
NUS Real Estate 'Nurturing Young Leaders' Lecture Series 2018

Corporate Real Estate – An Overview

Managing real estate in major companies has always been a very niche area of expertise and not as visible as traditional real estate businesses in the industry, and its contribution and value to companies are often than not overlooked. Nevertheless, increasingly Corporate Real Estate (CRE) are now being recognized as a core support function in Multi-National Companies (MNCs), both internationally and in Asia Pacific, and it is now standing alongside the usual Finance and HR functions as a key department in most major companies.

This seminar seeks to provide an overview of Corp Real Estate and how it operates in the business world and in major companies such as Unilever, from an end to end delivery standpoint beginning with Real Estate strategy formulation and execution, to construction project management (PM), and ending with daily facilities (FM) operations. Insights surrounding the evolvement of CRE in the Asia Pacific/Singapore context will also be shared together with what it means for aspiring real estate and facilities graduates.

Date: 22 February 2018 (Thursday)

Time: 12.00pm – 1.00pm

Venue: National University of Singapore, School of Design & Environment, 4 Architecture Drive, S(117566), Lecture Room LR427

Speaker



Mr Ching Meng-Chew

Ching, Meng-Chew is currently the Regional Director for Workplace and Travel Services for Unilever, responsible for all of Unilever's Corp Real Estate delivery within Asia Pacific stretching from East Asia (China/Japan/Taiwan/Korea) to South Asia (India/Bangladesh/Pakistan/Sri Lanka) to South East Asia Australasia (Singapore being one of 11 countries). Unilever is one of the largest Consumer Goods company in the world cutting across major household brands from home and personal care products to refreshment and food. Examples of brands owned by Unilever includes Lux, Lifebuoy, Persil, Sunlight, Lipton Tea,

Walls/Ben & Jerry's/Magnum ice creams, and Knorr. Unilever has an annual turnover of more than EUR 50 billion and is listed in multiple stock exchanges including London Stock Exchange and NYSE.

Meng-Chew is an alumni of NUS School of Design and Environment, having graduated from School of Building & Estate Management in 1991 with an honors degree in Estate Management. Upon graduation, Meng Chew worked as a real estate analyst in Jones Lang Wotton Singapore before moving to First Capital Corp (currently known as Guoco Land) dealing with real estate business development in China, with which he relocated to Shanghai as an early Singapore pioneer seeking real estate opportunities back in 1994.

Meng Chew's CRE journey started in 1996 when he joined an American Silicon Valley company, SUN Microsystems, starting and heading their CRE function for China and at the same time, trained with the best and brightest in CRE with SUN Micro being one of the leading pioneers where US CRE industry is concerned. After being with SUN for 9 years, Meng Chew left Shanghai for Beijing in 2005 to join Nokia where he was promoted to be responsible for Nokia's real estate across Asia. In 2008, he returned to Singapore while still with Nokia, and after a short stint with Glaxo SmithKline (GSK) in 2011 as their Asia Pacific Regional Director, Meng Chew joined Unilever in 2012 and started up Unilever's CRE department from scratch for Asia Pacific.

Meng Chew has since been with Unilever for more than 6 years, heading the Asia Pacific workplace services team while being a key member at the Global Workplace Leadership Team (WPLT). The Global WPLT is chartered with managing a diversified portfolio, both owned and leased, of close to 100 mil sf across offices, R&D, factories, warehouses and retail. The scope of workplace ranges from real estate strategy formulation and execution, construction project management and delivery, and day to day operation needs of the portfolio.

Being one of the early CRE pioneers not only in Singapore but also across Asia Pacific, Meng-Chew is well equipped to share his rich CRE experiences and from the eyes of an alumni of the school.

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