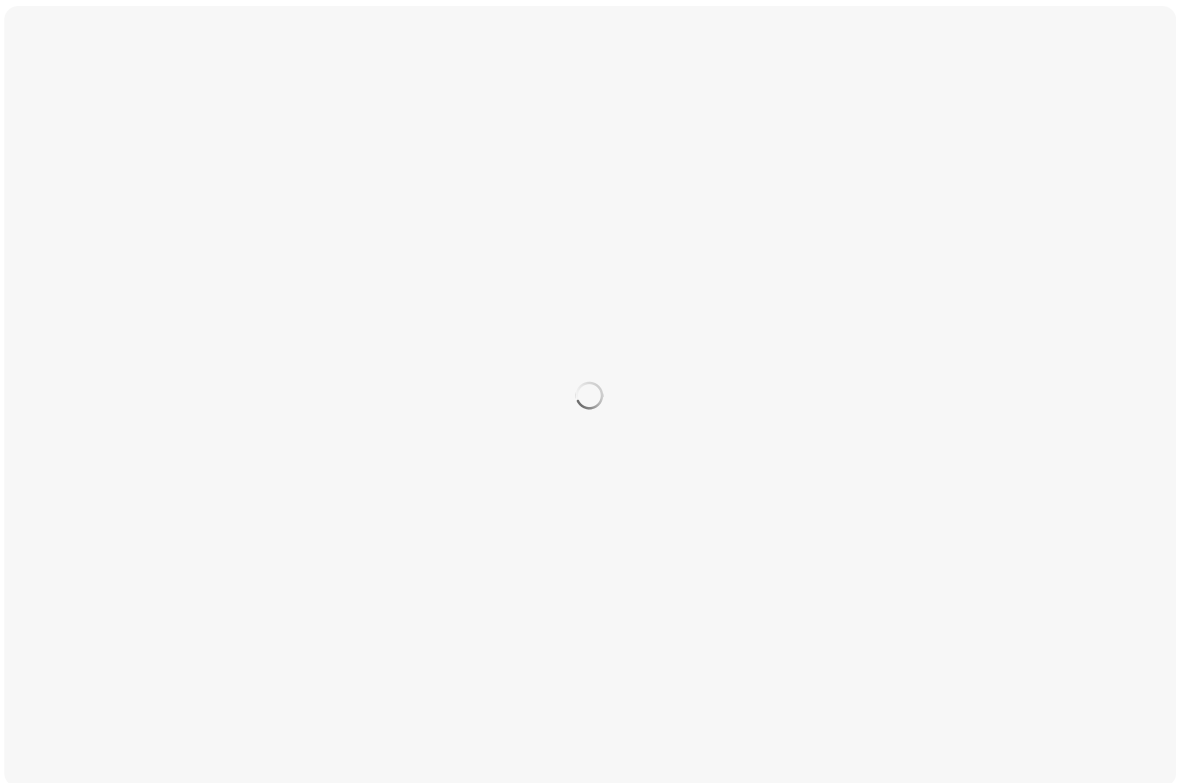
At the meeting, Wang Peng, Vice President and Secretary General of China Property Management Association, read out the decision on the establishment of the Industrial Development Research Committee of China Property Management Association. Cao Yang, Honorary Vice President of China Property Management Association and President of Shenzhen Property Management Association, introduced the preparations for the establishment meeting of the committee. The meeting reviewed and approved the Working Rules of the Industrial Development Research Committee of China Property Management Association, the Working Plan of the Industrial Development Research Committee of China Property Management Association and the list of committee members, and held a certification ceremony for branches and committee members of China Property Management Association.



Issued the branch certificate of China Logistics Association

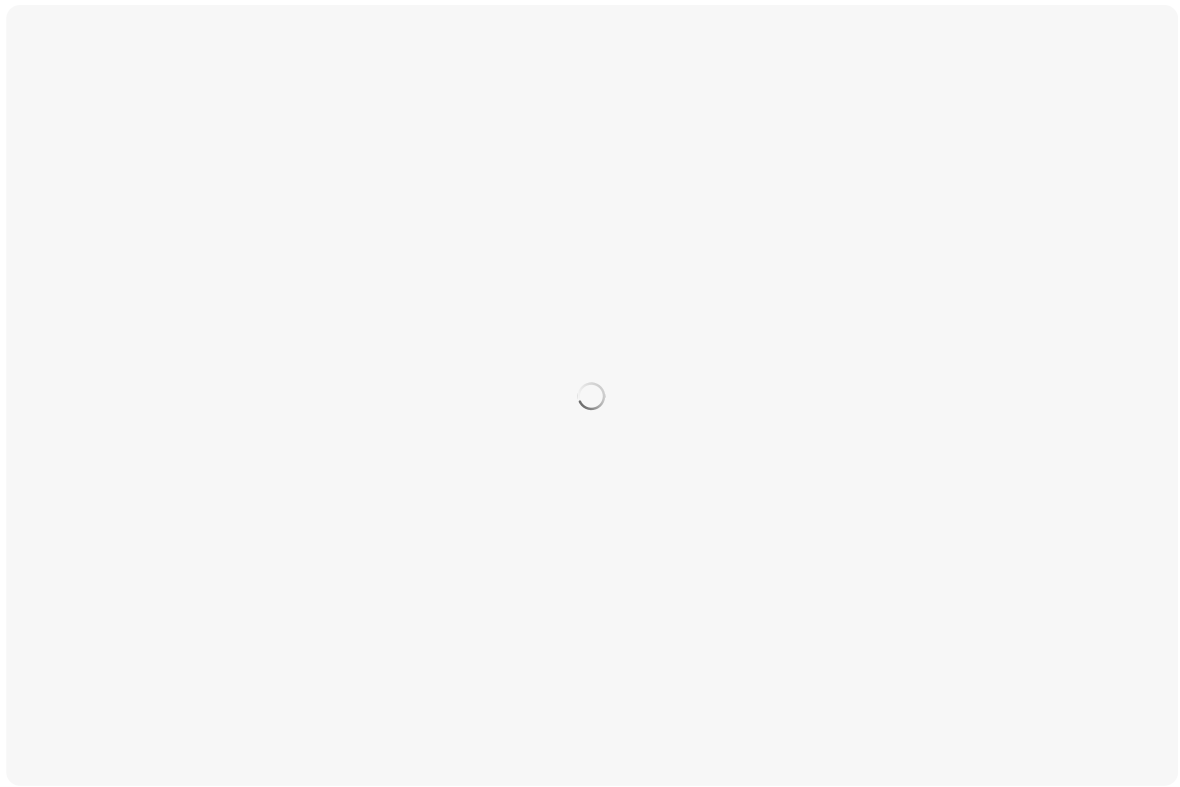


Group photo of the committee director, senior advisor and deputy director



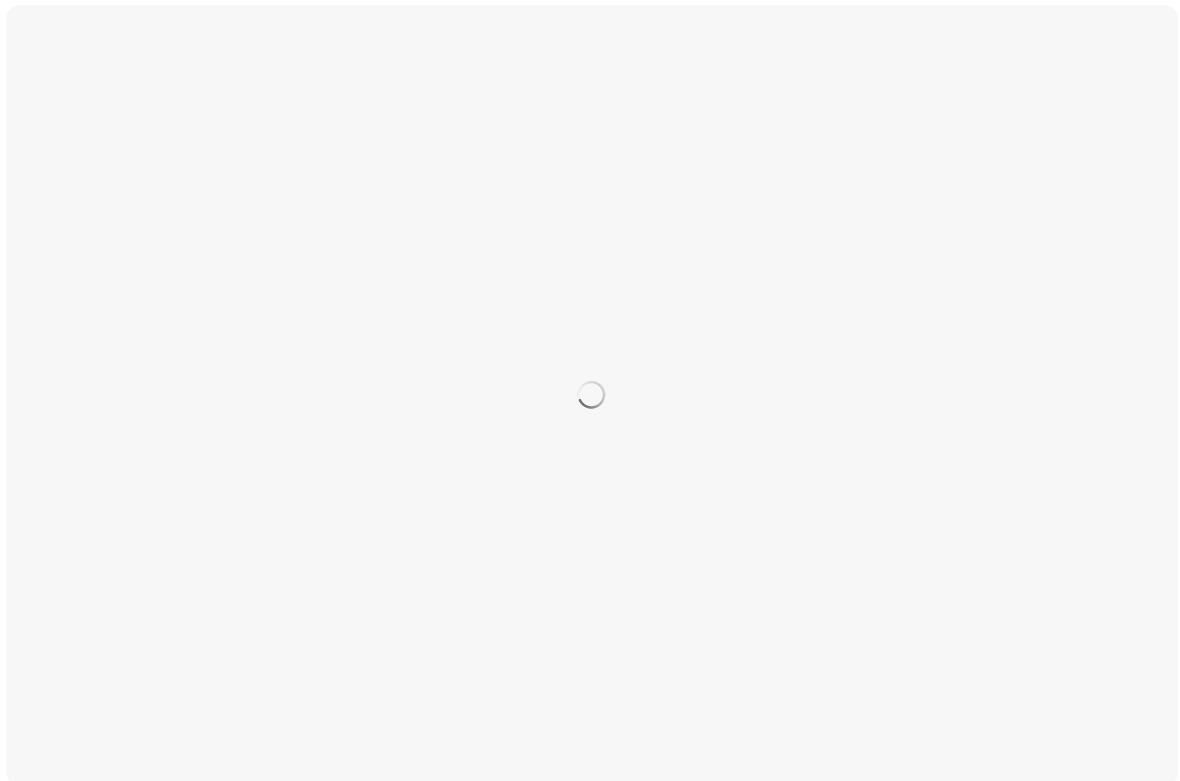
Committee unveiling ceremony

Under the witness of all members, President Shen Jianzhong, Vice President and Secretary-General Wang Peng and other leaders jointly unveiled the committee.



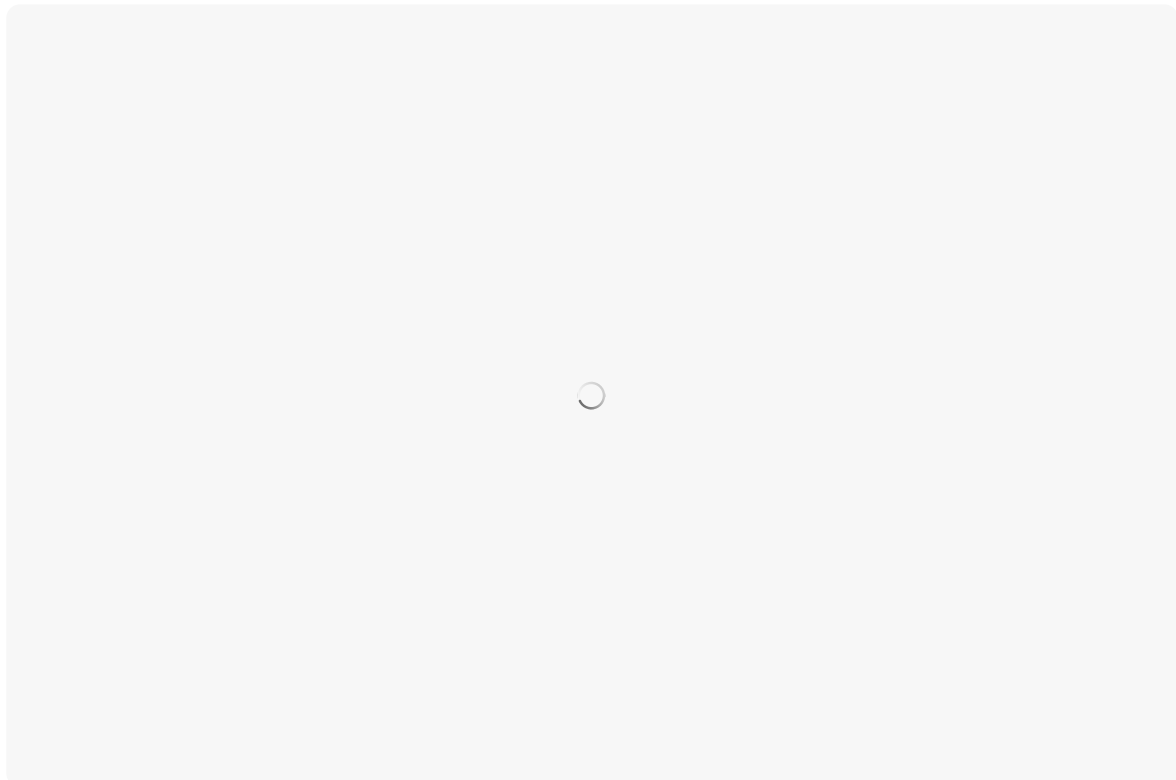
Host Tu Chunan

After the founding conference, the "Empowering the Future - China Property Management Industry Development Trend Forum" hosted by the committee kicked off. Four guest speakers gave wonderful speeches on the development trends of the industry.



Liu Deming delivered a keynote speech on "Changes and Innovations in the Property Management Industry"

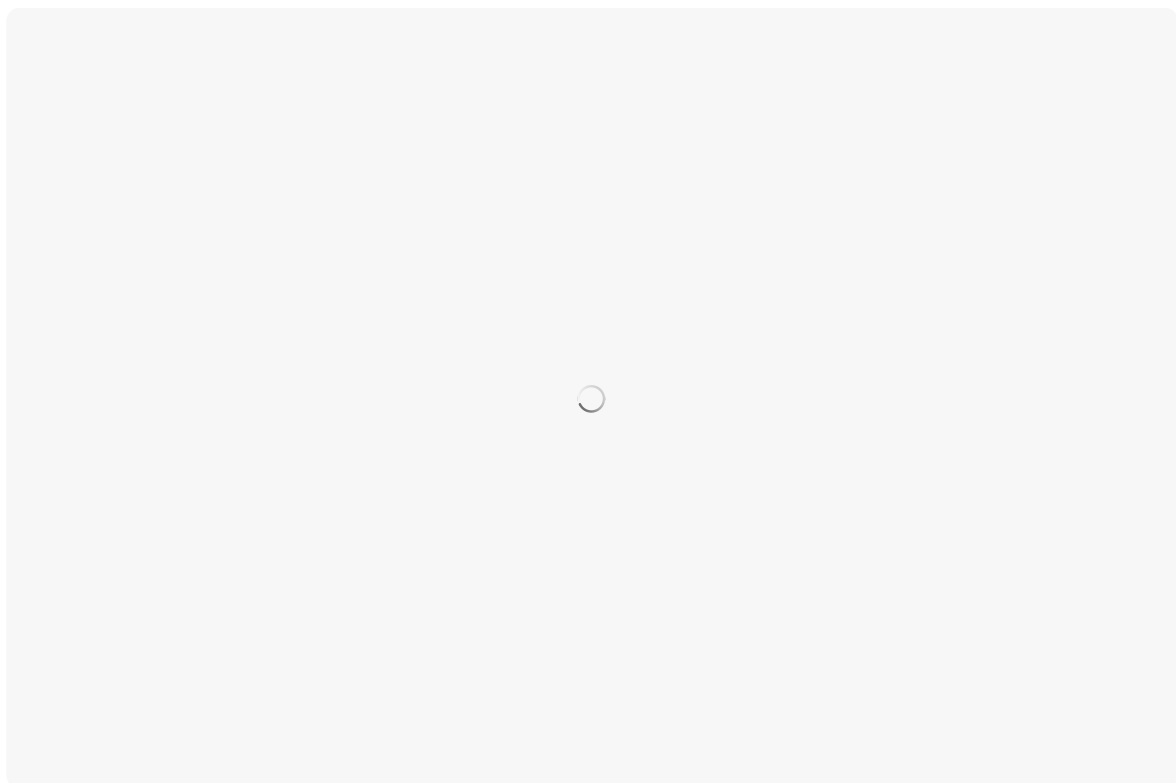
Liu Deming, Chairman of Shandong Mingde Property Management Group Co., Ltd., delivered a keynote speech on "Changes and Innovations in the Property Management Industry". He pointed out that the most important thing in the property management industry is to serve the owners. Meeting the owners' needs for a better life is necessary for the existence of the enterprise and is also the foothold for the enterprise to adapt to future development. Nowadays, there is a prominent contradiction in the industry with an oversupply of low- and medium-end property services and a shortage of high-end property services. Only through transformation and upgrading, injecting digital genes, mechanized genes, and standardized genes into the enterprise, and using the dual-wheel drive of "service efficiency + standard guidance" and "talent matching + capital assistance" to adapt to changes in the market environment, and continuously provide personalized, diversified, multi-level and other more valuable services and product supplies, can we grasp the pulse of the development of the times, adapt to the progressive industry, and become a future enterprise.



Duan Feiqin delivered a keynote speech on "Changes and Invariances in the Community Industry"

Duan Feiqin, Vice President of Caisheng Life Service Group Co., Ltd., delivered a keynote speech entitled "Changes and Invariances in the Community Industry ". He pointed out that since 2014, property companies have been stepping into the wave

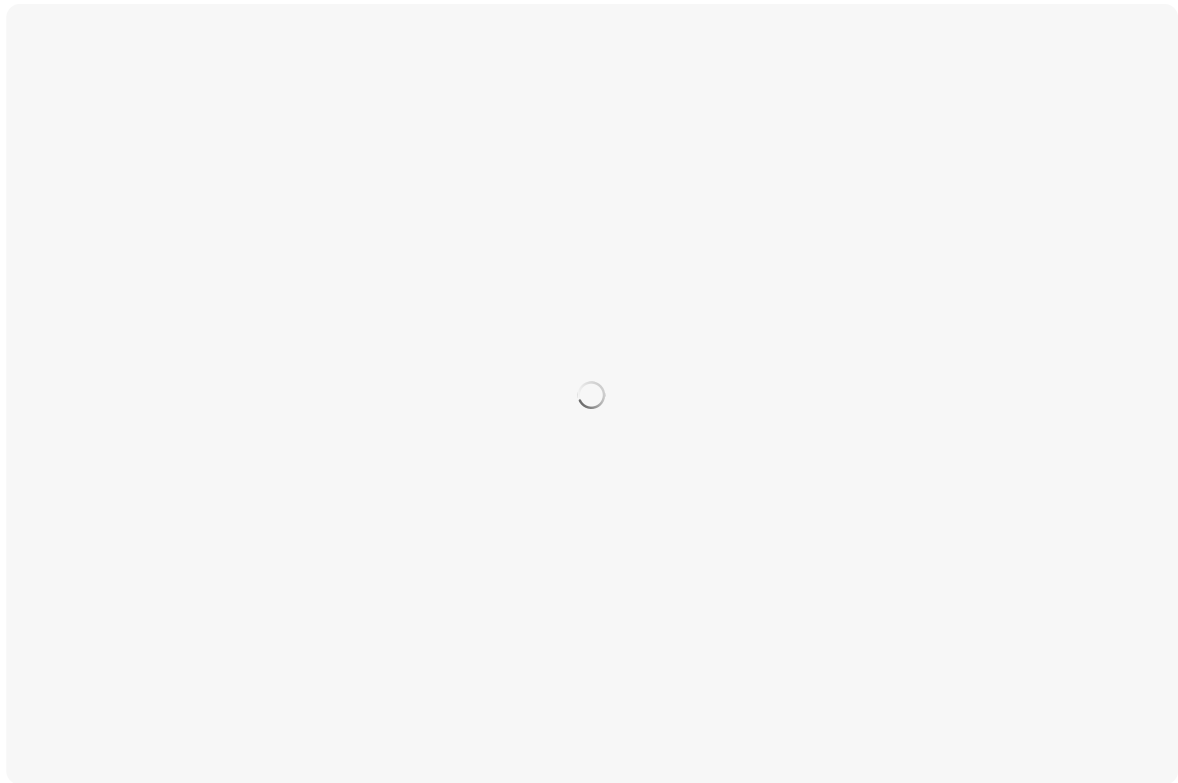
of listing. While promoting the whole industry to attract the attention of the capital market, industry companies have also been constantly moving forward in the introduction , organizational optimization, and model exploration, and have made great progress. The investment and application of science and technology, the attention and introduction of capital, and the upgrading and transformation of the industry have put the entire community industry in a big "change" situation. As an enterprise that thinks about the direction of corporate development from the perspective of industry trends, Caisheng Life explores and practices the "changes" in the transformation and upgrading of online and offline in community scenarios. However, the core essence of all "changes" revolves around one "invariance", that is, promoting value creation under the satisfaction of community users. By sharing Caisheng Life's thinking and practice, the society and the industry can better understand the "changes" and "invariances" of the community industry, inheritance and innovation, and trigger everyone's thinking, so as to conceive of more possibilities around "invariance" under the big "change" situation.



Xie Shuiqing delivered a keynote speech on "The Road to Transformation under Fission"

Xie Shuiqing, General Manager of China Merchants Property Management Co., Ltd., delivered a keynote speech entitled "The Road to Transformation under Fission". Xie Shuiqing first reviewed the development of the industry from the dimensions of scale, quality, environment, and pattern. He believes that from a realistic point of

view, the industry is facing a triple fission. The first fission: the head enterprises are developing rapidly, showing a situation where the strong are always strong; the second fission: each enterprise is taking a different path and building different core competitiveness for each enterprise; the third fission: the survival space of small enterprises is gradually squeezed, and it is becoming more and more difficult to do business. Xie Shuiqing also proposed three strategic choices for the future development of industry enterprises, namely: community service type, institutional service type, and urban service type; finally, he proposed the feasibility direction and path for industry enterprises to achieve their strategies, namely: three transformations (specialization, intensiveness, and refinement), and four transformations (market-oriented transformation, digital transformation, structural transformation, and management model transformation); at the same time, it is necessary to build a service ecosystem around the strategy and widen the moat.



Lin Changqing delivered a keynote speech on "Future Development Trends of the Property Management Industry"

Lin Changqing, Chairman and General Manager of Fujian Yongan Property Management Co., Ltd., delivered a keynote speech on "Future Development Trends of Property Management Industry". He pointed out that the property management market in the past ten years is showing the characteristics of marketization, capitalization and technology. The property industry is in a stage of fierce

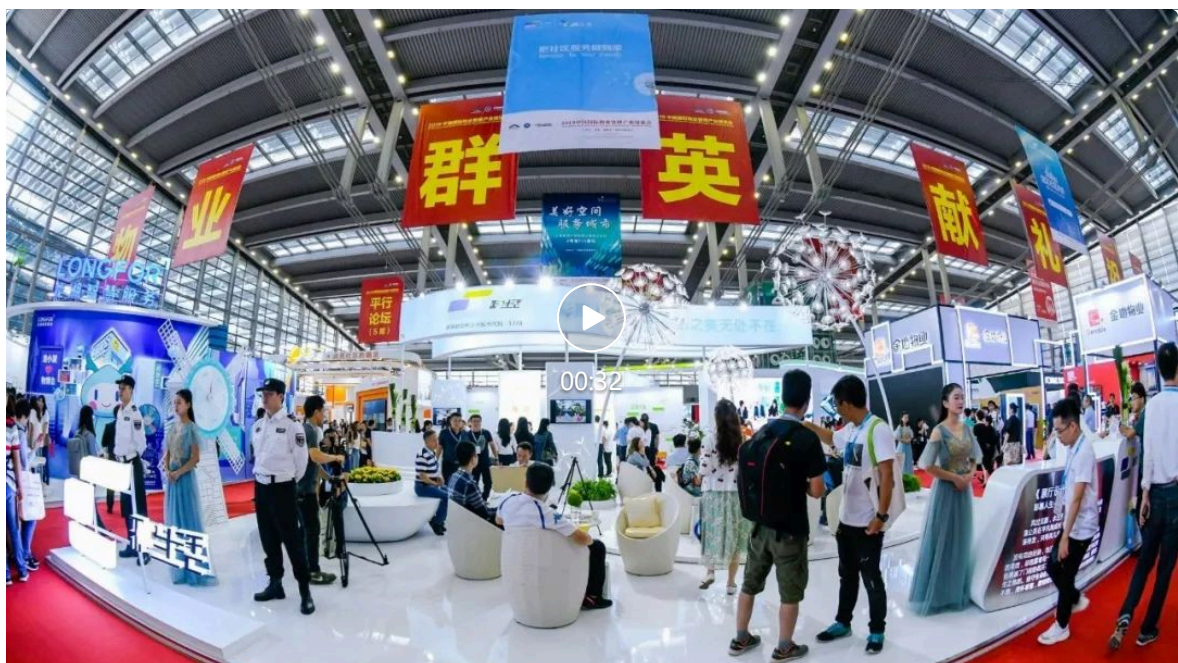
competition and industry integration. The trend of concentration in the property management industry is becoming more and more obvious. The management areas of the top 100 companies at different levels are showing a trend of differentiation. The endless market means are constantly accelerating the property market to become white-hot. Such fierce market competition will inevitably lead to the survival of the fittest. Some companies will continue to grow, join forces, and gradually move towards scale and groupization, while some companies can only be eliminated by the market. With the introduction of new technologies, the injection of capital, and the implementation of advanced management models, it will not only intensify the competition and changes in the internal industry, but also bring innovation and vitality to the future development of the industry. Therefore, I believe that the property management industry in the next ten years will show a trend of service segmentation, talent specialization, and model innovation.

The inaugural meeting of the Industrial Development Research Committee of the China Property Management Association and the Empowering the Future - China Property Management Industry Development Trend Forum came to a successful conclusion amid warm applause



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