

mipim® 日 japan 本

THE JAPANESE FORUM FOR
GLOBAL PROPERTY INNOVATION

20-21 MAY 2015

THE PRINCE PARK TOWER HOTEL, TOKYO, JAPAN

CONTENTS

What is MIPIIM JAPAN?

Conference Programme

Floor Plan

Venue

Prices

Optional Tour

CONTACT

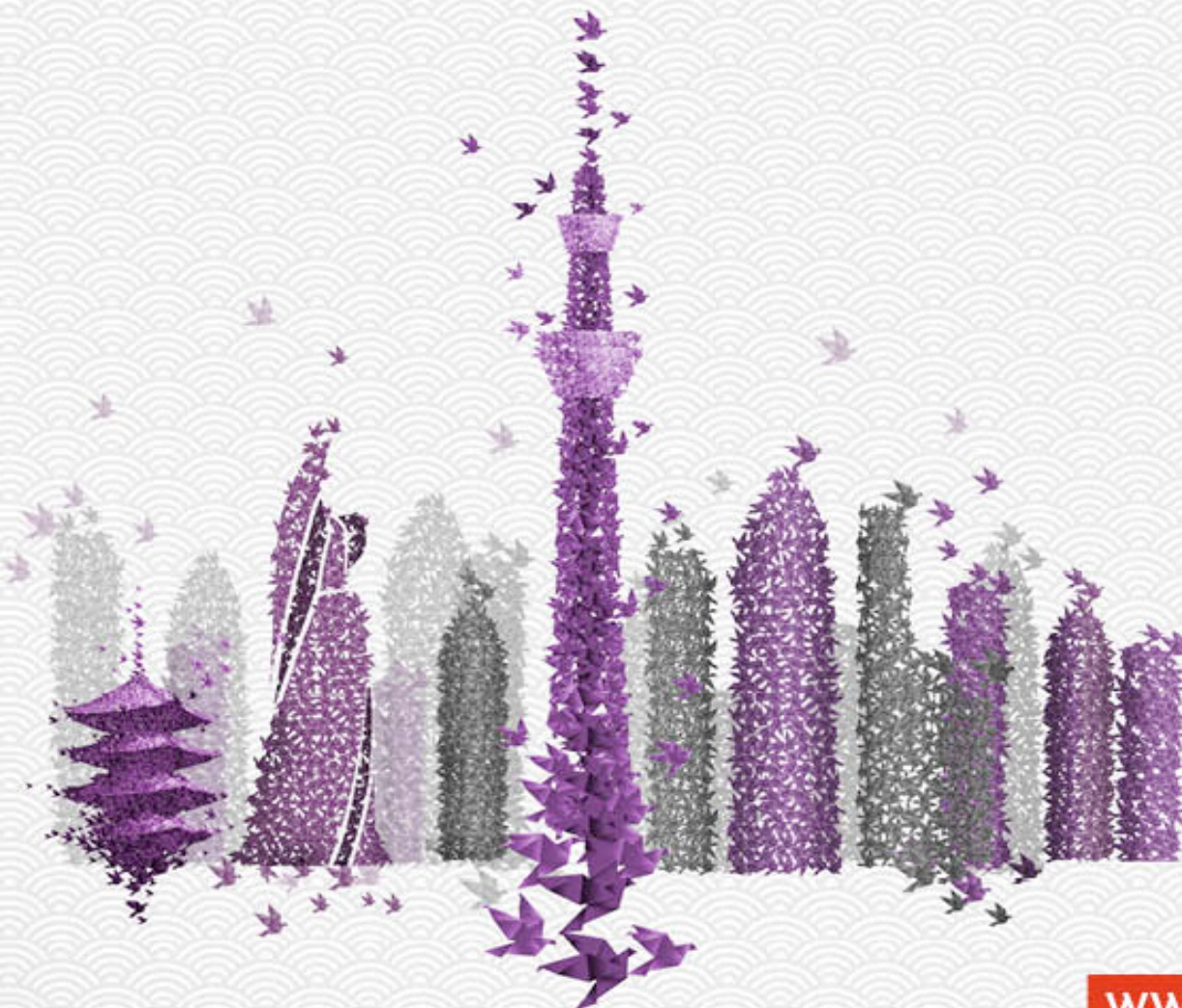


International: Luigia De Ianni

< luigia.delanni@reedmidem.com >

Japan: Lily Ono

< lily.ono@reedmidem.co.jp >



What is MIPIM JAPAN?

MIPIM JAPAN is the **1st real estate forum for Japanese and global leaders**, joining together property and finance professionals from all asset classes – office, retail, infrastructure, leisure, residential – enabling Japanese real estate professionals to share their projects and know-how with the world and international stakeholders to source capital or new opportunities in Japan.

During 2 days of expert-led conferences and high-level transactional networking, MIPIM JAPAN offers the ideal setting to initiate in and outbound investment and create business opportunities.

Why MIPIM JAPAN?

Now is the time to look forward to Japan

Japan boasts one of the most robust and resilient real estate markets and investment is skyrocketing with a growth of 38% in 2013.

New building development is driven by innovative architecture, sustainable & connected cities, as well as state-of-the-art technological & sustainable.

Political and economic indicators are reflecting the increasing

number of opportunities to build business in and with Japan.

What are the benefits?

MIPIM JAPAN brings together participants from various real-estate-related segments from various countries, and features variety of business models, at one single site, in one intensive period.

Whatever segment you belong to, or whatever country you are from, MIPIM JAPAN makes it possible for you to obtain right opportunities in response to what you need.

- ❖ **Showcase your projects, your talent & competence and solutions for Japanese and Asian business partners!**
- ❖ **Find Japanese investors interested in International opportunities!**
- ❖ **Be part of a showcase area that will feature the latest trends in property innovation!**
- ❖ **Anticipate the huge Japanese real estate opportunities that will come with the Olympics!**
- ❖ **Meet major Japanese & global developers, investors, city officials and architects!**

Participants

More than 1,000 Japanese and global participants are expected to attend MIPIM JAPAN.

- ❖ Developers
- ❖ General Contractors
- ❖ Architects
- ❖ Local Governments
- ❖ AM Management Companies
- ❖ REIT Related Companies
- ❖ Smart City Related Companies
- ❖ Railway Companies
- ❖ Investors
- ❖ Retailers
- ❖ End Users
- ❖ Others

Which Japanese players will showcase?

Ministry of Land, Infrastructure, Transport and Tourism – Urban Renaissance Agency – Tokyo Metropolitan Government – Yokohama City – Nagoya City – Toyota City – Osaka City – Fukuoka City – Kitakyushu City – Daiwa House – Development Bank of Japan – Diamond Realty – East Japan Railway Company – EY Japan – Fujisawa Sustainable Smart Town | Panasonic – Mitsubishi Estate – Mitsui Fudousan – Mori Building – Mori Trust – Nihon Sekkei – Nikken Sekkei – Nomura Real Estate – NTT Facility – NTT Urban development – Odakyu Electric Railway – Orix Fudousan – Real Estate Companies Association of Japan – Sankei Building – Seibu Properties – Sekisui House – Sumimoto Fudousan – Sumitomo Trust and Banking – Tokyo Tatemono – Tokyu Fudousan - Yamashita Sekkei, and more.

Exhibitions

The 1,000 m² exhibition area will highlight and showcase the most impressive property projects and solutions on the Japanese market, including the Tokyo Olympics 2020.

It will be zoned thematically: “**Sustainable City Zone**” and “**Attractive City Zone**.”

Sustainable City Zone will include exhibitors whose activities are related to sustainable city development, such as developers, architects and general constructors.

Attractive City Zone will be exhibited by housing companies, innovative(smart)-city-related companies, and REITs companies etc., as well as Japanese local authorities, who creates attractive cities.



Conferences

20 conference and workshop sessions will enable you to access the expertise and knowledge of the people who shape the industry. MPIM JAPAN's programme of conferences is designed to help you exploit the tremendous potential of the Japanese market and to provide you with all the elements you need to stay ahead of the latest trends.

4 Key Themes of the Conferences (Programme is subject to change)

❖ The Olympics

- Urban planning and the legacy challenge
- From financing to delivering on time: running for the gold medal
- A real Estate vision for 'unique' Japanese Olympics

❖ Innovative Cities

- Innovation for better cities to live in
- Mobility and density managing: find the right balance
- Connected citizens for a smarter city
- Inspiring architectural vision for the next generation of cities

❖ Inbound and Outbound Investments

- Which investment opportunities in Japan and for who?
- The new Japan position on the international scene of cross-border investment
- Outbound: From caution and method, to risk taking and 'first mover' strategy: Japanese investors' new strategies
- How to attract international occupiers?

❖ Tourism

- From boutique hotel to integrated resorts, what positioning for Japan on the international scene (post Olympics)?
- What conditions are needed to attract more HTL investors and projects?

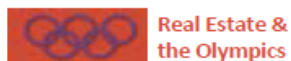
Networking Events

❖ Networking Events Utilizing Mealtime and Breaks

- Networking Lunch
- Networking Breakfast (Thematic)
- Networking Coffee Break

❖ "MEET THE INVESTORS" – Opportunities that enable the participants to talk directly with international investors.

Conference Programme (Tentative, as of 03 Oct. 2014)



Real Estate & the Olympics



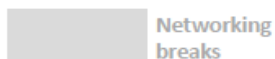
Investment



Tourism



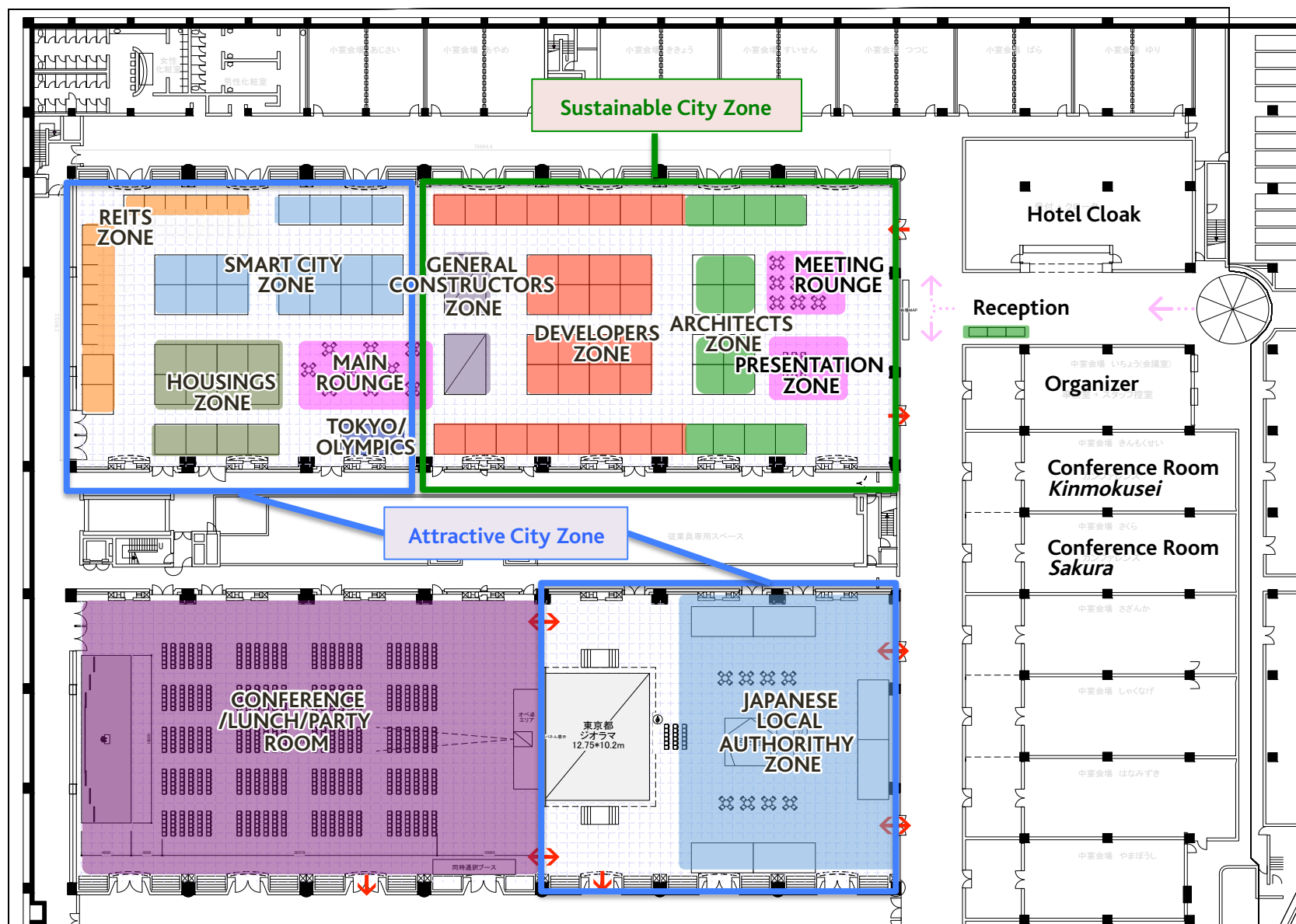
Innovative Cities



Networking breaks

| Ball Room | Banquet Hall Kimmokusei | Banquet Hall Sakura | Ball Room | Banquet Hall Kimmokusei | Banquet Hall Sakura |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| | | | | Thematic Breakfast 08.30 - 09.45 | Thematic Breakfast 08.30 - 09.45 |
| [KEYNOTE] by International Architect] Quality of life in innovative cities 10.00 - 10.45 | Networking break 10.30 - 11.00 | [KEYNOTE] Tokyo - Investment Attractiveness Now! 10.00 - 11.00 | [KEYNOTE] Tokyo 2020 Olympics. The real estate challenges and ambitions 10.00 - 10.30 | | [KEYNOTE] Asian Investment Trend & Japan 10.00 - 11.15 |
| | [MASTERMINDS] Smart urban development: how to attract innovative players and to 'co-develop' solutions 3 CEO debate 11.00 - 12.30 | Networking break 11.00 - 11.15 | [PANEL] Olympics' Legacy: after the Games, International Olympic Cities comment past experience & learnings 10.30 - 11.30 | [MASTERMINDS] Density: innovative solutions for liveable cities. 3 CEO debate with Architects 11.00 - 12.30 | Networking break 11.15 - 11.30 |
| | | [PANEL] How to finance a smart city? governance, business models and new disruptive solutions 11.15 - 12.30 | | | [PANEL] Meet the investors 11.30 - 12.15 |
| NETWORKING LUNCH - BALLROOM (+ Asian Lunch, by invitation) 12.30 - 14.00 | | | NETWORKING LUNCH - BALLROOM (+ Mayors' Lunch, by invitation) 12.30 - 14.00 | | |
| | [PANEL] Energy transition: toward a 'positive' city 14.00 - 15.00 | [PANEL] Investment opportunities in Japan & Asia 14.00 - 15.30 | [PANEL] Cutting-edge Urban Infrastructure Technology 14.30 - 15.30 | [WORKSHOP] Resilient cities: learnings from Japan. 2 case studies & debates 14.00 - 15.30 | [PANEL] Asian Investment Index Co-organiser: IPD 14.00 - 15.00 |
| | Networking break 15.00 - 15.30 | | | | Networking break 15.00 - 15.30 |
| | [WORKSHOP] Smart Mobility: new solutions, new services, citizens expectations 2 case studies of 30 minutes each + debates 15.30 - 17.30 | Networking break 15.30 - 16.00 | | [PANEL] From boutique hotels to integrated resorts, what positioning for Japan on the international scene? (post Olympics) 15.30 - 16.30 | [PANEL] Japan cross border investments 15.30 - 16.30 |
| | | [PANEL] From Japan to the World: Outbound investments from Japan Co-organiser: ANREV 16.00 - 17.00 | | | |
| | | [PANEL] Which needed conditions to attract more HTL investors & projects? 17.30 - 18.30 | | | |
| OPENING COCKTAIL, From 18.30 | | | [CLOSING KEYNOTE] Investment Keynote / Asian Expert Economist 18.30 - 17.30 | | |

Floor plan (As of 03 Oct. 2014, Subject to change)



Venue

Information

Name: The Prince Park Tower Tokyo

Address: 4-8-1, Shiba-Koen, Minato-ku, Tokyo 105-8563

Phone: +81-(0)3-5400-1111

Fax: +81-(0)3-5400-1110

Access: 12 mins. from Hamamatsu-cho Sta. / JR, Tokyo Monorail

9 mins. from Daimon Sta. / Asakusa Line, Oedo Line

12 mins. from Kamiya-cho Sta. / Hibiya Line

2 mins. from Akabanebashi Sta. / Oedo Line

3 mins. From Shiba-Koen Sta. / Mita Line

5 mins. From Onarimon Sta. / Mita Line

Local Map



Convention Hall / Exhibition Area



Ball Room / Keynote Speech, Lunch



Banquet (Middle Size) / Panel, Workshop

Exhibiting & Sponsoring Packages

| | | |
|--------------------------------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DISCOVER PLATINUM SPONSORSHIP | JPY 3 500 000 EUR 25 250 | <ul style="list-style-type: none"> • 18m² stand w/ decoration included • 15 passes for MIPIM Japan • Full page advertising in the programme • Platinum sized logo on giant Sponsors panel: <ul style="list-style-type: none"> - At the Opening cocktail - In conference rooms |
| STAND PACKAGE | JPY 2 000 000 EUR 14 440 | <ul style="list-style-type: none"> • 9 m² stand w/ decoration included • 5 passes for MIPIM Japan • Half page advertising in the guide |
| ASSOCIATE SPONSORSHIP | JPY 800 000 EUR 5 850 | <ul style="list-style-type: none"> • 5 passes for MIPIM Japan • Quarter page advertising in the guide • Logos, possibility to display visuals and press racks for brochures in the MIPIM Japan visitors lounge |

Visitors

| Visitors | Your Registration Date | Price in JPY | Converted Price in EUR |
|------------------------------------------------------|------------------------|--------------|------------------------|
| Early Bird 1 | Until Fri. 19/03/2015 | ¥ 70 000 | 512 € |
| Early Bird 2 | Until Sun. 10/05/2015 | ¥ 90 000 | 649 € |
| Final | From Mon. 11/05/2015 | ¥ 125 000 | 901 € |
| Additional Registration on Stand (Exhibitors) | | ¥ 31 000 | 224 € |

Advertising

| ONLINE ADVERTISING | Price in JPY | Converted Price in EUR |
|------------------------------------|--------------|------------------------|
| Website – Large Banner | ¥ 250 000 | 1 803 € |
| Online Database – Mega Banner | ¥ 250 000 | 1 803 € |
| Mobile – Mobile Application Banner | ¥ 150 000 | 1 082 € |

| ONSITE ADVERTISING | Price in JPY | Converted Price in EUR |
|--------------------|--------------|------------------------|
| Bags Insert | ¥ 300 000 | 2 163 € |
| Ratlines | ¥ 1 300 000 | 9 373 € |

Please contact us for other on site premium placement opportunities!

| PRINT ADVERTISING | Price in JPY | Converted Price in EUR |
|----------------------------------|--------------|------------------------|
| Programme | | |
| Full Page | ¥ 315 000 | 2 271€ |
| Double Page Spread | ¥ 400 000 | 2 884 € |
| 1/2 Page | ¥ 210 000 | 1 514 € |
| 1/4 Page | ¥ 150 000 | 1 082 € |
| Front Cover Box | ¥ 640 000 | 4 614 € |
| Inside Front Cover - IFC | ¥ 490 000 | 3 533 € |
| Option: IFC w/gatefold (3 pages) | ¥ 640 000 | 4 614 € |
| Back Cover | ¥ 640 000 | 4 614 € |
| Inside Back Cover | ¥ 490 000 | 3 533 € |

Linking with the contents of MIPIM JAPAN, some optional tours for overseas participants will be held after MIPIM JAPAN, from May 22.

Tour information and advertisement will appear on MIPIM JAPAN official website, and Reed MIDEM sales staff will notify the tour information when calling for international exhibitors/ participants.

Application will be processed directly through designated travel agencies.

Tour Courses (Tentative)

❖ Tokyo Half-Day Tour

Tokyo Station & its surroundings / Development areas in Osaki & Shinagawa / Shibuya & its surroundings / Roppongi / Central Circular Route No.2 / Toyosu / Daiba / Tokyo Sky Tree etc.

❖ Smart City Inspection Tour

Smart City in the suburbs of Tokyo

❖ One-Night Tour

Mt. Fuji and its surroundings

Special Visit to Kyoto National Treasure temples

Other courses are under consideration including Kansai area, recovering-from-the-earthquake areas etc.



Tokyo (Image)



Mt. Fuji (Image)