

休閒物業估值是挑戰嗎？

Leisure property valuation is a challenge?

日期： 2014年9月25日(星期四)
時間： 14:00-16:00 (13:30 開始報到)
地點： 台北市民生東路三段 67 號(國立台北大學國際會議中心)
費用： 免費
人數： 座位共 150 個，額滿為止。RICS 會員享有優先參加權益。
語言： 國語

Date: 25 September 2014 (Thursday)
Time: 14:00-16:00 (Registration starts at 13:30)
Venue: International Conference Hall, Information Building, National Taipei University, 67, Sec. 3, Ming-shen E. Road, Taipei
Fee: Free
Capacity: 150 seats are available on first-come-first-served basis. RICS members will be given priority to attend the event.
Language: Mandarin



主辦單位：皇家特許測量師學會
協辦單位：台北大學不動產與城鄉環境系、政治大學地政學系

主講嘉賓

- ❖ 文瑞輝先生 *MBA FHKIoD FRICS MHKIS RPS(GP) MCIREA*
漢華資產服務有限公司 董事總經理

活動內容

休閒投資涵蓋不同類型的特殊不動產業，例如酒店、戲院、主題公園或高爾夫球場等，這類投資一般都屬於高風險級別，原因是每類不動產都需要配合專業技術才能令投資維持高收益。雖然單是資產價值已經可以取得盈利，但要得到額外收入卻須要配合其他商業活動，例如零售業務及保健活動等。這樣的話，估值師應採用甚麼方法才能為這類資產進行合理的估值？

主講嘉賓簡介



文瑞輝先生是漢華資產服務有限公司的董事總經理，從事專業房地產估價和資產投資顧問領域等服務超過 25 年。他工作範圍和地域廣泛，涵蓋整個亞太地區，例如中國大陸、臺灣、香港、韓國、馬來西亞、越南、泰國，向西一直延伸到印度，馬爾地夫和哈薩克。現時，他身兼 RICS 亞洲區理事會理事、亞洲區企業和無形資產評估專業委員會主席、香港區估值專業及規劃和開發專業委員會副主席，及全球企業和無形資產評估專業委員。在學術領域，他曾擔任香港大學和香港理工大學的客座講師，主講以房地產和企業業務和無形資產估值為主題的課程。在中國杭州，他在浙江大學也主講類似主題的課程。而他現任為香港理工大學國際房地產碩士學位課程的外部考官。

Organiser: RICS

Co-organisers: Department of Real Estate & Built Environment, National Taipei University;
Department of Land Economics, National ChengChi University

Speaker

❖ Mr Gary Man *MBA FHKIoD FRICS MHKIS RPS(GP) MCIREA*
Managing Director, Greater China Asset Services Limited

Event Overview

Leisure investment covers special types of property such as hotel, cinema, theme park or golf course etc. It tends to be a high risk investment because each type of property requires professional skill to keep the profit up.

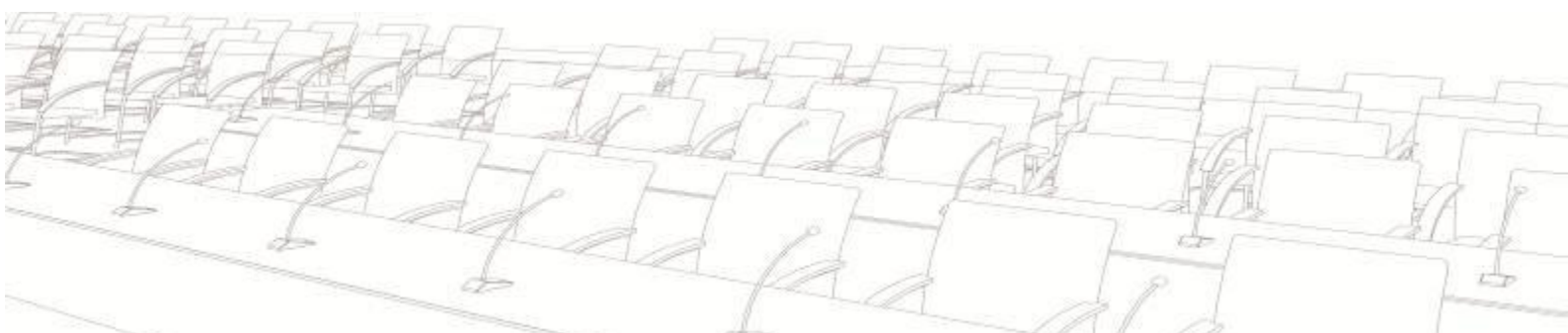
The property value is in the profit. The interest may complement other activities such as retail and healthcare. How a reasonable valuation exercise can be achieved then?

About the Speaker



Mr Gary Man is the Managing Director of Greater China Asset Services and has more than 20 years' experience in valuation and consultancy. He has been engaged on numerous assignments covering the Asia-Pacific region in a wide range of countries including China, Taiwan and Hong Kong, Korea, Malaysia, Singapore, Vietnam, Thailand and further west to India, Kazakhstan and Republic of Maldives. He is currently a member of RICS Asia Board, the Vice Chairman of the Valuation & Planning & Development Professional Group Committee of RICS Hong Kong, and is a member of the RICS Business, Intellectual Property and Intangible Assets Valuation Working Group. He was the visiting lecturer of both the Hong Kong University (HKU) and the Hong Kong Polytechnic University (PolyU) for Business and Intangible Assets Valuation and other topics. In

China, he has lectured on similar subjects at the ZheJiang University in Hangzhou City. He was also invited to be the External Examiner for the MSc programme in International Real Estate (ZheJiang) for the PolyU.



Registration form



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請填妥下方報名表後以電郵（peggy@hondapac.com.tw）或傳真（+886 (0)2 2542-5505）回傳。

報名截止日期：2014年9月23日《座位共150個，額滿為止。RICS會員享有優先參加權益》

Please register by completing the form below and return it by email (peggy@hondapac.com.tw) or fax (+886 (0)2 2542-5505).

Registration deadline: 23 September 2014 (150 seats are available on first-come-first-served basis. RICS members will be given priority to attend the event.)

姓名 Name	(先生／女士) (Mr/ Ms)
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