

WORKTECH™

Shanghai - 20th October 2008

work • workplace • technology • innovation

Book On-line now: www.unwired.eu.com/wtasia.html

What is WORKTECH?

An international conference and exhibition for business leaders interested in:

- The future of work
- Workplace trends
- Real estate
- New technology and innovation

Conference Themes

Global speakers will discuss the challenges facing business leaders in Asia

- Attracting and Retaining Talent in China
- The Future Financial Workplace
- Technology Innovations
- Case Studies: Nokia's new Beijing Campus

Leading Global speakers include:

- **Joseph Lee**
Microsoft China National CTO
- **Meng-Chew Ching**
Head of Real Estate Workplace Resources, Asia Pacific/China, Nokia
- **William H. Mobley**
Mobley Group Pacific Limited and China Europe International Business School
- **James Calder**
Director of Workplace, Woods Bagot
- **Anthony Henry**
Head of Workplace Design, Corporate Real Estate - Strategy and Planning, Macquarie Bank
- **Tim Smith**
Strategy, Planning and Workplace Director, Barclays
- **Guy Holden**
Vice President & General Manager, Global WorkPlace Solutions, Johnson Controls
- **Rosemary Feenan**
International Director of Research, Jones Lang LaSalle
- **Harry C. Hui**
Chief Marketing Officer, PepsiCo International, China Beverages
- **Joseph Pereira**
Regional Head of Strategy and Planning, Standard Chartered Bank



Associate Partners



Ideation group

Gold Sponsors

WORKTECH ASIA Tours

Tuesday 21st October 2008

Stay on after the conference to join us on a Tour to Experience Shanghai!

16 million inhabitants live in the exciting and dynamic metropolis that is Shanghai; the largest city in China, the eighth largest city of the world, and a driving force in the fastest growing economy on the planet.

9.30am - 12.30pm Architectural Tour

The WORKTECH team are planning tours of a number of important developments in the Shanghai area that will shape the future of the city. Presentations will provide an understanding of the vision of the projects and the impact on the positioning of China as a leader in innovation. This will involve a look at some of Shanghai's newest buildings including the conference venue; Mori's Shanghai World Financial Centre!

Join us to see the room-sized model of central Shanghai in 2020.

Few cities plan to almost triple their metro lines in eight years, build 12 towns in the suburbs and host a World Expo in 2010.



2.00pm - 5.00pm Cultural Tour

Explore the rich and diverse culture of Shanghai! See the old and the new; this is your opportunity to visit:

- Yuyuan gardens; These gardens date back to the Ming Dynasty
- Oriental Pearl TV Tower at 468 meters high it is the 3rd largest TV tower in the world
- Shopping- Tao Bao City and the upmarket Nanjing road
- Xin Tian Di an area of Shanghai that fuses the traditional with today's trends



The Venue



Shanghai World Financial Center (SWFC), otherwise known as "The Vertical Complex City" will open in July 2008. This is a unique opportunity to learn about future workplace trends in this exciting new development.

Situated in the heart of the Lujiazui business district in Pudong, the 492-metre SWFC, with its 101-storeys, will be the second tallest building in the world and features the Park Hyatt, professional conferencing facilities, signature restaurants and an exclusive retail shopping experience.

www.mori.co.jp/overseas/shanghai/en_index.html

The weekend before WORKTECH ASIA is Formula One: Shanghai Grand Prix

What better way to prepare for the conference than to take in the Formula One in Shanghai. The WORKTECH Asia team has worked with the F1 organisers to provide you with a special 10% discount on stand seats and corporate products so you can enjoy F1 the weekend before WORKTECH ASIA.

Discounts only apply to registered WORKTECH ASIA delegates. When making your F1 booking please ensure you use your special booking discount code: WTA08F1. Thank you!



When

17th - 19th October 2008

Where

Shanghai International Circuit

www.formula1.com

EARLY REGISTRATION OFFER

Register for WORKTECH08 ASIA and receive a special discount for the next CoreNet Global Asia Summit in 2009!

CoreNet Global Macao Summit 2009

24-26 March 2009

The Venetian, Macao

Information: Jennifer Gao, Asia Manager, CoreNet Global. Telephone +86 21 6122 1251 or email jgao@corenetglobal.org

Please note that the 10% discount will only apply to delegates who attend WORKTECH ASIA.

Registration for the CoreNet Global Macao Summit will open in November 2008.

Full details will be published on the CoreNet Global website:

www.corenetglobal.org/macau


CORENET
GLOBAL

WORKTECH08 ASIA Conference

Monday 20th October 2008, 9.00am - 6.00pm

Level 4, Shanghai World Financial Centre

Bill holds a number of academic roles including the Professorship of Management for the China Europe International Business School in Shanghai. He will teach us how to improve the effectiveness of leaders and organisations.



Meng-Chew is responsible for Nokia's commercial space in APAC. He is the project owner of Nokia's Beijing Campus and has been involved from conceptual planning stage to completion and will be presenting this exciting case study.



James is a practitioner, academic and author in the strategic design and use of the workplace. Working at the highest levels with his clients has given him a unique perspective on the opportunities for the future. James will give us insight into his latest publication Work Life.

Philip is an author and commentator on emerging technology and its impact on work and the workplace. With Jeremy Myerson, he has written a number of books on the future of work, including the Creative Office, the 21st Century Office and Space to Work. He will talk about how to enable the workplace to support collaboration between virtual teams and integrating technology into a sustainable workplace.



Joseph is an expert on communication network management systems, and since joining Microsoft, has worked on technology to improve team communication and collaboration. He will be sharing his experiences on how technology can enable people; allowing people to work anywhere, lowering travel needs, enhancing team interaction and how this has a real cost impact on Real Estate.

8.30am Delegate Registration

Chair: Neil Salton
Managing Director, GoCordless Pty and Global Head of Innovation, Cordless Group

9.00am Chairman's Opening Welcome

ATTRACTING AND RETAINING TALENT IN CHINA

9.10am **William H. Mobley**
Mobley Group Pacific Limited and China Europe International Business School
Challenges around Talent Acquisition, Retention and Organisational Culture

9.35am **Harry C. Hui**
Chief Marketing Officer, PepsiCo International, China Beverages
Connecting with the Chinese Millennial Generation

9.55am **Jeremiah Lee**
Regional Director, Ideation Group
How to Engage Young People by Adopting Technology

10.15am **Panel Discussion**
William H. Mobley, Harry C. Hui, Jeremiah Lee
Marjorie Woo, CEO, Keystone Leadership (Shanghai) Inc

11.00am **Networking Break**
Innovations Exhibition

WORK AND THE WORKPLACE, CHALLENGES FOR CHANGE

11.30am **Rosemary Feenan**
International Director of Research, Jones Lang LaSalle
The Geography of Opportunity - the Next Decade in China's Commercial Real Estate Market

12.00pm **Meng-Chew Ching**
Head of Real Estate Workplace Resources, Asia Pacific/China, Nokia
Beijing Case Study

12.30pm **James Calder**
Director of Workplace, Woods Bagot
Global Work Life

1.00pm **Networking Lunch**
Innovations Exhibition

Book Signing
Philip Ross, James Calder

FUTURE FINANCIAL WORKPLACE

2.15pm **Philip Ross**
Author of Space to Work and CEO Cordless Group

2.45pm **Panel Debate**
Tim Smith, Anthony Henry, Joseph Pereira
Insight into the future financial workplace from large leading corporations around the globe

3.15pm **Networking Break**
Innovations Exhibition

TECHNOLOGY INNOVATIONS

3.45pm **Guy Holden**
Vice President and General Manager, Global WorkPlace Solutions, Johnson Controls
Connected Buildings

4.15pm **Mike Zamora**
Senior Manager AsiaPacific and Japan Regions, CISCO

4.45pm **Joseph Lee**
Microsoft China National CTO
Latest Collaborative Technology

Conference Closes
Chairman's closing remarks and thanks

6.00pm **Drinks reception and networking party**



Harry is a commentator in the Chinese media and music industries in Asia. He manages the International Marketing and

Innovation programmes for PepsiCo and prior to that was the President of Universal Music Asia. Harry will give insight into how we can reach the new 'creative class' emerging in China.

Jeremiah helps his clients bring about meaningful change in their workplaces by examining organisational culture. He is a founding director of the Reya Group.

Marjorie will join the panel to discuss her coaching based approach to systematic leadership development. Her ability to work within both Eastern and Western cultures supports her results-based approach to leadership.

Rosemary will explore what the Commercial Property Map of China will look like in ten years time and what role real estate will play in boosting the fortunes of its many ambitious cities. This session will look at the new sectors, locations and players that are helping shape the future of China's cities.



Tim's responsibilities include leading the transformation of Barclays workplace and setting the standards for offices worldwide. He is also the accountable executive for the design and implementation of a new global operating model for CRES. Tim will advise how organisations in the public and private sector can make best use of their space to support their business objectives.

Anthony leads Macquarie's workplace design and innovation team and has worked on numerous global projects. Anthony is an Interior Designer and was a founding partner of the design consultancy 'FutureSpace'; he will represent Australia's point-of-view in the future of the financial workplace.

Guy has extensive experience in commercial property. He is V.P. and G.M. for Johnson Controls Global WorkPlace Solutions business with operations in over 75 countries. Guy will look at the how businesses can provide a more connected environment.

RESERVATION FORM

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 Dietary Requirements No Yes _____

Name: _____
 Position: _____
 Telephone: _____ Email: _____
 Will you require a Visa Invitation Letter? Yes No
 Dietary Requirements Yes No

WORKTECH ASIA 2008, Shanghai	Price per delegate	Number of delegates	Total Cost
Conference, Exhibition and Networking Drinks: Monday 20th October, Early Bird Price.	USD \$899 / GBP £449 USD \$499 / GBP £249		
Architectural Tour: Tuesday 21st October	USD \$200/ GBP £99		
Cultural Tour: Tuesday 21st October	USD \$200/ GBP £99		

Easy Ways to Pay: Full details will be sent to registered delegates

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A Paid Invoice will be issued on receipt of payment along with joining instructions. Each delegate will receive a map, along with information regarding visa requirements, dietary requirements and accommodation recommendations

The cost of your visa is not included in the WORKTECH ticket price

UNWIRED cannot be held responsible for your inability to attend WORKTECH if you are either refused a visa or do not submit the relevant documents to your local Chinese Embassy in time to receive the visa and make your journey. Under these circumstances, no refunds will be made.

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 All cancellations should be made in writing to cancellations@unwired.eu.com A refund or credit note will be issued where the cancellation request is received one month prior to the event date (minus an administration charge of 25% of the delegate booking price). Alternatively, you may send a colleague in your place but we do request that we are notified of this change in writing prior to the event. Cancellations made less than one month prior to the event date will still be liable for the full fee. Our cancellation policy forms part of our Terms and Conditions, a copy of which can be requested or is available within the download area on our website (www.unwired.eu.com) and by booking with us you are agreeing to these Terms and Conditions

Signed: _____ Date: _____

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- Please tick here if you do NOT wish your name, job title, company title to be displayed on the printed delegate list.

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Our Audience

- Business & Strategy Executives
- Furniture Manufacturers
- Property Professionals
- IT Directors & Executives
- Facilities Managers
- Management Consultants
- Architects & Designers
- Academics & Researchers

Past WORKTECH delegates include:

- Accenture
- Allen & Overy
- Arup Communications
- Bank of New York
- Barclays
- BBC Property
- BBC World Service
- Berwin Leighton Paisner
- Bovis Lend Lease
- BP International
- BSRIA
- BT
- Building Design Partnership
- Capita
- Capita Symonds
- Carey Jones Architects
- CBI
- Cisco Systems
- Colebrook Bosson Saunders
- CoreNet Global
- Cushman & Wakefield
- DEGW
- Deloitte
- Deutsche Bank
- Environment Agency
- Ernst & Young
- Eversheds
- Friends Provident
- Gartmore Investment Management
- GE Healthcare
- GlaxoSmithKline
- GVA Grimley
- HLW International
- HP
- HSBC
- Ideation Group
- Johnson Controls
- Jones Lang LaSalle
- Kajima Design Europe
- KPMG
- Lewis Silkin
- Lexmark International
- M Moser Associates
- MacDonalds Restaurants
- Mackay & Partners
- Macquarie Bank
- Microsoft
- Mitel
- Morgan Stanley
- Motorola
- Nationwide Building Society
- Nokia
- Norton Rose
- Phillips
- Plantronics
- PricewaterhouseCoopers
- Prudential
- Psion Teklogix
- Rio Tinto
- Royal Bank of Scotland
- Royal College of Art
- Siemens
- SISK Contract Interiors
- Standard Chartered Bank
- Stanhope
- Swanke Hayden Connell
- Telstra
- The Science Museum
- Toshiba
- ttsp
- UBS
- Vodafone
- Wellcome trust
- Willis Group Services

What our Past Delegates said:

"Fascinating insight into a changing world which will impact building and design"

John Story, Unilever UK

"Absolutely vital conference - a catalyst of change"

Ed Saunders, Cushman & Wakefield

"As usual WorkTech exceeded my expectations both as a thought provoking and networking opportunity"

Ronen Journo, Cisco Systems

"Extremely enlightening and exciting to realise the workplace of the future and how technologies will unlock new opportunities for how we will work"

Richard Hughes, Environment Agency



Charles Handy, one of the most respected authors and commentators on the future of work giving his presentation at WorkTech06.



Niklas Zennstrom, co-founder of Skype, addressing WorkTech05.

WorkTech North 2007 Panel Members. From left to right, Chris Kane BBC, Frank Duffly, DEGW, Clive Wilkinson CW Architects, Carla Picardi.



Innovation Exhibition

Alongside the WORKTECH Asia conference will be an innovations exhibition where companies will demonstrate new technologies, innovations and future visions. Zones will allow you to experience new technology, furniture and accessories in an environment designed to stimulate new ideas and thinking.



Real value in a changing world



Ideation group



About UNWIRED

UNWIRED is the knowledge and events division of the Cordless Group. It provides a range of resources to allow our clients to predict the impact of new technology on business, people and the built environment. UNWIRED publishes a range of reports, guides, white papers and a monthly newsletter.

It also holds regular executive briefings, workshops, thinktanks, training and technology demonstrations.

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