



International Realtor[®] Conference

CHANGING THE LANDSCAPE OF GLOBAL REAL ESTATE

REGIONAL LEADERSHIP SUMMIT

GO GLOBAL!

JULY 27 - 30, 2015

CITY OF DREAMS

Asean Ave. Corner Roxas Blvd
Entertainment City, Parañaque, Manila Philippines



Hosted & Presented by:
Chamber of Real Estate & Builders
Associations (CREBA) Inc



Strategic Partner:
National Association
of REALTORS[®]

For more details and reservations please contact us at **+632-3732270 74**
info@ircasia.org or visit our website at **ircasia.org**

**MANILA
PHILIPPINES**



BACKGROUND

ABOUT THE CONFERENCE

The FIRST International REALTORS® Conference and Regional Leadership Summit outside the US. A gathering of international real estate professionals providing unique opportunity to conduct business globally; learn the latest trends and tips from most of the influential experts in the real estate industry.



Open to REALTORS®, International REALTOR® Members (IRMs), and real estate industry related practitioners interested in learning, sharing and at the same time become affiliated with the largest trade organization in the world. Participate and witness the pinning ceremony of new NAR IRMs and affiliates at the conference.

Get ready to discover and explore potential opportunities that are essential in your real estate business. Knowledge is power! Going global means that professionals have to learn new customs and business practices.

Representing buyers/sellers pose challenges for every real estate professional and adding "international" in your real estate to your resume and establishing a distinct segment of the market you want to serve could be more challenging. Real estate professionals planning to serve a global client base, it is essential to specialize in a very defined and distinct part of the market.

Benefits :

- Position attendees in becoming "international real estate experts" enabling to drive marketing strategy to a new target audience
- Discover attendees' potential business opportunities in the global arena
- Make connections - network with like minded real estate professionals.
- Gain exposure in the global real estate arena by building a global presence
- Promote direct interaction to better enable ongoing relationships for personal and professional growth
- Provide attendees with specific tools and strengthen aspects of business development efforts
- Stay informed to strengthen your real estate business development effort
- Meet Industry Partners Face-2-Face!
- Promote your brand to the right niche market!
- Gather new Leads & make on the spot connections!
- Collect new market intelligence!

At the end of the conference, you will be able to enhance your knowledge and identify the part of the world you want to call your own!

GO GLOBAL!

National Association of REALTORS®

Founded in 1908, the National Association of REALTORS® (NAR) is the world's largest professional organization, with over 1 million members throughout the United States and worldwide. Inside the U.S., its primary purpose is to work with the government to keep legal and economic conditions favorable for property ownership, thus supporting the business of real estate. NAR also serves as the country's primary real estate business network, the members of which adhere to the highest professional standards and the profession's first enforceable code of ethics.



Since its founding, NAR has been a fundamentally global organization, initially representing brokers not only in the United States, but also in Mexico, Canada, Cuba, and indeed in the Philippines. NAR leaders routinely hold office in and address international bodies, including the International Real Estate Federation (FIABCI) and The United Nations' Economic and Social Council, of which NAR is a non-government organization member.

Presently, NAR enjoys bilateral partnerships with over 82 real estate organizations in nearly 65 countries worldwide. We are proud to count the Philippines among our strongest international partners and look forward to welcoming the REALTOR® world to Manila in July!

<http://www.realtor.org/about-nar/nar-at-a-glance>

Chamber of Real Estate & Builders Association, Inc. (CREBA)

The Chamber of Real Estate & Builders Association, Inc. (CREBA) -- the exclusive Cooperating Partner of the U.S.-based National Association of REALTORS® -- is armed with the stewardship of the NAR name and programming, as well as the unique authority to protect the use of the REALTOR® trademark and brand name in the Philippines.



The main objectives of the cooperating partnership with CREBA and NAR are:

To raise the standards of real estate practice and preserving the right of property ownership in the interest of the public welfare

To promote the promulgation and enforcement of mutually acceptable code of ethics and the advancement and enforcement of high standards of professionalism in the real estate industry

To promote private property rights around the world in public and international forums and supporting the efforts of the United Nations goal of achieving adequate shelter for all

<http://creba.ph/about-creba/mission-and-vision/>

CONFERENCE SCHEDULE

21-25 JULY CIPS Course Offering (Ticketed)

JULY 27

7:45-8:20 AM Registration & early morning Java
8:30-4:00 PM E-Pro Certification 1 (Ticketed)
E-Pro Certification 2 to be taken online at additional cost

JULY 28

9:00-3:00 PM Regional Leadership Summit
9:00—5:00 PM LUXURY Homes/Retirement Homes Property Tours
MANILA Tours (Ticketed)

3:30-4:30 PM

Press Conference

5:30-8:00 PM

International Welcome Reception/EXPO Grand Opening

JULY 29

8:30-10:00 AM OPENING CEREMONY (PARADE OF FLAGS)
Welcome Speakers from CREBA
Philippine Housing Today & Beyond
History/Timeline of NAR Global Engagement, Global Perspectives
ASEAN Integration

10:00-11:00AM

US Commercial Real Estate Investment Strategy
Asia and the Global Real Estate Market
Building a Pan-Asian residential/Commercial portfolio
Regional hotspots in Asia over the next 5 years, trend analysis

11:00-12:00 PM Global Real Estate Brand Perspectives (LEAD SPONSOR)

12:00-1:00 PM EXPO/BREAK

1:00-2:00 PM BREAKOUT SESSIONS

SESSION 1 A CLOSER LOOK (PART 1)
Analytics of Southeast Asia Market (Malaysia, Singapore, Indonesia)
SESSION 2 IRM Benefits & the Use of the REALTOR brand/Code of Ethics/RPR
SESSION 3 EB2 and EB5 Visa Program
Path to US residency/Best practices & qualifications

2:00-3:00 pm BREAKOUT SESSIONS

SESSION 4 A CLOSER LOOK (PART 2)
Analytics of Southeast Asia Market (Japan, Thailand, Vietnam)
SESSION 5 ZIPLOGIX:
Digital Real Estate Transactions-forms, collaboration and e-signing
SESSION 6 Doing Business in Asia/Cultural Literacy
Outlook of ASEAN and APEC as a big economic bloc

3:00-4:00 PM BREAKOUT SESSIONS

SESSION 7 Global Multi-Cultural Business
Growing your business (High tech mobile estate professionals)
SESSION 8 ASEAN BANKING INTEGRATION
Effects on real estate home financing
SESSION 9 MYANMAR (Investment in the New Frontier Market)



4:00-5:00 PM BREAKOUT SESSIONS

SESSION 10 A CLOSER LOOK (PART 3)
Analytics of Southeast Asian Market (S. Korea, India, Taiwan)
SESSION 11 PITCH SESSION
SESSION 12 A CLOSER LOOK (PART 4)
Analytics of Southeast Asian Market (Australia, Philippines, Hongkong)

6:30 MANILA BAY CRUISE (TICKETED)

JULY 30

9:00-10:00 AM CROWDFUNDING
Business and Investment Matching

10:00-11:00 AM GENERAL SESSION
Report on Regional Leadership Summit on AEC MRA

11:00-11:30 PM
Philippines and its ASEAN ranking
Positive Measures
APEC and its effect on real estate industry sectors

11:30 -12:30PM KEYNOTE LUNCHEON
AEC and its effect in the economy in Asia and the world

12:30-1:30 PM EXPO/BREAK

1:30-2:30 PM BREAKOUT SESSIONS

SESSION 13 Structure Your Business Plan To Include Property Management
(Additional Income stream for Real Estate Professionals)
SESSION 14 Developers Forum (Referral Programs/Accreditation)
SESSION 15 Riding the Wave of Chinese Wealth (Establish connections in China)

2:30-3:30 PM BREAKOUT SESSIONS

SESSION 16 Business Opportunities in Dubai (Opening its doors to investors)
SESSION 17 Expanding your global reach....Building Lasting Relationships
Do's and Don'ts of online cultural conversations
SESSION 18 Analytics of the European Market
Investing in Europe

3:30-4:30 PM BREAKOUT SESSIONS

SESSION 19 Developers Forum (Referral Programs/Accreditation)
SESSION 20 Real Estate Industry Regulations & Relevance in the AEC Integration
SESSION 21 Multiple Listing Services/MLS Solutions

6:30 PM CONFERENCE GALA
(Recognition Night and Entertainment)

Disclaimer: Event organizer reserves the right to make changes/modifications to the conference schedule without prior notice!

EVENT INFORMATION

1. THE EVENT

The FIRST International REALTORS® Conference and Regional Leadership Summit outside the US. A gathering of international real estate professionals providing unique opportunity to conduct business globally; learn the latest trends and tips from most of the influential experts in the real estate industry. Get ready to discover and explore potential opportunities that are essential in your real estate business. Knowledge is power! Going global means that professionals have to learn new customs and business practices.

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2. CONFERENCE LOCATION

The conference will be held at the City of Dreams, Pasay City, Metro Manila, Philippines. A brand new hotel located about twenty (20) minutes from the Ninoy Aquino International Airport. The hotel can be easily be reached by car or shuttle bus
Phone # +63 2 800 8080 www.cityofdreams.com.ph

3. AIRPORT TRANSFERS –www.cityofdreams.com.ph

You'll find counters for hotel transport and car rental services at all the airports, just past the Arrivals gates. Metered taxis and rent-a-cars, even van rentals, are readily available at the international airports for transportation to the city proper or beyond. Hotel transport can be arranged with hotel representatives at designated counters at the arrival lobby of the airport.

RATES EACH WAY range from Php1,600 NETT—Php3,000 NETT

4. HOTELS.

Hotel accommodations in the area and discount rates for exhibitors and attendees can be accessed through the link provided in the conference website.

NOBU HOTEL		
DAILY ROOM RATES		
Room Categories	Single Occupancy	Double Occupancy
NOBU Deluxe	Php 7,487.75 net	PHP 9,451.75 net
NOBU Premier	PHP 9,942.75 net	PHP 11,906.75 net
NOBU Executive	PHP 11,170.25 net	PHP 13,134.25 net
NOBU Suite	PHP 25,409.25 net	PHP 27,373.25 net

NOBU HOTEL (632)800.9898 : www.cityofdreams.com.ph

HYATT		
DAILY ROOM RATES		
Room Categories	Single Occupancy	Double Occupancy
Hyatt King/Twin	PHP 6,000+++ (PHP 7,365.00 NETT)	PHP 7,000+++ (PHP 8,592.50 NETT)
Hyatt Deluxe King/Twin	PHP 6,500+++ (PHP 7,978.75 NETT)	PHP 7,500+++ (PHP 9,206.25 NETT)
Club King/Twin	PHP 8,500+++ (PHP 10,433.75 NETT)	PHP 10,000+++ (PHP 12,275.00 NETT)

HYATT CITY OF DREAMS(+632)691.1234
www.cityofdreams.hyatt.com

5. EXHIBIT BOOTHS

Single booths are available
9x10 square feet
Equipped with tables and chairs and power

6. EXHIBITOR RATES

1 booth (9x10 sq ft)
\$1,500/include one (1) conference registration
2 booth (18x20 sq ft)
\$2,800/include two (2) conference registration

7. BOOTH ASSIGNMENT

Booth locations for exhibitors are assigned on a first come first serve basis in order of receipt of application and payment

Each exhibitor company, regardless of booth size will receive up to two (2) free exhibitor badges for full time employees. Badges are to be used only by employees of the exhibitors and may not be transferable. Only those with proper identification badges will be allowed on the expo floor.

Move in is scheduled on 27 July 2015 after 6 pm.

Move out is scheduled on 31 July 2015 after 8:00 am

8. OFFICIAL IRC PROMOTIONS AND ADVERTISING

The IRC conference will utilize extensive and sustained public relations, advertising, and promotional campaign through direct mail, print media, radio, television, and Facebook.

The PHILIPPINE DAILY INQUIRER (official media partner).

9. OFFICIAL IRC PUBLICATION

Exhibitors receive a free listing in the 2015 IRC souvenir program The listing includes company name, product lines to be exhibited, and booth number. Advertising spaces of the publication are available to run their advertising messages.

10. POINTS OF INTEREST IN THE PHILIPPINES

MANILA—10 Best Places To Visit

- Intramuros: http://www.philippinecountry.cophilippine_tourist_spot/intramuros.html
- San Agustin Church: <http://sanagustinchurch.org/>
- Manila Cathedral: <http://manilacathedral.ph/>
- Bahay Tsinoy: <http://bahaytsinoy.org/>
- Casa Manila
- Luneta
- Manila Bay Cruise
- Manila Ocean Park: <https://www.manilaoceanpark.com/main>
- Manila American Cemetery
- Marikina Shoe Museum: home of Imelda Marcos' shoes collection <http://itsmorefuninthephilippines.com/>

11. CONFERENCE WEBSITE:

<http://ircasia.org/register/>

Email: info@ircasia.org