ULI ASIA PACIFIC WEST COAST STUDY TOUR
Pacific Northwest (Seattle, Bellevue and Redmond), Bay Area (San Francisco, San Jose, and Oakland), and Los Angeles
16-26 October 2017
Cities, urban neighborhoods, and buildings are undergoing significant changes to adapt to fast-changing technologies and new lifestyles. The tour will provide rare opportunities to meet with leading city planners and developers in key technology and cultural hubs in the US west coast. Join the tour and see how urban cores and suburbs are evolving. Visit projects that take advantage of new technologies and are responsive to lifestyle changes. Meet leading real estate professionals who are shaping the evolution of urban built environment in arguably the most dynamic part of the world.
New technologies are quickly changing the lifestyles of urban and suburban dwellers, and the changing lifestyle preferences are leading to changes in the urban built environment. Regeneration of urban cores and the growing movement of suburbs to densify and become more like downtowns are very much tied to new technologies and changes in lifestyle, especially among the younger generations.

ULI Asia Pacific has organized a tour that will explore how new technologies and lifestyle changes are causing changes in urban built environment and vice versa, and visit projects that take advantage of new technologies and accommodate new lifestyles.

At the end of the seven-day tour, participants will attend the ULI Fall Meeting in Los Angeles. During the Fall Meeting, we will have a Trans-Pacific Real Estate Forum in the morning of October 26th that will focus on topics of mutual interest for North America and Asia Pacific.

The cities visited in the tour include i) Seattle, Bellevue and Redmond in Pacific Northwest, ii) San Francisco, San Jose, and Oakland in the Bay Area, and iii) Los Angeles. These cities are considered among the most important technology and cultural hubs of the world.

The tour is promoted to ULI members in the Asia Pacific region. The tour will afford participants with opportunities to meet people from different countries in the region.

BY JOINING THE STUDY TOUR, YOU WILL HAVE:

- Direct access to some of the most exciting projects and properties on the West Coast of the USA.
- Presentations by developers, owners, architects and government officials on the lessons learned from these projects – both good and bad.
- Learn how suburban office parks are transforming to become more “urban”.
- Learn how retail properties and mixed-use projects take advantage of new technologies.
- Learn about key market conditions and trends from leading investment professionals.
- Presentations by ULI personnel and government officials in relation to mixed use development and private/public sector co-operation.
- The opportunity to participate and benefit from attending the 4 day ULI Fall meeting at the Los Angeles Convention Center. This is the pre-eminent and most highly regarded real estate conference in North America held each year and for 2017 is expected to attract over 7,000 attendees and the largest international participation in ULI’s history. For further details on the conference program refer to the conference website www.fall.uli.org
- Exposure to many different perspectives from the tour group and ULI personnel.
# Indicative Itinerary

## Pacific Northwest

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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>Monday 16 October</td>
<td>Arrival in Seattle</td>
<td>• Dinner for early arrivals (tour participants only)</td>
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| Tuesday 17 October | Project Tours         | • South Lake Union / Energy Exchange  
• Great Seattle Market overview  
• Amazon Go (new retail format)  
• Starbucks Headquarter  
• Meet with Seattle City Planner  
• Bullitt Center |
| Wednesday 18 October | Project Tours        | • Meet with Bellevue Planning Department  
• Envisioning Center, Microsoft  
• GIX in Spring District (a joint-venture project by Tsinghua University & University of Washington)  
• Meet with Port Authority  
• Space Needle |

## Bay Area

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| Thursday 19 October | Project Tours     | • Bay Area Market Overview  
• Meet with Transbay Joint Powers Authority |
| Friday 20 October  | Project Tours      | • Breakfast Meeting with Rasheq Zarif, Head of Business Innovation, Mercedes-Benz R&D North America  
• Salesforce Project (the tallest building in San Francisco)  
• Tour of San Jose  
• Facebook |
| Saturday 21 October | Project Tours    | • Tour of Oakland  
• Depart for Los Angeles |
# INDICATIVE ITINERARY

## LOS ANGELES

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| **SUNDAY 22 OCTOBER** | **PROJECT TOURS**               | • The Getty Center  
• The Grove (a mixed-use project)  
• Development Project by Greenland  
• Development Project by Oceanwide |
| **MONDAY 23 OCTOBER** | **ULI FALL MEETING TOUR DAY**   | Pick one of the following:  
• Orange County Master- Planned Communities  
• Playa Vista: What Would Mr. Hughes Say?  
• Arts District L.A.: From an Urban Artists’ Colony to Downtown’s New Canvas  
• Adaptive Use: Obsolete Industrial to New Economy  
• ROW DTLA: Reimagining 30 Acres of Historic Buildings with Food, Art, Retail, and Office Space  
• Reshaping L.A.’s Skyline: Mega-Projects by Asian Developers  
• Behind the Scenes at America’s Port  
• War for Talent: Riot Games and C3 Tours  
• The Los Angeles River: A 21st-Century Story  
• Downtown LA Renaissance Tour |
| **TUESDAY 24 OCTOBER**| **ULI FALL MEETING LEADERSHIP DAY**| • Lessons Learned from Leaders in the Industry and beyond |
| **WEDNESDAY 25 OCTOBER**| **ULI FALL MEETING PRODUCT COUNCIL AND TRENDS DAY**| • Insights on Trends Shaping the Real Estate Industry |
| **THURSDAY 26 OCTOBER**| **ULI FALL MEETING REAL ESTATE DEAL DAY**| • Trans-Pacific Real Estate Forum  
• Real Projects, Real Results |
TRANSPORT
You will be required to organize your own international flights arriving in Seattle by the evening of 16 October and then departing Los Angeles anytime from Thursday 26 October onwards.

You will also be required to obtain your own visa for the USA. Go to https://esta.cbp.dhs.gov/esta/. For further assistance, please contact ULI Asia Pacific - uliasiapac@uli.org.

The flights between Seattle and San Francisco, and San Francisco and Los Angeles, will be organized and paid for as part of the overall cost. Transfers to and from the airport on the internal flight will be organized by ULI.

PRESENTATION MATERIAL
All participants will be provided with presentation material on the projects visited including photos and relevant background material.

COSTS (including Fall Meeting)
ULI MEMBERS
USD9,500 – excluding international airfares

NON-ULI MEMBERS
USD12,500 – excluding international airfares

COSTS INCLUDE:
✓ ULI Fall Meeting Registration
✓ ULI Fall Meeting optional mobile workshops (1)
✓ Comprehensively organized tour including hosted inspections and briefings
✓ 4-5 star hotels with single accommodation for 10 nights
✓ Breakfast
✓ Ground transportation
✓ Flight from Seattle to San Francisco
✓ Flight from San Francisco and Los Angeles
✓ One group tour dinner/cocktail function in each city

COSTS (excluding Fall Meeting)
ULI MEMBERS
USD7,500 – excluding international airfares

NON-ULI MEMBERS
USD9,800 – excluding international airfares
KEY DETAILS

BOOKINGS
For more information on how to register, please contact one of the representatives below:

**CHINA MAINLAND**
KENNETH RHEE
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**SINGAPORE**
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PAYMENT
Registration along with full payment will be required no later than **18 September 2017**.

ULI MEMBERSHIP
Please indicate if you are a current member of Urban Land Institute (ULI). If not we would encourage you to apply for membership in order to get a discounted registration fee.
ABOUT THE ULI

The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. The ULI is an independent nonprofit organization supported by over 40,000 members representing the entire spectrum of real estate and land use disciplines working in private enterprise and public service.

The ULI facilitates an open exchange of ideas, information and experience among industry leaders and policy makers dedicated to creating better places.

For further details refer to the ULI website: www.asia.uli.org