



## HKIFM Luncheon ~ Why Technology is a Strategic Tool for Real Estate Companies?

- Guest Speaker** : Mr Joey Cheung  
*Senior Consultant of Management Reports International*
- Date** : 27 June 2003 (Fri)
- Time** : From 12.45 p.m. to 2.30 p.m.
- Place** : World Trade Centre Club at 38/ F World Trade Ctre,  
 280 Gloucester Rd, Causeway Bay, HK
- Cost** : \$230 per person
- Topic** : The leading companies in the real estate industry view technology as a vital part of their business strategy. These leading companies have adopted and developed new technologies in areas such as web and mobile applications to not only solve business problems, but also to maintain a competitive advantage in the marketplace. In this session, we will explore:
1. The most recent technology developments used by the real estate industry today.
  2. How technology can improve a company's profits thro' cost savings and new business opportunities?
  3. Case studies on how technology has changed the way companies do business in various segments within the real estate industry.

The closing date for reservation is **Friday 20 June 2003**.  
 Cheque should be made payable to "The HKIFM". Interested parties please complete and return the below slip together with the cheque to the HKIFM, c/o 16/F 1063 King's Rd, Quarry Bay, HK by mail or direct debit to our Bank of East Asia Account # 514-25-05750-5 and fax the pay-in slip back to 25374426.

### Reservation Form

**HKIFM LUNCHEON ~ Why Technology is a Strategic Tool for Real Estate Companies? (SE00403)**

The closing date for reservations is **Friday 20 June 03**

Name: \_\_\_\_\_ Membership No.: \_\_\_\_\_  
 Contact No.: \_\_\_\_\_ Mobile Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_  
 No. of Reservation: \_\_\_\_\_ Amount: \_\_\_\_\_ Cash/Cheque No.: \_\_\_\_\_ made payable to HKIFM

### THE HONG KONG INSTITUTE OF FACILITY MANAGEMENT

#### ADMISSION TICKET/ OFFICIAL RECEIPT

(THE ORIGINAL OF THIS ADMISSION TICKET MUST BE PRESENTED AT THE EVENT)

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 (SE00403)

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Name in full: .....

Correspondence address: .....

Reservation Fee HK\$..... for ..... person(s), cash/cheque no ..... made payable to "HKIFM"

#### For Office Use Only

<p><b>Received &amp; confirmed by HKIFM:</b>          c/o 16/F 1063 King's Rd, Quarry Bay, HK          Tel : 25370456 Fax : 25374426          Website: www.hkifm.org.hk</p>	<p><b>(Receipt Chop)</b></p>	<p><b>(Attendance Chop)</b></p>
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