



THE WAY TO GO ON REAL ESTATE DIGITAL TRANSFORMATIONS

Overview

Today we live in a Digital world, but what is 'Digital'? Digital is the amalgamation of rapid advancements and collisions of technologies that are disrupting the way we "work, live and play".

Real Estate and Construction industries are not in the top of the curve of digital adoption but there are already proven digital use cases across its value chain to ensure an Integrated Digital Delivery. However, incumbent companies are struggling to take full advantage of digitization due to a number of common pitfalls that we will discuss during the course, as well as the key success factors to conduct a successful digital transformation, including strategy, organization, governance, business and IT.

Learning Outcomes

The course aims to provide an overview on what are the current trends and proven digital uses cases in Real Estate, and what are the key success factors to embark on a digital transformation.

At the end of the course, the participants would be able to have a clear understanding of:

- What the digital landscape looks like and how it's relevant to my day to day work
- How Digital 'use cases' apply to real estate players
- The way to go on Real Estate Transformations including strategy, organization, business and IT transformations

Event Details

Date: 15 Jan 2020 (Wed)

Time: 9am – 12pm

**Venue: 190 Clemenceau Ave
#07-01**

Singapore 239924

REDAS Members: S\$40 (exc. GST)

Non-Members: S\$50 (exc. GST)

Team conducting the workshop



Alberto Munoz

McKinsey & Company, Associate Partner
Expert in Digital transformations & Real Estate

Alberto has almost 20 years of Real Estate experience. As a consultant, he supports Real Estate, Infrastructure and construction companies in Asia on strategy, operations and digital transformations to improve their business productivity across their value chain (land acquisition, project feasibility, product definition, engineering, procurement, construction, marketing and sales, asset management, etc.). Prior to joining McKinsey, he worked for 10 years on design, engineering, procurement and construction of Real Estate projects in Spain, USA and UAE. He holds a Master's degree in Civil Engineering and Architecture from ETSA University of Sevilla, Spain and an MBA from INSEAD Business School in France/Singapore.



Jinny Nasrito

DKSH Head of E-Commerce and Digital Business
Expert in e-commerce, digital sales & marketing

Jinny started her career at Lazada Thailand, when it was just a group of 20 people working out of a coffee shop. She was responsible for setting up its Supply Chain, Customer Service and Payments team as well as launching Lazada's Marketplace model. After that she co-founded and sold a content creation marketplace in New York, then joined Uber Thailand to lead the growth of Uber's supply of partner drivers and Strategic Partnerships initiatives with large corporations. She is currently Head of E-Commerce and Digital Business with DKSH, where she is responsible for scaling its online distribution function across APAC. She holds a Bachelor of Business Administration from Thammasat University in Thailand.



Chris Chen

Co-founder of paave, former Google Executive
Digital expert with deep understanding of IT & organization transformations

Chris Chen is the co-founder of paave, a management consultancy focused on digital transformation, e-commerce and PR. Prior to paave, he was the Head of Consumer Healthcare and Global Director of Digital Strategy at Mundipharma. Chris also led the Asia Pacific commercial business strategy for performance-driven advertisers at Google where he was Head of Search for the Customer Solutions & Innovation team. He graduated from the University of Auckland with a BSc in Biomedical Science (Neurobiology), and later completed Postgraduate studies in Pharmaceutical Science at the same institute.



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15 January 2020, Wednesday | 9am – 12pm

Registration Type	<i>*please select one only</i>
<input type="checkbox"/> Corporate / Company-Sponsored	<input type="checkbox"/> Individual

Company Information	
Full Company Name :	
Billing Address :	
Contact Person :	Designation :
Contact No :	Email :
<i>*Note: Contact Person and/or seminar participants will be notified of any event update.</i>	Company Stamp:

Payment Information		
Registration fees	No. of Participants	Amount (S\$)
<input type="checkbox"/> REDAS Members – S\$40		
<input type="checkbox"/> Non-Members – S\$50		
7% GST =		S\$
Total =		S\$
Payment Mode : <input type="checkbox"/> Cheque <input type="checkbox"/> Cash <input type="checkbox"/> Bank Transfer <i>*please select your preferred mode of payment during registration.</i>	<input type="checkbox"/> E-Invoice (for statutory boards/govt only) <ul style="list-style-type: none"> ▪ Sub-BU Code : _____ ▪ Department : _____ ▪ Attention to : _____ 	
<p>*Full payment has to be made before the event and in Singapore Dollars (SGD), subjected to prevailing GST.</p> <p>*Cheque should be crossed and made payable to "REDAS" with the invoice no. indicated on back of the cheque, and mail to 190 Clemenceau Avenue, #07-01 Singapore Shopping Centre, Singapore 239924. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by your company.</p> <p>*Please be advised that no refund or cancellation will be allowed after the issuance of Tax Invoice, Confirmation Letter and/or "No Show". Should the participant be unable to attend, a substitute delegate is always welcome.</p>		

Participants Information			
	(1)	(2)	(3)
Full Name			
Designation			
Email			
Contact No.			