



For Immediate Release

## APREA Sharpens its Focus for a New Era in Real Estate Investment

**SINGAPORE, 27 March 2019** – As the Asia Pacific Real Estate Association (APREA) celebrates its 14<sup>th</sup> year as the region’s leading real estate trade group that promotes real estate as an asset class, the organization is re-energizing its approach and sharpening its focus in the new era. Since its inception, it has grown its presence to eight countries in Asia Pacific, whose members collectively owns and manages US\$1.2 trillion in real estate assets.

**Sigrid Zialcita, CEO of APREA**, said, *“The region has evolved; the industry has evolved; our members now set the pace for real estate investments globally. So, it is imperative that, as the industry’s only pan-Asia Pacific advocate, we continue to evolve with the industry we represent. Of course, the changes go beyond mere cosmetics. Investors can look to tap on our research platform, connect with members through networking activities and initiatives, unlocking vast business opportunities in Asia Pacific’s growth dynamics.”*

Earlier this month, the association announced plans with the Royal Institute of Chartered Surveyors to explore common areas of partnership and collaboration across key markets in the Asia Pacific region. This includes cooperation and promotion for respective industry events and thought leadership efforts as well as promoting international standards and best practices to increase market confidence and public trust in the profession.

Together with efforts to promote and uplift professional standards across the industry, APREA will also sharpen its focus on cross border investments to explore opportunities beyond the region and expand its research and advocacy platforms to open up more markets in the region. In tandem with the relaunch, the association’s website has been revamped for the digital age.

**John Lim, Chairman of APREA and Group CEO of ARA Asset Management Limited**, said, *“The region continues to lead global growth in real estate investments and its markets will continue to urbanize at a rapid pace. 80% of an almost US\$900 billion of investments in Asia Pacific in 2018 were in land deals and massive infrastructure development in developing cities in this region bodes well for the long-term growth of real estate as an asset class. The opportunities for investments and securitization of the asset class in the region are unprecedented.”*

A top priority will be a push for a common market ‘funds passport’ for the Asia Pacific, similar to those that exist in the European and North American markets with a very high level of industry collaboration and knowledge exchange.

**Sigrid Zialcita, CEO of APREA**, said, *“APREA’s relaunch comes at a time when the listed real estate compass is pointing to exponential growth in Asia Pacific. We have already seen India’s first REIT listing while Malaysia could welcome the world’s first airport REIT. The shift in ownership and the re-defining of real estate in the region will usher in a new era for the region’s markets and APREA will be the passport to exciting opportunities in this expanding and exciting marketplace.”*

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#### **About APREA**

Established in 2005, the Asia Pacific Real Estate Association (APREA) is a leading pan-Asia industry association that promotes real estate as an asset class in the Asia Pacific region. The organization represents leading property investors, fund managers, financial institutions, developers and professional groups operating in Asia Pacific. APREA works with governments to open up new real estate markets and improve existing ground rules for doing business. It also champions a more transparent, respected and professional marketplace via its extensive research, industry standards and education programs. APREA's networking and engagement programs help its members connect to business opportunities in Asia Pacific and beyond. Its members represent more than US\$1 trillion of assets under management. APREA's focus is cross-border investment – both inbound and outbound.