

The **Sustainable Real Estate Development Conference 2009** will provide a platform for foreign and Korean companies to connect; share information on the newest global trends; provide ideas to help you build your business; and address the need to adopt a more sustainable approach to making and renewing our cities.

The Conference topics are focusing on key aspects of the business of sustainable development. Delegates are able to hear from—and meet –leading green developers, investors, designers, lenders, public officials, and other practitioners. Their experience, insights, and practical knowledge will demonstrate how you can position yourself at the forefront on this transformational shift in social, environmental and real estate expectations.

**The Sustainable Real Estate Conference is for:**

- Office, mixed-use, hotel, retail, apartment, and residential developers
- Suburban and downtown property owners, planners, public officials, landscape architects, and contractors
- Real estate market and business consultants
- Investment bankers and institutional investors
- Real estate brokers and lenders

**Sponsors:**



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# 지속 가능 도시 개발 컨퍼런스 | 프로그램

8:20 – 9:00 등록

9:00 – 9:05  
**개회사 | 박양호** | 국토연구원장

9:05 – 9:10  
**축사 | 정종환** | 국토해양부 장관

9:10 – 9:15  
**환영사 | 크리스 소써** | 주한EU상공회의소 부동산위원회 위원장

9:15 – 9:25  
**주한EU상공회의소 부동산위원회 소속 지속가능 분과 위원회 설립목적 및 목표** | 주한EU상공회의소 부동산위원회 소속 지속가능 분과위원회 위원장

9:25 – 9:45  
**기조연설: 기후변화 관련 한국의 신 규제정책** | 윤학배  
국토해양부 정책기획관

**Session 1: 지속가능 도시 개발의 성공사례**  
**진행: 이상훈** | 국토해양부 국제협력담당관

9:45 – 10:05  
**지속 가능한 도시 개발의 정의** | 브라이언 뉴먼 | 그린 시티스 아시아 공동 창립자 및 대표이사

10:05 – 10:25  
**한국의 지속가능 도시개발 정책과 사례** | 최일홍 | LH 토지주택연구원 연구위원

10:25 – 10:45  
**기후공정개발프로그램 - 왜 기후공정인가?** | 이희송 | 클린턴 재단 서울사무소장

10:45 – 10:55 **질의 응답**

**Session 2: Measuring Sustainability**  
**진행: 이권** | 주한EU상공회의소 부동산위원회 공동위원장

10:55 – 11:15  
**녹색 건축물 활성화 방안과 인증제도** | 김성호 | 국토해양부 건축기획과 서기관

11:15 – 11:35  
**해외 친환경 건축물 인증제 벤치마킹** | 수잔 존슨 | RA 파슨스브링커호프 코리아 LEED 프로그램 디렉터

11:35 – 11:45 **질의 응답**

11:45 – 11:50 **동영상 상영**

11:50 – 12:50 **오찬**

**Session 3: Investing in Green**  
**진행: 최진영** | 이코제스트 아시아 사장

12:50 – 13:50  
**패널토론: 지속가능 개발의 수익성 (ROS)**  
**진행: 최진영** | 이코제스트 아시아 사장  
**패널리스트:**  
**안정은** | ING 리얼이스테이트 자산운용 대표이사  
**브라이언 뉴먼** | 그린시티스 아시아 대표이사  
**MR. SEAH HSIU-MIN, EUGENE** | DLS Asia Representative, DLSI Sustainability Group  
**국토연구원 대표**

13:50 – 14:10  
**친환경 개발과 기업의 사회적 책임** | 데이비드 터버필드  
ERM 코리아 대표이사

14:10 – 14:30  
**지속가능한 경제: 자본 비용과 디자인의 균형** |  
**MR. SEAH HSIU-MIN, EUGENE** | DLS Asia Representative, DLSI Sustainability Group

14:30 – 14:40 **질의 응답**

**Session 4: Smart Green Design**  
**진행: 스티븐 사울** | 존스랑라살 코리아 회장

14:40 – 15:00  
**지속가능한 결과를 능률적으로 도출하기 위한 통합적인 디자인 접근의 중요성** | **MR. MATTHEW JESSUP**  
Principal - Group Environmental Leader, WSP  
Lincolne Scott Pty Ltd

15:00 – 15:20  
**친환경 건축물 디자인: 의미와 향후 트렌드** | 최영호 | (주) 삼우건축사사무소 실장

15:20 – 15:40  
**건축물 리모델링: 친환경 건물로의 건축물 리모델링** |  
**전경돈** | 아이엔지 리얼이스테이트 자산운용 상무

15:40 – 16:00 **질의응답 및 정리**

# SUSTAINABLE REAL ESTATE DEVELOPMENT CONFERENCE 2009 26TH NOV 09

**Lotte Hotel Seoul** | Sogong-dong | Crystal Ballroom  
November 26<sup>th</sup>, 2009 | 09:00 – 16:00

**Hosted by:**



EU Chamber of Commerce in Korea  
Real Estate Committee



**Supported by:**



Ministry of Land,  
Transport and Maritime Affairs



# 26TH NOV 09

## PROGRAM

**8:20 – 9:00 Registration Desk Open**



**9:00 – 9:05**  
**Opening Remarks**  
**MR. PARK, YANGHO** Ph.D  
President, Korea Research  
Institute for Human Settlements



**9:05 – 9:10**  
**Congratulatory Remarks**  
**H.E. CHUNG, JONG-HWAN** Minister  
of Land, Transport and Maritime Affairs



**9:10 – 9:15**  
**Welcome Speech**  
**MR. CHRIS SAUSSER** Co-Chair-  
man, EUCCK Real Estate Committee



**9:15 – 9:25**  
**EUCCK Real Estate Committee**  
**Sustainability Working Group**  
**– Aims & Objectives**  
**MR. BRIAN NEWMAN** Chairman,  
EUCCK Sustainability Working Group



**9:25 – 9:45**  
**Opening Keynote Address:**  
**South Korea's New Climate**  
**Change Regulations**  
**MR. YOON, HAG-BAE** Director General for Policy Plan-  
ning, Ministry of Land, Transport and Maritime Affairs  
Our keynote speaker for this Conference will  
address the Government's new climate change  
regulations and the performance framework it will  
establish for the real estate industry in Korea. He  
will also address how the new regulations be im-

plemented; incentives for their adoption; and repor-  
ting mechanisms to ensure industry adherence.

## SESSION 1: BEST PRACTICE SUSTAINABILITY URBAN DEVELOPMENT



**Moderator: MR. SANG-HOON LEE**  
Director, International Cooperation  
Division, Ministry of Land, Transport  
and Maritime Affairs



**9:45 – 10:05**  
**Introduction to the Concept of**  
**Sustainable Urban Development**  
**MR. BRIAN NEWMAN**

Co-Founder & CEO Green Cities Asia Ltd  
What does 'Sustainable Development' and its co-  
hort 'Sustainable Living' mean in the context of  
new building development and community de-  
velopment? How are they being manifested in the  
development process? This presentation offers a  
practitioner's perspective on the key theme of the  
Conference.



**10:05 – 10:25**  
**Sustainable Urban Development**  
**Policy & Practice in Korea**  
**MR. IL-HONG CHOE** Ph. D, Senior  
Research Fellow, Korea Land & Housing  
Corporation (LH)  
This Paper outlines the Korean Government's sus-

tainable urban development policy and what Ko-  
rea Land & Housing Corporation (LH) is doing to im-  
plement sustainable urban development in Korea.

**10:25 – 10:45**  
**Climate Positive Development Program**  
**– Why Climate Positive?**  
**MR. HEE-SONG LEE** City Director – Seoul,  
Clinton Foundation

Earlier this year the Clinton Foundation announced  
the names of 16 projects around the world that are  
seeking to become Climate+...one of these, the Ma-  
gok project, is located in Korea. Together the 16 pro-  
jects will support around one million people. Our  
speaker will explain what it means to be Climate+  
and outline how the 16 projects will try to become  
net contributors of energy to the planet.

**10:45 – 10:55 Q&A**

## SESSION 2: MEASURING SUSTAINABILITY



**Moderator: MR. KWON LEE**  
Co-Chairman of EUCCK  
Real Estate Committee



**10:55 – 11:15**  
**Green Building Promotion**  
**and Certification System**  
**MR. SEONGHO KIM** Senior Deputy  
Director, Architecture Planning Division, Ministry  
of Land, Transport and Maritime Affairs

The Korean government recently announced the  
introduction of a green building certification sche-  
me. What are strategies for the promotion of green-  
building in the future and what does this mean for  
the Korean real estate industry? How will the go-  
vernment go about implementing the initiative?  
Our speaker will provide inside knowledge on the  
programs' working details and implications.



**11:15 – 11:35**  
**Benchmarking Green Building**  
**Certification Systems**  
**MRS. SUZANNE JOHNSON** RA  
CDT, LEED AP, LEED Program Director, Parsons  
Brinckerhoff Korea

How does the Korean Government's new Green  
Certification Program compare with internatio-  
nal green building performance rating tools such  
as LEED & national 'Green Star' rating systems?  
What are the major differences? Which rating tool  
creates the higher benchmark? What factors will  
influence decisions by developers/investors to at-  
tain local and international certification and what  
does this mean in technical and financial terms?

**11:35 – 11:45 Q&A**

**11:45 – 11:50 Video Interlude**

**11:50 – 12:50 Networking Lunch Time**

## SESSION 3: INVESTING IN GREEN



**Moderator: MR. JIN YOUNG**  
**CHOI** Managing Partner,  
Ikogest Asia

**12:50 – 13:50**  
**Panel Session: Return on**  
**Sustainability (ROS)**  
**Moderator: MR. JIN YOUNG CHOI** Managing  
Partner, Ikogest Asia  
**Panelist:**  
**MR. BRIAN AHN** Country Manager, ING Real  
Estate Investment Management  
**MR. BRIAN NEWMAN** CEO, Green Cities Asia Ltd  
**MR. SEAH HSIU-MIN, EUGENE** DLS Asia  
Representative, DLSI Sustainability Group  
**Representative from Korea Research**  
**Institute for Human Settlements**



**13:50 – 14:10**  
**Green Development and**  
**Corporate Social Responsibility**  
**MR. DAVID TURBERFIELD**  
Managing Director & Partner, ERM Korea  
The successful adoption of a green approach to  
urban development by the real estate industry is  
as much dependent on a change in mindset at an  
individual and corporate level, as the strengths  
of policies and regulations. Unless corporations  
and their leaders embrace a social responsibilty

to address the issues of urbanisation and clima-  
te change, then the achievement of sustainable  
urban development goals by cities and nations  
will be frustrated. Our speaker addresses the CSR  
aspects of supporting the Korean government's  
green growth policies; the notion that being green  
is simply good business; and the responsibility we  
all have to care for our threatened planet.



**14:10 – 14:30**  
**Sustainable Economics;**  
**The Balance of**  
**Capital Cost and Design**

**MR. SEAH HSIU-MIN, EUGENE** DLS Asia  
Representative, DLSI Sustainability Group  
Designs have evolved over the centuries and  
have responded to cultural and environmental  
aspects. However, the bottom line of all these is  
still, the economic bottom line. The crux of the  
matter is that one may have the best design for  
the building but if it is no affordable and it does  
not fit into the business and economic model, it  
is a no go. Sustainable buildings are therefore  
examined under the microscope and are que-  
ried on the capital cost expenditure juxtapose to  
the value it brings. This session discusses on the  
capital cost of these green building designs, pro-  
ducts and technologies and the economic and  
physical values it brings to the project. The Sin-  
gapore green assessment system i.e. the Green  
Mark, and Singapore's sustainable journey will  
be briefly discussed.

**14:30 – 14:40 Q&A**

## SESSION 4: SMART GREEN DESIGN



**Moderator: MR. STEPHEN SAUL**  
Chairman, Jones Lang LaSalle  
Korea



**14:40 – 15:00**  
**The Importance of an**  
**Integrated/Holistic Design**  
**Approach to Optimizing**  
**Sustainability Outcomes**  
**MR. MATTHEW JESSUP** Principal – Group Env-

**ironmental Leader, WSP Lincolne Scott Pty Ltd**  
Success in the field of sustainable urban develop-  
ment comes from an understanding of the bene-  
fits of taking an integrated/holistic approach to  
the design and planning of a building or commu-  
nity. The traditional 'silo' approach of looking at  
waste systems, water management, energy sup-  
ply, transportation and lighting independently is  
sub-optimal to the delivery of a high performance  
green project. Our speaker looks at this trend and  
describes by example how improved outcomes  
can be achieved by adopting an integrated ap-  
proach to sustainable urban development.



**15:00 – 15:20**  
**Green Building Design –**  
**Implications & Future Trends**  
**MR. YOUNGHO CHOI** Ph.D,

Senior Architect, Samoo Architects  
Sustainable thinking must be a natural reflex  
for the architect of the future. Internationally  
we are witnessing a revolution in architectural  
design in response to a new way of thinking  
about the role and function of buildings in a sus-  
tainable world. Sustainable architecture must  
incorporate environmentally sound measures  
and new 'intelligent' materials in an aesthetic  
and social program.  
Our speaker will discuss these themes and  
highlight what it means for our future built en-  
vironment.



**15:20 – 15:40**  
**Retrofitting Buildings:**  
**How Green Should You Go?**  
**MR. KD JEON** Head of  
Asset Management, ING Real Estate Korea

The retrofitting of commercial buildings re-  
presents one of the most significant opportuni-  
ties for reducing CO2 emissions in large cities.  
Taking priority is the conservation of energy and  
the creation of healthier, more productive work  
environments for building occupants. Weather  
the building owner opts for a major 'green' retrofit  
or minor 'green' upgrade is a commercial deci-  
sion which must also consider the rapid changes  
occurring in tenant sentiment and government  
policy. Our speaker will look at these issues and  
the related cost/benefit equation in the context of  
ING's retrofit of its 'ING Tower' building in Seoul.

**15:40 – 16:00 Q&A & Wrap-Up**