

In September 2007, representatives from Chinese government financial supervisory institutions, financiers and real estate professionals will hold high-level talks to address current hot topics in China's real estate industry.

Diversified Financing and Blue Ocean Strategy for Global Capital in China's Real Estate Market

Details from the 4th China International Finance Forum (CIFF) news conference on August 16th 2007 indicated that this year's forum will be held from Sep.21st to Sep.22nd at the Shangri-La Hotel in Pudong, Shanghai. The press conference speakers discussed details concerning the forum's background, content, purposes, themes and conference progress.

Speakers at the press conference include Liu Ming, Deputy Secretary of China Economic and Social Council; Guan Weiyong, Deputy Secretary of Shanghai Committee of the Chinese People's Political Consultative Conference; Mei Dewen, Executive Director of Institute of China Economic Forum; Huang Yaowen, Standing Vice President of Shanghai Services Federation Association; Chen Xuebin, Standing Vice Dean of Institution for Financial Studies of Fudan University; Li Yuan, Vice President of The Banking Association of Shanghai; and Cai Minyong, President of Shanghai United Assets and Equity Exchange.

China International Finance Forum (CIFF) is a professional international finance convention. The 4th CIFF will be held and sponsored by China Economic and Social Council, Shanghai Committee of the Chinese People's Political Consultative Conference (CPPCC), International Banking Federation (IBFed), International Bank Association, Development Research Center of the State Council of P.R.C. Financial Research Institute and other organizations.

The real estate finance session, one of the 4th CIFF conference's themed forums, is sponsored by Handen China Real Estate Investment and is jointly held by OE Media. The theme for the session is "China Real Estate Investments: Diversified Financing & Strategies for Global Capital".

The real estate finance forum will be held in the afternoon on September 22nd, 2007. Participants will include leaders from the financial supervisory institutions of the Chinese government, international investment funds and investment banks, and top domestic property developers. High-level discussions in this forum will focus on proper and harmonious development of financing modes in the Chinese real estate markets.

According to spokesperson from Handen China, sponsor of the Real Estate Financing Session, invited guests include top leaders of the governmental financial supervisory institutions, experts from leading international property investment banks and property development companies. Participants include: Nie Meisheng, President of China Real Estate Chamber of Commerce; Xia Bin, President of Development Research Center of the State Council of P.R.C. Financial Research Institute; Shanghai representative of the central bank and other bank representatives, Wang Zhongmin, President of China Trustee Association, President of Asian Security Department of Lehman Brothers; Director of China Credit Trust; Managing Director of Goldman Sachs(Asia); Liu Erfei, President of Merrill Lynch(China); Zhou Xuanqin, Director of Asian Direct Investment Department of Morgan Stanley; Chen Fan, Managing Director of Standard Chartered Direct Investment Co., Ltd.

The year's forum is a significant platform for China's financial supervisory institutions to make high-level exchanges with global financiers and famous property developers. The forum will provide ample room from interactive discussions on major topics such as "Forecast of new policies concerning real estate investment financing" "Road to Chinese REITS", "Realization of diversified financing channels - IPO,

securitization、 and investment trust”, “How to invest in a tightly controlled China real estate market for global investors, “How to resolve problems on cooperation between foreign investors and Chinese property developers”, “How to expand financing channels for small- and medium-sized property developers, and “New ways to IPO for property companies”. In addition, the forum will award 10 domestic developers as “The top 10 property developers of highest investment value”.

Handen China indicated that this financial session will provide opportunities for domestic property developers to learn more about the investment strategies and risk-control management from international capital investors, and also to accurately forecast and prepare for future changes in China’s real estate market.