

# *Zeppelin*

*Zeppelin* Real Estate Analysis Limited  
*Zeppelin* Property Development Consultants Limited

## **China Real Estate Development Investment Management**

Group Introduction

## **A) The Zeppelin Group**

The Hong Kong-based Zeppelin Group was established in the early 1990s and has since been involved in China real estate development, investment, and management.

It focuses on professional services related to:

- 1) Asset-Portfolio Management
- 2) Project Management
- 3) Facility Management

These services are collectively offered via 2 companies:

- a) Zeppelin Real Estate Analysis Limited
- b) Zeppelin Property Development Consultants Limited

## **B) Zeppelin Real Estate Analysis Limited**

Zeppelin Real Estate Analysis Limited (ZREAL) focuses on asset-portfolio management and offers professional services such as:

### Real Estate Asset-Portfolio Management

- 1) Independent real estate analysis
- 2) Strategic investment advice
- 3) Tailored portfolio allocation

## **C) Zeppelin Property Development Consultants Limited**

Zeppelin Property Development Consultants Limited (ZPDCL) focuses on project management and facility management and offers professional services such as:

### Real Estate Project Management

- 1) Design management and critique
- 2) Development cost planning and control
- 3) Construction contract administration

### Real Estate Facility Management

- 1) Utilization assessment
- 2) Strategic facility advice
- 3) Tailored facility and building maintenance arrangement

## **D) Scope of Operations**

Collectively, the real estate projects and properties involved span **from Hong Kong / China to parts of Asia** and these include **residences, offices, retail complexes, industrial facilities, hotels and resorts**. The total value handled to date has been around US\$5B.

## **E) Clients and Customers**

Our clients / customers comprise of **real estate developers, builders, investors, fund managers, financiers, property owners, corporate occupiers, multinationals, civic organizations, and professional service groups** from Hong Kong and abroad.

## **F) Office Locations**

We have offices in the following locations: **Hong Kong, Shenzhen, and Beijing**. While each office is designed to operate independently, their resources can be pulled together should the circumstances require.

We also have other associated groups and offices which resources may be utilized where required and feasible.

## **G) Professional and Business Networks**

We have throughout the years been developing professional and business networks with local, regional, and global counterparts in order to enhance our service capabilities. Such networks **span across Hong Kong / China / Asia to parts of Europe, North America, and South America**.

## **H) Associated Groups**

The Zeppelin Group, together with its capital management arm Zeppelin Capital Limited, are associated with the Fang Brothers Group, a prominent manufacturing and retail conglomerate based in Hong Kong with manufacturing facilities, retail business operations, and investments covering Europe, Asia and North America.

## **I) Website [www.Real-Estate-Tech.com](http://www.Real-Estate-Tech.com)**

Zeppelin Real Estate Analysis Limited creates, develops, and operates a real estate knowledge website through which to share some of our real estate technical knowledge and market percepts with interested parties. Access is free and does not require registration.

There are now close to 1,000 content items consisting primarily of real estate analytical articles, invited guest-written commentaries, charts, and tables. Many of these articles have been / are carried in newspapers such as the Hong Kong Economic Journal, China Daily, 21<sup>st</sup> Century Business Herald, the (Hong Kong) Standard etc, journals such as those of the Hong Kong Institute of Surveyors, Project Management Institute (USA) etc, magazines such as Luxury Properties, RPF etc, and websites such as those of Soufun, Centanet, Netvigator, hongkong.com, and the like. Readership may number in the tens of thousands from local and abroad. These articles are written in English and Chinese. The major content web-sections are:

Quarterly Newsletters: [http://www.real-estate-tech.com/zeppelin\\_real\\_estate\\_tech.htm](http://www.real-estate-tech.com/zeppelin_real_estate_tech.htm)

Simple to Read: [http://www.real-estate-tech.com/zeppelin\\_simple\\_read\\_stuffs.htm](http://www.real-estate-tech.com/zeppelin_simple_read_stuffs.htm)

Challenging: [http://www.real-estate-tech.com/zeppelin\\_challenging\\_stuff.htm](http://www.real-estate-tech.com/zeppelin_challenging_stuff.htm)

Chinese Articles: [http://www.real-estate-tech.com/hkej\\_enter\\_page\\_s.htm](http://www.real-estate-tech.com/hkej_enter_page_s.htm)

Seminar Presentations: [http://www.real-estate-tech.com/past\\_seminar\\_presentations.htm](http://www.real-estate-tech.com/past_seminar_presentations.htm)

The website also runs a regular free real estate newsletter and article circulation and offers real estate analytical reports for sale or subscription. Here is a link to our sample list of article readers, email subscribers, and customers who have bought our reports:

[http://www.real-estate-tech.com/zeppelin\\_clients\\_customers.htm](http://www.real-estate-tech.com/zeppelin_clients_customers.htm)

## **J) Key Executives of the Group**

### **Chairman:**

[Mr. Kenneth Fang](#) CBE GBS JP

### **Chief Executive Officer:**

[Mr. Frankie Li](#) BSocSc(HKU)

### **Chief Operating Officers:**

[Mr. Alan Wong](#) CPA FCCA, FHKSA (Capital Financing and Business Management)

[Mr. K. K. Wong](#) BS BBIg(HKU) MRICS MHKIS RPS-QS (Real Estate & Building) Estate Agent License No. E-115141

### **Directors, managers, and professional staff:**

[Mr. Tomman Kwan](#) BA(AS) BArch(HKU) HKIA RIBA AP(I)

[Mr. Benny Leung](#) MBA AASA

[Mr. Stephen Chung](#) BS BBIg(HKU) MS in Real Estate Development(MIT) MRICS MHKIS MAACE MCIQS PQS RPS-QS FPFM NAREIT Estate Agent License No. E-115134

[Mr. Ken Ho](#) MRICS MHKIS RPS-BS

### **Honorary Advisors:**

[Dr. Eric Lau](#) PhD (City University of Hong Kong), Honorary Advisor - IT / Web

[Dr. Anthony Ko](#) PhD (University of Hong Kong), Honorary Advisor - Management / Quantitative Applications

## Professional Profiles:

**Kenneth Fang, Chairman:** Mr. Fang is Chairman of Fang Brothers Knitting Limited and has held offices in various key industrial and trade associations. Currently, Mr. Fang is an Honorary Chairman of the Hong Kong Textile Council, an Honorary President of the Hong Kong Woolen and Synthetic Knitting Manufacturers' Association, and Chairman of the Board of Directors of the Hong Kong Research Institute of Textiles and Apparel. Mr. Fang was awarded "Industrialist of the Year 2002" by the Federation of Hong Kong Industries.

Mr. Fang was honored as a Justice of Peace (JP), an Officer of the Most Excellent Order of the British Empire (OBE), a Commander of the Most Excellent Order of the British Empire (CBE) by the Queen in 1986, 1990 and 1997 respectively. He was awarded the Gold Bauhinia Star (GBS) by the Hong Kong Special Administrative Region in 2004. Mr. Fang was also awarded "Honorary Degree of Doctor of Business Administration" by the Hong Kong Polytechnic University in 2005. He is also a member of the National Committee of Chinese People's Political Consultative Conference.

**Frankie Li, Chief Executive Officer:** Frankie specializes in corporate finance, mergers and acquisitions, and investment banking. He has substantial experience in managing medium - large listed and unlisted commercial undertakings in various industries including garment, dyeing and bleaching, textile and electronics. In addition, he has successfully turned around a number of failing companies. Prior to joining Zeppelin, Frankie was Head of Corporate Banking Division of Citibank, Hong Kong.

**Alan Wong**, Certified Public Accountant, Fellow of the Association of Chartered certified Accountants, Fellow of the Hong Kong Society of Accountants, **Chief Operating Officer - Capital:** Alan has over 20 years of experience in corporate finance, forensic accounting investigation, investment evaluation, internal control evaluation and management consulting. Alan has hands-on experience in the financial and operational management of international corporations in the garment industry. Prior to joining Zeppelin, Alan had worked for KPMG Peat Marwick Hong Kong and USA for 11 years. His last position held there was Head of Audit and Business Advisory Department with a focus on banking and manufacturing.

**K. K. Wong**, Chartered Surveyor, Registered Professional Surveyor, Member of the Hong Kong Institute of Surveyors, Member of the Royal Institution of Chartered Surveyors, **Chief Operating Officer - Real Estate and Managing Director of ZPDCL (Hong Kong and Shenzhen):** KK has over 20 years of experience in construction, development project management and real estate investment. KK has experience handling large scale construction projects and handles contract negotiations and project disputes. Prior to joining Zeppelin, KK had worked for international building consulting companies and the Hong Kong Government. Projects involved spread from Hong Kong / China to other locations such as Thailand, the Philippines, and Singapore in Asia. KK has overall responsibilities for the Shenzhen and Shanghai operations. KK is also the Managing Director of the Shenzhen office of Zeppelin Property Development Consultants Limited.

**Benny Leung**, Member of the Australian Society of Certified Practising Accountants, MBA, **Director - Finance**: Benny has extensive experience in investment valuation, accounting and management control. Prior to joining Zeppelin, he had worked for Citibank in its Corporate Banking Division and also for Deloitte Touche Tohmatsu.

**Stephen Chung**, Chartered Surveyor, Registered Professional Surveyor, Member of Hong Kong Institute of Surveyors, Member of the Royal Institution of Chartered Surveyors, Associate Member of the National Association of Real Estate Investment Trusts (USA), MS in Real Estate Development (MIT), **Director – Assets and Managing Director of ZREAL**: Stephen has over 20 years of experience in real estate development, investment, management, marketing and joint ventures spanning from China / Asia to North America. Stephen focuses on real estate asset management including analysis, investment strategy, and portfolio allocation. Prior to joining Zeppelin, Stephen had been General Manager of the real estate arm of China Light & Power and had held senior management positions in private and public corporations both local and abroad. Projects handled include residences, offices, retail complexes, industrial facilities, hotels, and resorts. Stephen also heads up the analysis arm of the Zeppelin Group, Zeppelin Real Estate Analysis Limited, as Managing Director.

**Tomman Kwan**, Authorized Person (List I) and Registered Architect, Hong Kong, Member of the Hong Kong Institute of Architects, Member of the Royal Institute of British Architects, **Director – Projects and Managing Director of ZPDCL (Beijing)**: Tomman is an architect with over 20 years of experience and specializes in the design and construction of hotels, high-end residences, commercial buildings and shopping malls. His projects span from Hong Kong to various large cities in China including Beijing, Guangzhou, Shenzhen, Harbin, Nantong, Dongguan and Zhongshan. Prior to joining Zeppelin, Tomman worked for Paliburg Holdings, a major real estate group in Hong Kong. Tomman has overall responsibilities for managing the Beijing operation. Tomman is also the Managing Director of the Beijing office of Zeppelin Property Development Consultants Limited.

**Ken Ho**, Chartered Surveyor, Registered Professional Surveyor, Member of the Hong Kong Institute of Surveyors, Member of the Royal Institution of Chartered Surveyors, **Director - Facilities**: Ken focuses on real estate development project management, building maintenance and facilities operational assessment. Prior to joining Zeppelin, Ken had worked for Paliburg Holdings, a major real estate group in Hong Kong. Ken handles projects in Hong Kong and China.

## **K) Sample Projects and Properties**

We have been involved in many real estate projects and properties and our involvement would generally include one or more of the following:

- 1) Real estate market research
- 2) Real estate independent analysis
- 3) Real estate investment strategy formulation
- 4) Real estate investment capital allocation
- 5) Real estate investment execution and joint venture structure
- 6) Real estate project feasibility study
- 7) Real estate project design management and site planning
- 8) Real estate project construction cost control and contract management
- 9) Real estate project management or monitoring from inception to completion
- 10) Real estate project occupancy coordination
- 11) Real estate facility utilization study
- 12) Real estate facility cost benefit assessment
- 13) Real estate facility strategic usage advice
- 14) Real estate facility occupancy management advice
- 15) Real estate facility and building maintenance advice

Here are several samples for reference:



**Deerhill Bay, Tai Po, New Territories, Hong Kong: Joint Investment Monitoring**



**Canway Building, Beijing, PRC: Project Management**





**D5 Plaza, Beijing, PRC (completion expected 2007): Project Management**



**Novo Retail Complex, Beijing, PRC (2008): Interiors Project Management**



**Mission Hills, Shenzhen, PRC: Real Estate Analysis, Strategic Planning, and initial phase Project Management**



**Xidan Project, Beijing, PRC: Feasibility Study and Project Planning**



**Chashan Seveco Industrial Facilities, Main Office Building, PRC: Feasibility Study, Architectural Design, Project Planning, and Project Management**



**Chashan Seveco Industrial Facilities, Canteen Building, PRC: Feasibility Study, Architectural Design, Project Planning, and Project Management**



**Zhongshan Ju Long Hotel and Cultural Commercial Development, PRC: Site Planning and Design**



**Zhongshan Ju Long Hotel Development, PRC: Site Planning, Design, and Feasibility Study**



**Huai An Tai Feng Knitting Factory Complex, PRC: Master Planning**



**Kunshan Visionox Office Renovation, PRC: Interior Design, Planning, and Project Management**

## **L) Contacts:**

Thank you for reviewing our company profile and information. If further details are required, please let us know.

We look forward to be of service in your China real estate ventures and endeavors.

### Hong Kong Office

Contact Person: Mr. Stephen Chung

BS BBldg(HKU) MS in Real Estate Development(MIT) MRICS MHKIS MAACE PQS RPS-QS F.PFM NAREIT EAA-115134 Qualified for China Cost Engineer Membership

Mobile: 852-92250854

Email: [stephenchung@zeppelin.com.hk](mailto:stephenchung@zeppelin.com.hk)

Phone: 852-24016610

Fax: 852-24013084

Address: 7/F, 20-24 Kwai Wing Road, Kwai Chung, New Territories, Hong Kong

### Shenzhen Office

Contact Person: Mr. KK Wong

BS BBldg(HKU) MRICS MHKIS RPS-QS EAA 115141 Qualified for China Cost Engineer Membership

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Email: [kkwong@zeppelin.com.hk](mailto:kkwong@zeppelin.com.hk)

Phone: (755) 2862 7707

Fax: (755) 2868 7727

Address: Unit 1203, 12/F, Shenhua Commercial Building, No. 2018 Jia Bin Road, Shenzhen, China

### Beijing Office

Contact Person: Mr. Tomman Kwan

BAAS BArch(HKU) ARIBA MHKIA RA AP-List I China Licensed Architect

Mobile: 86-13601270044

Email: [tommankwan@zeppelin-bj.com](mailto:tommankwan@zeppelin-bj.com) or [tommankwan@zeppelin.com.hk](mailto:tommankwan@zeppelin.com.hk)

Phone: (10) 64787150

Fax: (10) 64787194

Address: Suite 2001, Tower G, City One, No. 48 Wang Jing Xi Road, Chaoyang District, Beijing 100102, China

## Professional Service Enquiry Form

Many groups interested in China, be these real estate investors seeking investment opportunities, industrialists requiring production facilities, or retailers wishing to expand operations, are at times bewildered by the lack of or varying information, the many selections, and the complex processes involved.

In this regard, we may be able to offer assistance and advice. Please fill in the following form and we shall endeavor to share, where feasible, our initial thoughts for further exploration and discussion, or if required and proper, for setting up a meeting with an appropriate office:

Name: \_\_\_\_\_

Company / Group: \_\_\_\_\_

Mobile: \_\_\_\_\_ Office: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Question(s): We would be appreciative if the questions could be as specific as possible, as generalizations could be overly broad or even misleading in some instances, and may thus not contribute to meaningful discussions.

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**Please fax this form, irrespective of the locale of the requesting entity-person or property-project, to:**

**Mr. Stephen Chung c/o Zeppelin**

**Fax: 852-24013084 (Hong Kong)**

Note 1: We may not respond to questions in which the identity of the entity seeking our assistance is not entirely made known or is being doubted. Your empathy is sought.

Note 2: This is a voluntary service on our part and as such, we reserve the sole discretion to respond and / or to share our thoughts and views with any requesting entity