



FOR IMMEDIATE RELEASE
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EUROPE'S LEADING BUSINESS SCHOOL (CASS BUSINESS SCHOOL) PARTNERS THE PINNACLE GROUP TO HOST ASIA REAL ESTATE FUNDAMENTALS CONFERENCE 2008 IN SINGAPORE

Cass Business School is partnering The Pinnacle Group International to host the inaugural Asia Real Estate Fundamentals Conference in Singapore on 21-22 May 2008 at the Intercontinental Hotel.

Two senior professors in real estate, who teach on Europe's largest postgraduate real estate programme at Cass – Tony Key and Simon Stevenson will be leading the two days proceedings and focusing on critical issues and fundamentals underpinning real estate as an asset class.

The Guest of Honour is The High Commissioner of Malaysia to Singapore, His Excellency Dato' N. Parameswaran who will deliver a speech on "Malaysia-Singapore cross border investments and economic consequences of Nusajaya for both countries."

The conference promises to distinguish itself from the many real estate conferences by providing an independent and critical assessment of the issues relating to real estate investments from a fundamental and practical viewpoint.

Some of the topics that will be presented include:

- 1) The factors that could derail a deal and suppress returns in India real estate
- 2) The relevance of REITs in today's markets
- 3) Logistics as an asset class
- 4) Acquisitions and equity fund issuances in REITs strategies
- 5) An indepth study of the structure of REITs
- 6) Ratings Agencies Methodologies and impact on listing and financing strategies of REITs

Professor Tony Key will chair the entire event's proceeding and facilitating a lively debate between academicians and industry's practitioners, challenging widely held and sometimes misconstrued beliefs surrounding the Asian real estate boom and real estate financial instruments.

The Pinnacle Group is expecting a strong turnout of 100 professionals and business leaders from the industry.

For more information on the event or to confirm your attendance, please contact Cliff Heng or Melvin Chan for media passes at +65 6332 9901 / 09 or cliff.heng@tpgi.org or melvin.chan@tpgi.org