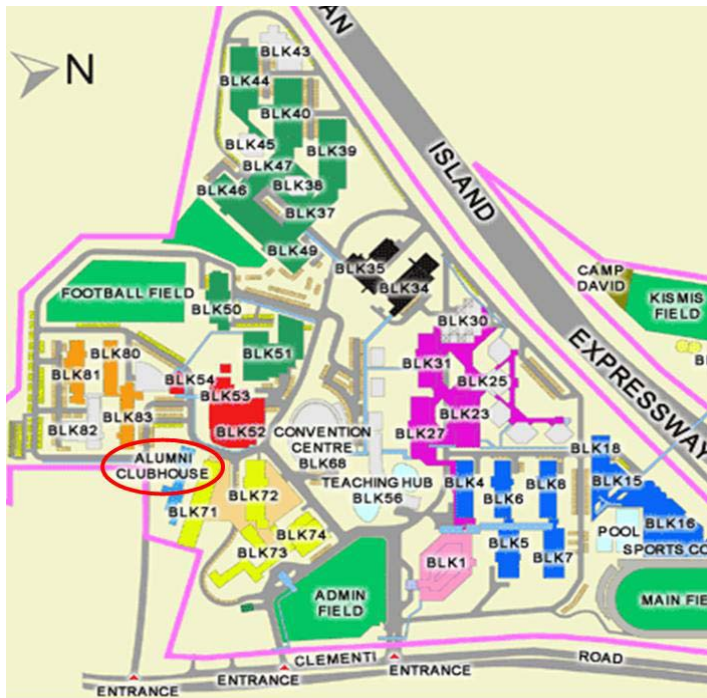


BE Alumni Chapter

has the pleasure of inviting you to a seminar titled:

“Real Estate Development, Investment & Finance in Middle East”



Date Wednesday, 11 July 2007

Time 7 – 8 pm

Venue Alumni Clubhouse - Function Room
(Ngee Ann Polytechnic)

RSVP Admission is free but for logistics, please register with:

Koh Lee Chew at
klc2@np.edu.sg
Tan Choi Heng at
tch9@np.edu.sg

Eric Lim is the Head of Business Department for New Markets (Russia & Middle East) at Ascendas Pte Ltd. Concurrently, he is also heading the Operations for Real Estate Services for the Ascendas stable of properties in China, India and Middle East.

Prior to joining Ascendas, Eric was with two other large conglomerates where he was responsible for the company overseas investment, development of business opportunities in South East Asia, North East Asia (Japan and South Korea), Middle East, Europe (Portugal) and evaluation of project feasibilities.

He received his DBA in Business Administration from University of Newcastle (Australia) and his master from NTU and undergraduate degree from Deakin University (Australia).

The talk is designed to give the audience an insight from a practitioner point of view for individuals who are thinking of expanding their business operations in the real estate business in the Middle East.

The talk will cover topics on the Market Trends of Real Estate in Middle East, the available Opportunities, Major Challenges faced by foreign companies and a sample of financial modeling to ascertain the returns of projects viability.