



商場管理學會

Institute of Shopping Centre Management

Call for Enrollment Scholar Seminar Series

Dear Members and Friends

ISCM has always remained at the forefront of promoting professionalism in shopping centre management with a special focus on advancing the discipline and driving developments for related industries in Hong Kong. In particular, we seek and achieve professional and academic excellence through organising seminars on various topics.

It is our great honour to have invited three renowned scholars of Hong Kong to present us the **Scholar Seminar Series 2016-17**.

We look forward to your participation. Thank you.

ISCM Training Committee

Registration Fees

No. of Seminar	Member	Non Member
1	HK\$ 100	HK\$ 180
3	HK\$ 160	HK\$ 360

Application Deadline for 3 Seminars:
14 Nov 2016

Enquiry: ISCM Secretariat Office
Ms. Angel Kwok/Ms. Tiffany Leung
Tel: 3705 2948
event@iscm.org.hk

Renowned Scholars



Prof. Eddie Hui
Professor
Department of Building and Real Estate
The Hong Kong Polytechnic University



Prof. Rebecca Chiu
Head and Professor
Department of Urban Planning and Design
Faculty of Architecture
The University of Hong Kong



Sr. Dr. Lawrence Poon
Senior Lecturer
Division of Building Science and Technology
The City University of Hong Kong

Seminar Details

Date	Time	Topic	Speaker	Venue	Registration Deadline
17 Nov 2016	7-830pm	Success Factors for Shopping Malls	Prof. Eddie Hui	TU101, The Hong Kong Polytechnic University, Hunghom, Kowloon	11 Nov 2016
2 Dec 2016	7-830pm	Social Roles of Neighbourhood Shopping Centres	Prof. Rebecca Chiu	Rm 804, HKU SPACE Po Leung Kuk Community College, 66 Leighton Road, Causeway Bay, HK	28 Nov 2016
19 Jan 2017	7-830pm	Compulsory Sale for Redevelopment and Related Retail Valuation Issues	Sr. Dr. Lawrence Poon	Rm 804, HKU SPACE Po Leung Kuk Community College, 66 Leighton Road, Causeway Bay, HK	13 Jan 2017

Supporting Organisations:





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Scholar Seminar Series

Topic: Success Factors for Shopping Malls	
Date	17 Nov 2016 (Thurs)
Speaker	Prof. Eddie Hui is the Professor of Real Estate at the Department of Building and Real Estate and Academic Discipline Leader of Construction & Real Estate Economics; Award Coordinator (4-year curriculum FT) for BSc(Hons) Property Management of the Hong Kong Polytechnic University.
Abstract	<p>Nowadays, the retail market dynamics in Hong Kong have been changing much faster than before. The shopping mall businesses are facing many more challenges, and sometimes problems, than they were, for all sorts of reasons. This prompts us to ponder how to make the mall we manage even more successful than before. In this seminar, he will share with you :</p> <ol style="list-style-type: none">1. Is the shopping mall under your management: good or bad?2. How to plan for a new shopping mall?3. What makes a shopping mall successful?

Topic: Social Roles of Neighbourhood Shopping Centres	
Date	2 Dec 2016 (Fri)
Speaker	Prof. Rebecca Chiu is the Head and Professor of the Department of Urban Planning and Design, and the Director of the Centre of Urban Studies and Urban Planning, the Belt and Road Urban Observatory, and the Affordable Housing Research Network of the Faculty of Architecture of the University of Hong Kong.
Abstract	<p>Hong Kong is the definitive high-rise city of the world. Residential development in this city has been commonly organised in the form of high-rise housing estates. These housing estates often provide a range of community services and facilities for meeting daily needs. In particular, shopping centres of different scales operate in these estates, depending on the population sizes, that is, the clientele. These centres are not only designed to meet daily needs, but also to provide entertainment, recreation and socialisation opportunities. It may also contribute to community development, identity shaping and break segregation between and among housing estates. However, its physical form may also be used as a segregating device, creating gated communities. This talk will present research findings on the above social functions of these neighbourhood shopping centres.</p>

Topic: Compulsory Sale for Redevelopment and Related Retail Valuation Issues	
Date	19 Jan 2017 (Thurs)
Speaker	Sr. Dr. Lawrence Poon is a fellow member of the Hong Kong Institute of Surveyors and a Registered Professional Surveyor (General Practice). He is a Senior Lecturer of the Division of Building Science and Technology of the City University of Hong Kong.
Abstract	<p>The main purpose of the Land (Compulsory Sale for Redevelopment) Ordinance is to enable persons who own a specified majority of the undivided shares in a lot to make an application to the Lands Tribunal for an order for the sale of the whole lot for redevelopment. In this talk, Dr Lawrence Poon will explain under what circumstances the majority owner can apply to the Lands Tribunal for compulsory sale, what factors the Tribunal will consider in granting a sale order, how the expenses and sale proceeds are apportioned among the owners, how the retail valuation affects the apportionment, and other common concerns to the minority owners.</p>



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Registration Form

Please reserve your seat(s) by completing the booking form and return to ISCM Secretariat Office by email to event@iscm.org.hk. Reservations will be made on first-come, first-served basis.

Participant's Information

Event Name :		
Full Name :	Mr./Mrs./ Ms.	
ISCM Member :	<input type="checkbox"/> Yes (Membership No. _____) <input type="checkbox"/> No.	
Company Name :		
Job Title :		
Correspondence Address :		
Contact No. :	Mobile :	Office :
Email :		
No. of Persons :	Member :	Non Member :

List of Other Participants

	Name	Company Name	Job Title	Contact No.	email
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Registration

No. of Seminars	No. of Members	Amount	No. of Non Members	Amount
1 Seminar		HK\$		HK\$
3 Seminars		HK\$		HK\$
			Total	HK\$

Please tick if you need hard copy of receipt/certificate or only soft copy will be issued.

REMARKS :

1. Only cheque payment is accepted.
2. Cheque should be made payable to "Institute of Shopping Centre Management Limited" and mail to :
ISCM Secretariat Office
Rm D5, 4/FI, Por Mei Building, 500 Castle Peak Road, Lai Chi Kok, Kowloon
3. No cancellation will be accepted after enrollment.