



Global Urban Economic Summit 世界城市经济论坛

14-16 November 2018
2018年11月14-16日

Tianjin, China
天津，中国

Supporting organisation
支持单位



Global Urban Economic Summit

The summit is a global gathering place for urban development operation professionals, developers, operators and stakeholders, established with the aim of sharing knowledge, skills and resources, to help decision-makers create and manage the urban economic development that the world's future populations need. The event sets a standard for dialogue and co-operation that is vital for the sector.

世界城市经济论坛是城市主管部门，城市开发商与城市运营商等相关专业人士及其利益相关者的全球化平台，旨在结合知识、技能和资源来创建和管理全球人口需要的城市自然环境与经济环境。论坛设置关于专业标准的对话和针对行业合作共赢进行探讨。

NOV
14
2018



- Welcome reception
[by invitation only]
- 欢迎酒会 [受邀参加]

NOV
15
2018



- Global Urban Economic Summit
- 世界城市经济论坛
- Conference gala dinner
- 招待晚宴

NOV
16
2018



- WBEF Leadership Dialogue
[by invitation only]
- WBEF领袖对话
[受邀参加]
- Study tour
- 参观交流

Summit theme 论坛主题

The Global Urban Economic Summit will present the most cutting-edge developments in global urban clusters and urban economic development, introduce international standards and international practices in urban planning, urban development and urban operation, and host professional discussions on how to promote urban development through urban clustering – in order to fuel financial innovation, urban renewal and scientific and technological innovations.

世界城市经济论坛将带来全球城市群和城市经济发展的最前沿讯息，引入城市规划、建设、以及运营的国际标准以及国际实践，围绕城市集群效应、楼宇经济、金融创新、城市更新、互联网与科技应用等如何助推城市发展等话题进行深入专业探讨。

Who will be attending 参会者

The following audiences will participate in this summit:
论坛将包含以下参会者：

1. City think tanks and economists
城市智库与经济专家
2. Government officials and municipal management departments
来自中国以及海外城市的政府官员以及政策制定者
3. Institutional investors, private equity investors, insurance companies and pension funds
机构投资者、私募股权投资者、保险公司和养老基金
4. City developers and operators
城市开发商和运营商
5. Internet, high-tech and other enterprises specialised in smart cities
互联网、科技等领域等智慧城市参与企业
6. C-suite executives from firms specialising in commercial property development, construction, real estate finance and brokerage
商业地产、建造、房地产金融和经纪公司领域的高层领导者
7. Investment bankers, research analysts, and financial advisors
投资银行家、调查分析员、融资顾问
8. Urban planning and architectural companies
城市规划、建筑设计机构
9. Lawyers, accountants and other specialists in urban economy
律师、会计师及其他城市经济专家

Tickets 票价

MEMBERS
会员
NON-MEMBERS
非会员

Early Bird
早鸟价
Before 14 Oct. 2018
2018年10月14日前

Standard
标准参会价

¥2,380 ¥2,680

¥2,580 ¥2,880



November 14 , 2018 Wednesday

2018 年 11 月 14 日 星期三

1800- 2000 **Welcome reception (by invitation only)**
欢迎酒会（仅限受邀参加）

November 15, 2018 Thursday

2018 年 11 月 15 日 星期四

Plenary session: The effect of urban agglomerations on urban economies

主论坛：城市集群效应对城市经济的推动力

Urban agglomerations have an obvious effect on promoting urban economic growth, relieving issues due to agglomeration diseconomy, optimising urban economic structures and promoting regional integration. The development of the Beijing-Tianjin-Hebei Area, Yangtze River Delta and the Greater Bay Area each demonstrate the importance of urban agglomerations on the progress of China' s urbanisation. This session looks at the positioning and development experiences of those cities as they take the limelight in the 21st Century. By studying how they affect global and regional economies, we explore our own city' s positioning and advantages, and consider how to gradually build up a world-class city brand.

城市集群程度的提高对城市经济增长具有明显的推动作用，其中疏解大城市聚集造成的经济效益问题、优化城市经济结构和促进区域一体化的进程是集群发挥增长效应的重要渠道。京津冀、长三角、粤港澳大湾区等城市集群区域发展，见证了城市群作为主体形态，为提高城市集群程度、实现城市经济提供了中国未来可持续发展的城市化进程。本主题着眼于21世纪那些成功城市集群的定位以及发展，研究他们如何影响全球和区域经济，从中挖掘自身定位和优势，逐步打造世界级城市品牌。

0800 - 0930 **Registration, networking and exhibition**
签到交流及展位参观

0930 - 1010 **Opening and formal welcome**
开幕和致欢迎辞

1010 - 1035 **Urban economy and the global economic environment**
城市经济与全球经济环境

1035 - 1100 **Cross centuries: Urbanisation development across Europe/US/Asia Pacific**
跨越百年：欧洲/美国/亚太的城市化发展

1100 - 1120 **Refreshment, networking and exhibition 茶歇**

1120 - 1210

Panel discussion: How can urban design, local skill bases, and public policy combine to establish optimal conditions for clusters which are attractive to investors?

领袖对话：城市设计、当地技术基础和公共政策如何结合以建立对投资者有吸引力的集群效应？

1210 - 1300

Formulating sustainable business models for urban economy - what drives active investment and effective performance in today' s new operating environment?

城市经济的可持续发展模式-当今市场经营环境中什么是投资及有效表现的驱动力？

Breakout session 1: Building and urban economies

平行分论坛一：楼宇经济与城市经济

Building economies closely relate to the development of urban economies. Experts in this session will focus on the interactions between building and urban economies, discuss how to stimulate regional economies with real estate investment and sustainable business models, and how to promote building economies with prospective urban planning, and optimising urban resource allocation. 城市经济和楼宇经济密不可分，这个环节将着眼研究楼宇经济与城市经济如何交互影响，探讨如何通过楼宇的投资与可持续经营模式激发区域经济新活力，以及前瞻的城市规划定位，城市资源的合理优化配置如何带动楼宇经济的发展。

1430 - 1455

How do building and urban economies interact and influence each other?
楼宇经济与城市经济如何交互影响

1455 - 1545

Panel discussion: How global property investment is a driving force for building and urban economies

小组讨论：全球地产投资及其对楼宇经济和城市经济的推动力

Breakout session 2: How technologies change a city – a vision of tomorrow' s cities

平行分论坛二：未来城市展望：科技如何改变城市

The development of emerging technologies such as Internet+, new energy, blockchain and artificial intelligence drives new economic models and shapes the new world economy. Smart cities in developed and developing countries must be able to deal with wider access to technology, digital "leapfrogging", and the implications of new models for delivering public services. Experts in this session will share their opinions of future economic development trends, the need for infrastructure and environmental services in a city, and how technologies and services will be employed to improve urban service and promote urban economic development.



互联网+，新能源，区块链，人工智能等新兴技术的发展，驱动了新型的经济发展模式，世界经济正经历着翻天覆地的变化。无论是发达国家还是新兴世界的城市，都需要应对更广泛的技术准入、数字“跨越”，以及诸如提供公共服务的新模式等挑战。本环节将邀请这些新兴产业的领头羊们分享对于经济发展趋势的看法，对于城市的基础设施，环境，服务等新的诉求，以及他们如何打算通过自身的科技、服务手段，帮助完善城市服务功能，推动城市经济的发展。

- 1430 - 1455

Digital transformations in urban development
智能生态发展中的城市数字化转型
- 1455 - 1545

Panel discussion: How to build up smart, open source, future cities by enabling technologies, services and infrastructure
小组讨论：如何通过技术、服务、基础设施建设智慧开源的未来城市

Breakout session 3: How financial innovation drives urban development
平行分论坛三：金融创新助推城市发展

Finance plays an important role in city development. China will significantly broaden market access, and liberalise limitations on foreign shares in banks, securities and the insurance industry. At the same time by opening wider to the outside world, we will expand the business scope of foreign financial institutions in China and expand the areas of cooperation between Chinese and foreign financial markets. We can predict that a more open financial market will bring more investment to accelerate urban development. How to attract and utilise these investments is crucial for all urban development participants.

金融对一个城市的发展具有巨大的推动作用。中国将进一步大幅度放宽市场准入, 确保放宽银行、证券、保险行业外资股比限制的重大措施落地，同时加大开放力度，扩大外资金融机构在华业务范围，拓宽中外金融市场合作领域。可以预见，一个更加开放的金融市场将带动更多的资金进入城市的发展中。如何吸引并利用好这些资金，切关城市发展各个环节参与者。

- 1545 – 1610

How can city developers expand diversified financing channels in deleveraging markets ?
金融去杠杆化趋势下，城市发展参与者如何进一步拓展多元化融资渠道破局融资难？
- 1610 – 1700

Panel discussion: The road of China asset securitisation practice and exploration 圆桌对话：实践与探索下的中国资产证券化之路

Breakout session 4: Urban renewal - Opportunities in the new urban development stage
平行分论坛四：城市更新：城市发展新阶段的机遇

Urban development and regeneration is a global trend, and a growing focus of the Chinese government moving forward. After experiencing a major period of progress driven by investment,

growth and development, Chinese cities are moving towards a stage of development where it is important to create more land capacity for urban development. China’s most-developed cities have entered an era where it is imperative to save space for future property growth. Urban renewal in the core areas of these “first-tier” cities will be a key direction for the future development of the property market. This session will focus on how to seize the opportunities brought about by urban renewal, and how to explore new markets to generate more profit in the decades to come.

城市的发展与更新目前正处于全球化的趋势，并且也成为了中国政府下一阶段关注的行业焦点。在经历了以投资驱动和增量发展为主的阶段后，我国城市进入以转型为发展思路、以存量空间资源为载体的发展阶段。随着一线城市的房地产市场不知不觉地进入存量时代，以重点中心城市核心区域为主的“城市更新”，将成为房地产市场未来十年乃至更长时间的下一个风口。如何抓住城市更新带来的众多发展机遇，开辟新的市场掘金点，将是本环节的讨论重点。

- 1545 – 1610

International perspective and experience to urban renewal
城市更新的国际视野与经验借鉴
- 1610 - 1700

Panel discussion: Risk management in urban development and operation
圆桌对话：城市开发与运营的风险管理
- 1700 - 1720

Refreshment, networking and exhibition 茶歇

Plenary session 主论坛

- 1720 - 1750

Closing keynote:
Cities in the changing ecosystems of industry and commerce
在工业与商业不断变革的经济体系中的城市
- 1750 - 1800

Summary and closing remarks 闭幕致辞
- 1830 - 2030

Gala dinner 晚宴

November 16 , 2018 Friday
2018 年 11 月 16 日 星期五

- 0800 - 0900

Registration & networking
签到交流
- 0900 - 1030

WBEF leadership dialogue WBEF领袖对话



How to develop urban economies from investment, finance and technology perspectives

从投资、金融、科技角度探讨如何推动城市发展

Urban development 城市发展问题：

How city infrastructure can face the challenges caused by demographic change, technological innovation and changing commercial models?

城市基础设施建设如何提供可持续发展环境以保障人口变化、日新月异的科技变革、以及商业模式转型带来的挑战？

Asset securitisation and city development 资产证券化与城市发展
(by invitation only 仅限受邀参加)

1030 - 1100

Refreshment & networking 茶歇

1100 - 1200

WBEF leadership dialogue WBEF领袖对话

How to develop urban economy from investment, finance, technology perspectives?

从投资、金融、科技角度探讨如何推动城市发展

As the core functional element of central business districts , how does commercial property promote the urban economy by precise positioning, innovative operation, and high-quality management?

商业作为CBD核心功能业态，如何通过准确定位、创新运营、优质管理创造城市经济拉动力？

1200 - 1330

Lunch 午餐

城市新生，全球化与创新：中国新商务区参考察

Tianjin Binhai New District is located in the eastern coastal area of Tianjin, which is known as the “third growth pole” of China's economy. For the final part of the RICS Global Urban Economic Summit, a tour with the theme of “Reclamation, Globalisation, Innovation” will be staged, visiting three projects at Tianjin Free Trade Zone CBD, a core area of Tianjin Binhai New District, to learn about the planning and development of China's new business districts and the commercial models of free trade zone. Delegates will be accompanied by Tianjin Free Trade Zone CBD officials, project operating leaders and RICS senior representatives during all visit journeys. The visit is limited to 50 guests, and only available for summit guests.

天津滨海新区位于天津东部沿海地区，被誉为“中国经济的第三增长极”。在这段以“城市新生-全球化与创新”为主题的关于中国新商务区的考察中，我们将参观位于滨海新区核心区域的天津自贸区中心商务片区的三个代表项目，了解中国新商务区的规划发展建设、自贸区商业模式。行程将由天津自贸区中心商务片区领导、所参观项目运营负责人及 RICS 高层代表共同陪同并做详细介绍。考察规模 50 人以内，仅限 RICS 世界城市经济论坛嘉宾参与。

1330 – 1400

Reclamation : A journey along Tianjin Free Trade Zone CBD Development

城市新生：天津自贸区中心商务片区整体介绍

Tianjin Free Trade Zone CBD exhibition hall

天津自贸区中心商务片区展厅

Tianjin Free Trade Zone CBD is located in the core are of Tianjin Binhai New District. The area is about 46.8 square kilometres. It is a centre of international finance, international trade and the high-end service industry. It is also the financial reform base and iconic centrepiece of the rapidly evolving Tianjin Binhai New District. Along this visit, we will observe the development of this area.

天津自贸区中心商务片区位于滨海新区的核心地带，规划面积 46.8 平方公里，是天津滨海新区发展国际金融、国际贸易和高端服务业的聚集区，也是滨海新区金融改革创新基地和未来城市形象标志区。这一参观将展示该区域的发展历史与现状。

1400 -1500

Globalisation : A model for Free Trade Zone shopping districts

商业全球化：自贸区经济下的“环球购”物商业模式

Global Go underground shopping street

于家堡环球购地下商业街

Global Go underground shopping street is a one-stop international shopping destination relying on the advantages of free trade. With a total area of more than 20,000m², it is an important part of Tianjin Yujiapu free trade commercial area. Along this visit, we will observe how to plan and manage this special shopping street as part of a free trade zone.

于家堡环球购地下商业街是依托自贸优势，打造的一站式国际购物街区，总建筑面积超 2 万平方米，是天津于家堡自贸区商业街区的重要组团业态。该行程将了解该项目的策划定位到运营管理并参观整个街区。

1500 -1530

Innovation: A bird’ s-eye view of Tianjin Free Trade Zone CBD from atop a landmark

创新中发展的城市：俯瞰下的天津自贸区中心商务片区

Huaxia Financial Centre

华夏金融中心

Huaxia Financial Centre is a defining landmark of Tianjin Free Trade Zone financial headquarters. With a total height of 249.7 meters, it integrates offices, business services, a clubhouse and commercial functions. We will visit the top floor of Huaxia Financial Center and overlook Tianjin Yujiapu CBD.

华夏金融中心是天津自贸区金融总部的地标，建筑高约 249.7 米，集合办公空间、商务服务、会所、高端商业功能于一体。该行程中我们将登上华夏金融中心顶层，并俯瞰天津于家堡自贸区。

1530

Tour visit ends 参考察结束



Sponsorship opportunities

赞助礼遇

With a global reach of more than 125,000 professionals in 150 countries, RICS offers sponsors of the Summit a comprehensive promotional programme. Sponsorship of the Global Urban Economic Summit gives organisations a unique opportunity to be a part of this event. The promotion of this Summit will include a comprehensive digital and social media programme that will hit hundreds of thousands of professionals working in real estate, construction sectors. Examples of the benefits of sponsorship include:

RICS在全球150个国家拥有超过12万多名专业人员，作为世界城市经济论坛的赞助商RICS将给您提供一个独特且全面的宣传的机会，让他们有机会参与其中。论坛的推广将包括一系列的数字和社交媒体宣传，将惠及数十万在房地产、建筑行业工作的专业人士。赞助的权益包括：



Social media marketing
社交媒体



Speaking opportunities
演讲机会



On site exposure
现场曝光



Complimentary registration
免费参会



List of benefits 赞助商礼遇	Signature 分论坛冠名	Diamond 钻石	Platinum 铂金	Gold 黄金
	¥ 320,000	¥ 152,000	¥ 98,000	¥ 50,000
A. Complimentary seats 参会席位				
Welcome reception 贵宾招待酒会 (11月14日)	10	5	2	/
Complimentary admission 论坛参会嘉宾席位 (含招待晚宴及参观)	20	10	5	2
Reserved seats close to stage 预留论坛VIP席位卡 (靠近舞台位置)	5	3	1	/
Senior leadership meeting 高层闭门会议特邀席位	3	2	1	/
B. Advertising opportunities 广告宣传				
Signature of breakout session 平行分论坛冠名	☆	/	/	/
Speaking opportunities 发言机会	* Application is needed and is subject to approval of the organiser *发言需向主办方提交申请，经主办方审核后 方可安排			/
Media interview 媒体专访	☆	/	/	/
Advertisement in conference programme 峰会会刊广告	2 Full page 整版2页	Full page 整版	Full page 整版	Half page 半版
Corporate advertising video 宣传片活动现场滚动播放	Pre-event and Teabreak 会前和茶歇	Teabreak 茶歇	/	/
Roll-up display banner at conference 活动现场易拉宝	☆	☆	☆	☆
MC's announcement 主持人鸣谢	☆	☆	☆	☆
C. Logo exposure Logo 展示				
Logo on conference eDM & e-flyers 峰会推广邮件	☆	☆	☆	☆
Logo on conference website 峰会官网链接	☆	☆	☆	☆
Logo on conference booklet 峰会会刊	☆	☆	☆	☆
Logo on stage backdrop 活动现场背板	☆	☆	☆	☆
Logo on conference lanyard or the back of delegates badge [Exclusive] 参会嘉宾挂绳/参会证件背面 (二选一)	☆	/	/	/
Gift to Invited VIP and Speakers [Exclusive] 特邀VIP/峰会发言嘉宾礼品 (独家)	☆	/	/	/
Post event feature[via RICS China Weibo/WeChat/LinkedIn] 会后报道(通过RICS中国微信\微博\LinkedIn)	☆	☆	☆	☆
D. Exhibition opportunities 峰会展位				
Booth at exhibition area 峰会展位	6m*2m	3m*2m	3m*2m	3m*2m
Booth visit popup message 展位参观推介短信	☆	☆	/	/



The Global Success of RICS Forum -WBEF

关于RICS世界建筑环境论坛 - WBEF

In 2018, the WBEF (World Build Environment Forum) was held in London under the programme title “Our Changing World —Urbanisation, Innovation and Civilisation”. More than 1,000 attendees from all around the world joined the forum together to celebrate the 150th anniversary of RICS. This Summit looked at the three driving forces of industrial transformation, urbanisation and digitalisation, and their profound impact on the planet’s natural and built environment. This two-day programme, developed in collaboration with internationally renowned and respected industry figures, explored the transformative impact of digitalisation on business models and the consequences for cities and the regions around them. The key speakers included JB Straubel, CTO and Co-founder of Tesla, Ilya Espino de Marotta, Executive Vice President for Engineering and Programs Management, Panama Canal, Andreas Svenungsson, Senior Vice President, Group Public Affairs & Partnerships, Volvo Group and Nadja De Jager, Chief Risk Officer and Global Strategist, CBRE Global Investors.

2018年，世界建筑环境论坛在伦敦举办，主题为“我们不断变化的世界——城市化、创新和文明”。来自世界各地的1000多名观众齐聚一堂，共同庆祝RICS的150周年纪念。这次峰会着眼于工业转型、城市化和数字化的三大驱动力，以及它们对地球自然和建筑环境的深远影响。为期两天的论坛汇聚了国际知名和有影响力的行业人士共同参与，探讨了数字化对商业模式的变革影响，以及对城市及其周边地区的影响。论坛的主要发言人包括特斯拉(Tesla)的首席执行官杰布·斯特鲁贝尔 (JB Straubel)，巴拿马运河(Panama Canal)工程和项目管理执行副总裁Ilya Espino de Marotta，沃尔沃集团(Volvo Group) 集团公共事务与合伙人关系高级副总裁Andreas Svenungsson，世邦魏理仕全球投资者首席风险官兼全球策略师Nadja De Jager。



Present and past sponsors 往届赞助商



Confidence through professional standards 信心源自专业标准

RICS promotes and enforces the highest professional qualifications and standards in the valuation, development and management of land, real estate, construction and infrastructure. Our name promises the consistent delivery of standards – bringing confidence to markets and effecting positive change in the built and natural environments.

RICS致力于在土地、房地产、建造和基础设施的估价、开发和管理领域推广和执行最高的专业认证和标准。我们承诺始终如一地执行标准，为我们所服务的市场带来信心，为建筑和自然环境带来积极变化。

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