



2024 TRASCENT
ASIA PACIFIC
CONFERENCE
THURSDAY OCTOBER 24
MICROSOFT
SINGAPORE

EXPERT PERSPECTIVES | EMERGING TRENDS | ACTIONABLE INSIGHTS



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Welcome

Dear Colleague,

We are pleased you can join us for Trascent's 2024 Asia Pacific Conference at Microsoft. We are thrilled that Microsoft is hosting this year's event at its flagship facility. We look forward to your participation at this knowledge, networking, and information sharing event.

Spread across 12,500 sq. meters and six floors, the Frasers Tower Microsoft office brings 1,400 people together in an environment that allows the digital and physical worlds to exist in harmony. Also located within the regional headquarters for Microsoft is The Experience Center Asia, which showcases a confluence of technology and partners, to empower every organization in every industry to digitalize, disrupt, innovate, and transform.

Consistently rated as one of the industry's top events, Trascent's end-user only conference brings together leaders of Corporate Real Estate, Facilities Management, Procurement, Sourcing, Workplace, and Operations in a candid and discussion-focused forum. This year we will discuss how the market and client requirements continue to evolve as new demands, targets, and technologies take priority. To this end, we have presentations and panels on APAC's megatrends, the supplier market, and commercial models. Our guest speakers will share approaches to using technology for workplace experience and decision making and linking CRE strategy to business strategy.

We very much look forward to your participation.

**Best regards,
Ty Fastovsky**

**Managing Principal, Asia Pacific
Trascent**

Information

Conference Location:

Microsoft
Fraser's Tower
182 Cecil Street
Singapore 069547

<https://maps.app.goo.gl/KUZRD4vQMWhrjCTA>

Dinner Location:

Capasso
92 Telok Ayer Street
Singapore 048472

<https://maps.app.goo.gl/34Ky9ZH2CaAGGg6XA>

Agenda

Thursday, October 24 2024

8:30 AM – 9:00 AM

Breakfast & Registration

9:00 AM – 9:10 AM

Welcome Remarks

Ty Fastovsky

Managing Principal, Trascent

Sessions

9:10 AM – 9:45 AM

Session 1 – Microsoft Host Welcome Session & Global Workplace Insights

Jeff Schumacher

Global Workplace Services Regional Director
APAC, Microsoft

In this session our host will welcome attendees to the Microsoft building and introduce the key built elements encompassed within it. Jeff Schumacher, Global Workplace Services Regional Director for APAC will offer an overview of the company's footprint across the Asia Pacific region and discuss the differing demands and trends of the global portfolio. Additionally, Jeff will demonstrate how Microsoft is using AI in the work environment and utilising its capabilities to obtain data insights and intuitively steer Real Estate decisions and develop guidelines across the corporation.

9:45 AM – 10:30 AM

Session 2 – Navigating APAC's Megatrends and Emerging Real Estate Opportunities

Sigrid Zialcita

CEO, Asia Pacific Real Assets Association

Although the region's occupier fundamentals across its commercial property sectors have diverged, the structural changes that are taking place are all exerted by the same megatrends. Demographic forces, ESG priorities and technology are defining the future of the region's occupier landscape today. How are landlords responding as occupiers strive to optimise costs while maintaining the strategic value of their portfolio amid a challenging business environment? Sigrid Zialcita, CEO of APREA, delves into the trends that are shaping the region's CRE landscape and examines their implications for occupiers.

10:30 AM – 11:15 AM

Microsoft Facility Tour

11:15 AM – 11:45 AM

Break

11:45 AM – 12:45 PM

Session 3 – The Executive Supplier Panel

Moderator:

Sophie Hartmann

Director, Trascient

Panellists:

Cameron Ahrens

Head of Global Occupier Services Asia Pacific,
Cushman & Wakefield

Shobhit Choubey

Managing Director Asia Pacific, CBRE

Thuy Ngo

SVP Strategic Accounts APMEA, Sodexo

Nathan Sri

Executive Director Work Dynamics APAC, JLL

The popular Trascient Conference supplier panel will discuss industry trends, challenges, innovations and best practices impacting global and Asia Pacific trends. The panellists will share how they are tackling changes in an era of flexible work, technology and AI. They will share expertise on topics such as sustainability, DE&I, the use of technology and AI. An open and interactive session that encourages discussion from the audience.

12:45 PM – 2:00 PM

Lunch & Networking

2:00 PM – 2:45 PM

Session 4 – How Cisco Uses Technology for Workplace Experience and to Drive Decision Making in a Hybrid World

Michael Condoleon

Director Business Operations APJC, Cisco

In this session Michael Condoleon, Director of Business Operations APJC at Cisco will discuss how Cisco has achieved the position of #1 workplace across the region for many years, as well as achieving a Leesman 84 rating for great workplace experience. Michael will demonstrate how Cisco have utilized the role of technology to drive their decision making and illustrate how AI is enabling workplace technology. Finally Michael will discuss how Smart Buildings technology is being utilised by Cisco to achieve sustainability targets and create cost savings.

2:45 PM – 3:30 PM

Session 5 – Market Trends in CRE & FM

Ty Fastovsky

Managing Principal, Trascient

David Jones

Managing Director, Trascient

This session will focus on key trends facing the corporate real estate industry as we near the end of 2024, exploring real estate, facilities management and projects. The session will discuss CRE best practices in the current rapidly changing environment. The discussion will explore the workplace and market landscape and how new technology and AI trends, ESG targets and DE&I values are impacting day to day function now and how they will shape the workplace strategies of tomorrow.

3:30 PM – 4:00 PM

Break

4:00 PM – 4:45 PM

Session 6 – How Do You Link CRE Strategy to Business Strategy and How Do You Measure Outcomes?

Andrew Alldis

Head of Portfolio Performance, Standard Chartered

Andrew Alldis, Head of Portfolio Performance at Standard Chartered will outline the current Standard Chartered CRE strategy and how it links to the greater business strategy. Furthermore, Andrew will articulate how Standard Chartered have defined and are measuring success, showcasing how the bank have created the “world’s most high performing portfolio”.

4:45 PM – 5:30 PM

Session 7 – Financial & Commercial Models Today

Ty Fastovsky

Managing Principal, Trascient

David Jones

Managing Director, Trascient

This session provides objective insights into contract pricing strategies and finance models illustrated by real-world examples and challenges. The discussion will provide highlights from recent global and regional negotiations, points of friction to avoid and lessons learned. Data benchmarks and emerging pricing models will also be shared as well as Asia Pacific region-specific insights.

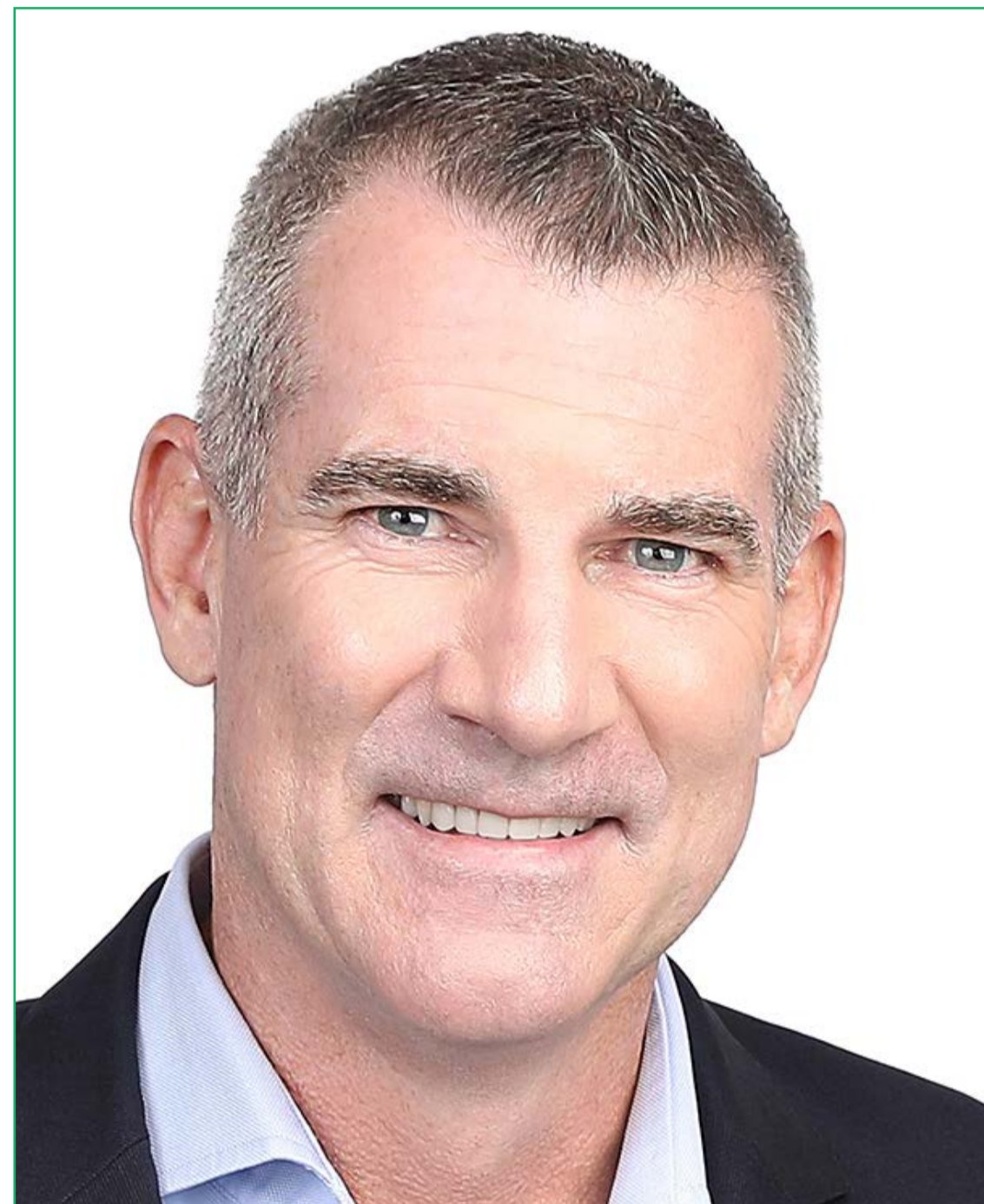
5:30 PM

Walk to Capasso

Speakers

CUSHMAN & WAKEFIELD

Cameron Ahrens
Head of Global
Occupier Services
Asia Pacific



Cameron Ahrens, Head of Global Occupier Services (GOS) in Asia Pacific, leads the GOS business in APAC. He is responsible for overseeing and developing the overall GOS growth strategy for the region, with an emphasis on Integrated Portfolio Management (IPM), Integrated Facilities Management (IFM) and Total Workplace (TW) Businesses & Platform. Cameron has over 20 years of experience within the real estate industry. He has a strong technical background, progressed through client and account management, and held senior roles within developing and leading various lines-of-business. Cameron joined Cushman & Wakefield in 2019.

Speakers

STANDARD CHARTERED

Andrew Aldis
Head of Portfolio Performance

Andrew Aldis is an award-winning real estate and workplace strategy leader with over a decade of experience managing high-profile portfolios across the Globe. As Executive Director at Standard Chartered, he optimized the global real estate portfolio and co-authored the bank's Flexible Work policy. Previously, as Director of Workplace Experience at JLL, he developed strategies for a large portfolio, driving innovation through gamification and human-centered design. Andrew has won "Singapore Good Design Awards" for both Experience and Sustainable Design, demonstrating a proven ability to enhance customer satisfaction and operational efficiency in complex environments.



Speakers

CBRE

Shobhit Choubey
Managing Director
Asia Pacific

Shobhit is focused on designing and delivering integrated solutions for Investor and Landlord clients in CBRE.

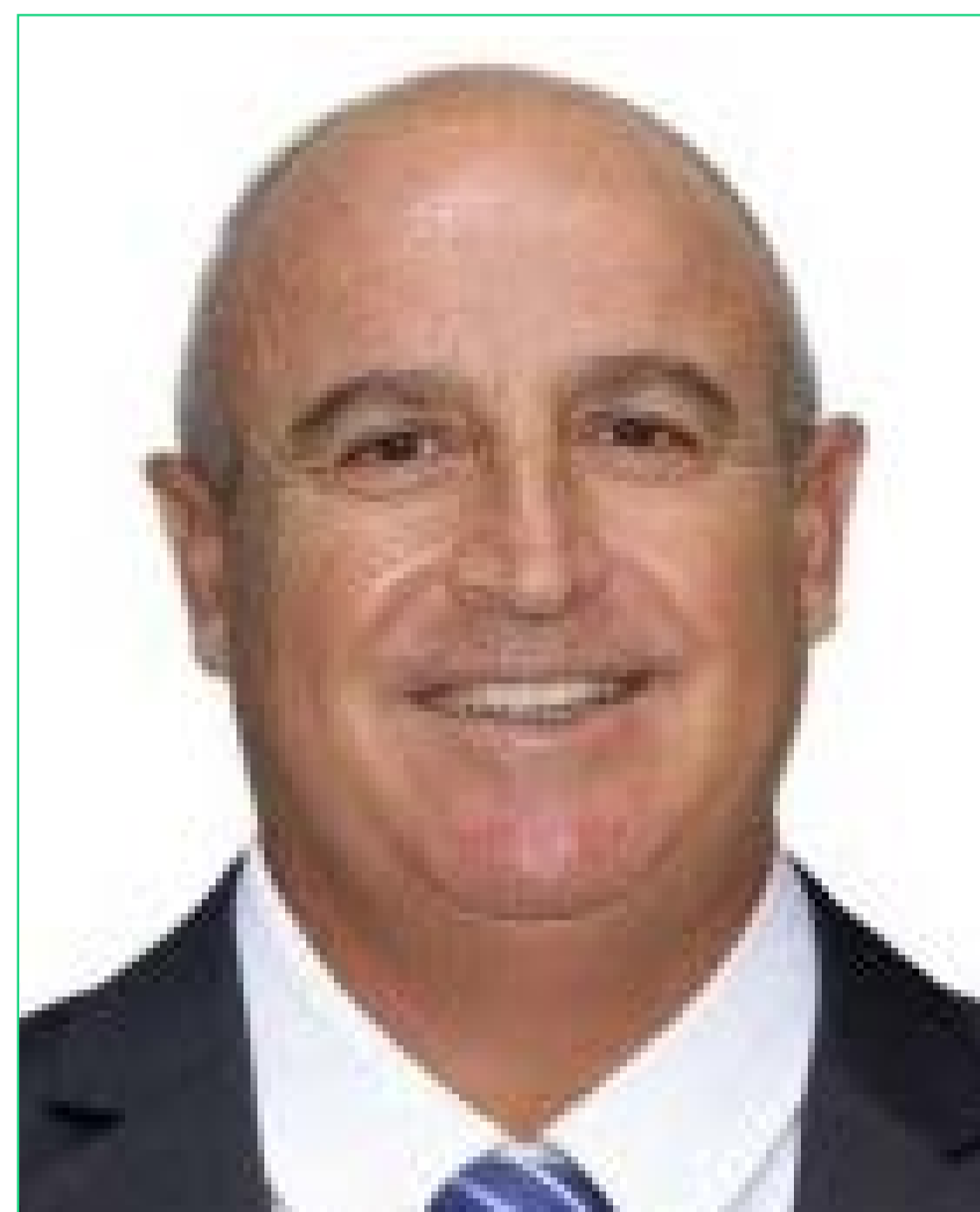
Shobhit focuses on ensuring CBRE's Investor Leasing product is differentiated from the competition. He is responsible for driving a consistent service delivery model for our regional clients and ensure CBRE delivers unmatched client outcomes. He has 19 years of experience in commercial real estate, workplace strategy and PropTech. Prior to this role, Shobhit was a part of global leadership for our tech and people product, CBRE Host, and led Workplace Strategy business in Southeast Asia. Shobhit has recently concluded a program on Business Application of Blockchain Technologies and Cryptocurrency at MIT Executive Education.



Speakers

CISCO

**Michael
Condoleon**
**Director Business
Operations APJCC**



Michael leads Cisco's Workplace Resources team across the APJC region. This includes over 85 sites, c. 4.5m sqft and an operating budget of c. \$170m p.a. These sites support over 30,000 employees (excluding third parties) and c.10,000 racks for data centres, customer support, sales support and product development. Post Covid, Michael has led Cisco's efforts in adjusting their real estate footprint to support employees in the new hybrid world. To date, we have been able to reduce real estate costs by 33% and are in the process of re-investing some of those savings into creating even better workplace environments.

Speakers

TRASCENT

Ty Fastovsky **Managing Principal**

Ty Fastovsky is Managing Principal, Asia Pacific at Trascient and oversees the firm's consulting practice in this region. Ty provides strategic direction, client relationship management, and expertise in the delivery of outsourcing services, organizational effectiveness and re-design, workplace experience enhancement, and performance improvement for companies in the Asia Pacific region. With over 18 years of experience in management consulting, Ty is an expert in all facets of corporate real estate, including real estate, project management, facilities management outsourcing, capacity oversight and planning, and financial analysis and benchmarking.



Speakers

TRASCENT

**Sophie Cruse
Hartmann**
Director

Sophie Cruse Hartmann is a Director with Trascent Management Consulting Pte Ltd with more than 12 years of experience

in corporate real estate in EMEA and JAPAC. Prior to Trascent, she worked for several global tech companies, including Palo Alto Networks (PANW) and Uber. At Uber, she supported technology on their growth in the ASEAN market prior to the merger with Grab. At PANW, she led the ASEAN and Greater China RE portfolio, managing major transactions, including opening new offices, post covid restructuring and workplace experience related projects.



Speakers

TRASCENT

David Jones
Managing Director

Trascent Managing Director David Jones is a recognized authority in real estate and facilities outsourcing for multinational corporations and an early influencer in the globalization of corporate real estate since 1998. In his role at Trascent, David leverages over 35 years' experience providing strategic advice at the C-level and brings together an extensive personal network of relationships with multi-regional, multi-functional account teams worldwide to solve client issues and best meet client needs.



Speakers

SODEXO

Thuy Ngo
SVP Strategic
Accounts APMEA



In her current role at Sodexo, Thuy leads the Strategic Accounts Organization for the Asia Pacific region, overseeing more than 10,000 employees across 12 territories. She is responsible for driving growth and ensuring the delivery of services in Workplace Experience, Food and Facilities Management. Thuy and her team are pivotal in advancing Sodexo's Corporate Responsibility strategy, with a particular emphasis on sustainability and net-zero goals. Her leadership has been acknowledged for successfully cultivating a diverse workforce and fostering talent development.

Today as Senior Vice President, Strategic Accounts, she is a member of Sodexo Asia, Middle East and Africa Leadership team and member of the Board of Directors of Globeship Sodexo Services KK (GSS), Japan. Thuy is a member of Sodexo Global Advisory board for Gender Equality that promotes women in leadership position through coaching and mentoring, activities and also a Board Member of French Chamber of Commerce, connecting East West and promoting services industry.

Speakers

MICROSOFT

Jeff Schumacher
Global Workplace
Services Regional
Director APAC

Jeff Schumacher a 20-year Microsoft Real Estate veteran has spent time across North America, EMEA and is now a Regional Director for the Microsoft portfolio In Asia. He leads a team of Real Estate professionals that deliver workspaces and experiences that enable every Microsoft employee and customer to achieve more.



Speakers



Nathan Sri
Executive Director
Work Dynamics
APAC



Nathan is the Executive Director of Workplace Experience at JLL. He is currently involved in a number of transformation initiatives which focus on workplace experience engineered through human centred design and change implementations. Nathan brings in-depth expertise in workplace experience, strategy and change management enabling a dedicated focus on people outcomes and the sustainability agenda. Strategically, Nathan has been involved in large scale cultural transformation agendas impacting up to 30,000+ staff across a number of different initiatives.

Speakers

ASIA PACIFIC REAL ASSETS ASSOCIATION

Sigrid Zialcita
Chief Executive Officer



Based in Singapore, Sigrid is responsible for overseeing the strategic direction, initiatives and operations of Asia Pacific Real Assets

Association (APREA). Under her leadership, APREA, which represents the institutional real assets industry across the Asia Pacific, repositioned to an industry trade group focusing on real estate and infrastructure. Sigrid joined APREA's executive team in January 2019. Prior to APREA, she served as Managing Director of Asia Pacific Research and Advisory Services of Cushman & Wakefield (C&W) from 2010 through 2018, where she was responsible for research, thought leadership, strategy formulation and client management. Before relocating to Singapore, she was based in Washington, D.C. and led C&W's U.S. research group in the Mid-Atlantic region. Sigrid holds a Master of Business Administration from Cornell University's Johnson Graduate School of Management and a Master's degree in Economics from Pennsylvania State University.

Thank you

Many thanks to this Year's
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CBRE

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CBRE's ability to harness multi-dimensional perspectives through strategic partnering, integrated solutioning, and data insights serves our clients' ambition in every industry sector.

Each day, CBRE is serving a diverse range of clients with an integrated suite of services, including facilities, transaction and project management among many others. We manage more than 7.3 billion square feet of space for occupiers and investors across 100+ countries and have a comprehensive investment strategy focused on providing differentiated services for our clients.

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For more information about this
unique, invitation-only event,
please contact:

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