



Department of Estate Management and Valuation,
Faculty of Management Studies and Commerce
University of Sri Jayawardenapura

The Third International Conference on
Real Estate Management and Valuation

ICREMV 2019

**SMART REAL ESTATE:
TOWARDS UNMET
SOCIO-ECONOMIC NEEDS**

Sustainable and Marketable real estate;
Aspirations of society, Reinforce wealth and
Transform the economy



20th September, 2019
Waters Edge, Colombo, Sri Lanka.

The Third International
Conference on Real Estate
Management and Valuation

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SMART REAL ESTATE:
TOWARDS UNMET
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Real estate is both means and outcome of the sustainable development of a country. Our economies encounter higher sensitivity for both global trends and implications from foreign political-economic policies and local socio-economic and environmental tensions than ever before. Our economies are tensed with achieving expected economic growth levels in the face of global economic instabilities. Natural environments are weirding with increasing natural and manmade climatic changes whilst having the pressure to meet the societal demand for higher quality state-of-art lifestyles. Societies require to protect local interests whilst making conducive economic environments for foreign investments.

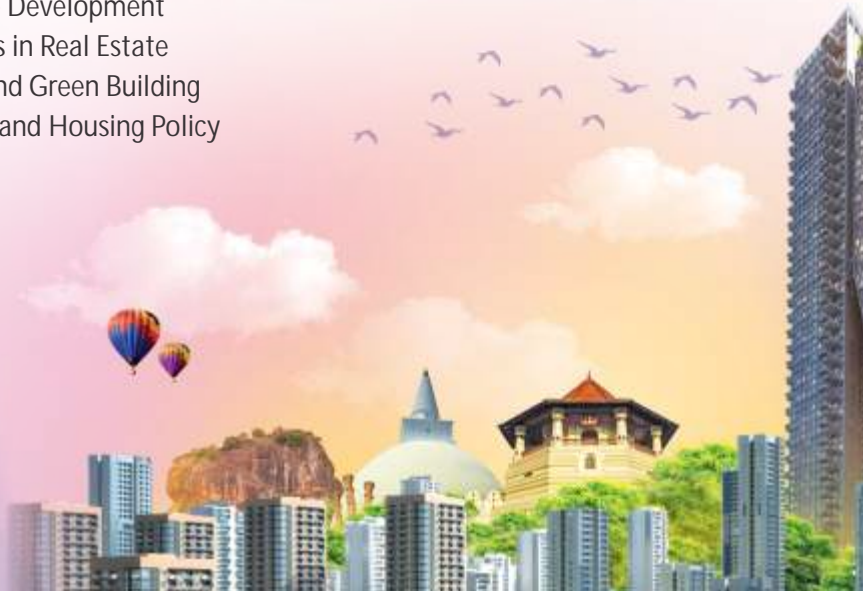
A smart real estate industry landscape should respond effectively to these dynamic economic, social and environmental forces; convert the challenges into opportunities and strengthen resilience towards threats and crisis, facilitate to meet the environmental challenges without jeopardising the economic growth and societies' modern living. The advancement of technology, information systems and those becoming an integral part of lifestyles of modern societies, is recognised as a primary enabler of a smart real estate industry landscape. On this note, it urges to expand our thought boundaries on, how the space role of real estate has been redefined? How should we plan innovative, secure and demand meeting real estate? How should real estate markets read the dynamics of economic, social and environmental processes? How can we epitomise the role of valuation in responding these dynamics? How are all actors in the industry including the end-users be informed and stay within the information loops? How to ensure the professionalism of industry players?

A smart real estate industry landscape should respond effectively to the dynamic economic, social and environmental forces; convert the challenges into opportunities and strengthen resilience to confront threats and crisis, facilitate to meet the environmental challenges without jeopardising the economic growth and societies' modern living.



Towards committing ourselves for a critical dialogue and advance knowledge on these emerging agenda for the real estate industry, ICREMV theme is aimed at Smart Real Estate: Towards unmet socio-economic needs. ICREMV invites researcher, policymakers and business communities to share knowledge from their fields of expertise according to the themes of the conference which include, but not limited to:

- Real Estate Valuation and Appraisal
- Real Estate Cycles
- Real Estate Development and Regeneration
- Real Estate Economics
- Real Estate Finance
- Real Estate Investment
- Institutional Corporate Real Estate
- International Real Estate
- Regional Economics and Property Markets
- Sustainable Real Estate
- Big Data, Internet-of-Things in Real Estate
- Real Estate Marketing
- Real Estate Business Models
- Urban Planning and Building Regulations
- Urban Economics
- Sustainable Architecture
- Smart Cities
- Climate Change Impacts to Real Estate
- Transportation and Smart Apps
- Case Studies
- Sustainable Policies and Governance
- Green Infrastructure Development
- Education and Ethics in Real Estate
- Green Investment and Green Building
- Housing Economics and Housing Policy



THE CONFERENCE

ICREMV is organised by Estate Management and Valuation Research and Professional Development Centre" (EMV- RPDC) of Department of Estate Management and Valuation (DEMVA), University of Sri Jayewardenepura in collaboration with Sri Lanka Government Valuation Department, Institute of Valuers' of Sri Lanka , RICS (Sri Lanka), Urban Development Authority Sri Lanka, Colombo Municipal Council, and Land use policy Planning Department Sri Lanka.

The DEMVA being the pioneer in higher education in real estate has built closer links with many stakeholders in the industry. Having this long-term association with these diversified stakeholders, the DEMVA realised the importance of finding a mechanism to maintain an effective and continuous dialogue between the academia and industry with respect to research and new developments in the real estate sector. ICREMV is the DEMVA's latest approach for this.

The ICREMV - 2019 aims to:

- Encourage academics and practitioners to publish relevant and contemporary research papers on multiple dimensions related to Real Estate
- Disseminate new knowledge among the stakeholders and among the community at large
- Build mutually beneficial relationships with academia, practitioners and policymakers.
- Encourage the required discourse on real estate to achieve the sustainable development of the country.



KEY ACTIVITIES, DATES AND VENUE

ICREMV 2019 is a day event and would take place at “Waters Edge”, Sri Jayewardenepura Kotte, Sri Lanka on 20th September 2019. The scheduled activities of the day include many interactive sessions listed as follows.

KEYNOTE SPEECHES

Three eminent scholars from East Asia, Europe and Sri Lanka whose research and publications contributed through novel ideas in the field of real estate deliver keynote speeches. Also, industry participants from Real Estate sector will address the gathering.

RESEARCH SESSIONS AND INDUSTRY DIALOGUES

The Research Sessions and Industry Dialogues aims to promote and publish relevant and current ideas on the conference theme, which will be of contemporary importance to researchers, educators, learners, academics, practitioners and policy makers from all over the world. The conference invites research scholars to publish their scientific work under different tracks of the conference.

Selected scholars will be presenting their papers. The participants will listen to their expositions and engage through questions and comments. In addition, selected undergraduate research of DEMV will be presented in a poster session during coffee and lunch breaks, connecting students’ work with the industry future.

Atypical to Research Sessions commonly held, the Industry Dialogues aims to feature presentation on latest development projects in Sri Lanka and Professionals discussion on latest real estate topics.



REAL ESTATE TALK

The Real Estate Talk is an integral part of the conference, aiming at sharing knowledge and building relationships between academia and the industry practitioners. Cross-sector panelist will be invited to hold a discourse around the conference theme: "Smart Real Estate: Towards Unmet socio-economic needs" which the audience could get immersed with listening and interacting.

This edition will be followed by a cocktail reception for networking in a relaxed setting and to conclude the conference in an inspirational manner.

BENEFITS TO THE SPONSORS: A GOLDEN OPPORTUNITY FOR KEY INDUSTRY PLAYERS

ICREMV would be a golden opportunity for both real estate industry giants in Sri Lanka and academia to establishing much-needed common ground through collaboration. Thus, becoming a collaborative partner of financial sponsorship for the conference, you can contribute to the knowledge creation and dissemination which may generate long-term benefits to both corporate sector and academia, at the same time for the society at large.

We forward this proposal, who were cognise as ethical and socially responsible corporations in the sector. Thus, your collaboration to this event will further uplift the image of your institution locally as well as internationally, as a socially responsible corporate body in the industry.

We strongly anticipate you will respond positively to our proposal by making financial collaboration with us that can yield multiple benefits to all parties.





THE DEPARTMENT OF ESTATE MANAGEMENT AND VALUATION, THE PIONEER IN HIGHER EDUCATION IN REAL ESTATE BUILDS CLOSER LINKS WITH STAKEHOLDERS INDUSTRY.

Option 1

Principal (Platinum)
sponsor of the event (One sponsorship)

THE AMOUNT OF THE SPONSORSHIP – RS. 500,000

Benefits for the Sponsor

- Opportunity to broadcast commercials (visual/ verbal) or trailers during the Inauguration, Research Sessions and Industry Dialogues and the Real Estate Talk Session. (3 minute duration each)
- Short speech at the Inauguration Session
- Your brand will be recognised throughout the event via media broadcasting including print, television and radio advertising
- Most prominent name and logo placement on all printed materials related to event including the conference proceedings
- Name recognition in all press releases related to events
- Your brand will be displayed on the ICREMV 2019 website as the principal sponsor.
- Opportunity to distribute printed promotional materials along with the conference kit, which will be offered to all the conference participants.
- Ten free tickets to the conference



Option 2 Gold Sponsor (Two sponsorships)

THE AMOUNT OF THE SPONSORSHIP - RS. 250,000

Benefits for the Sponsor

- Opportunity to broadcast commercials (visual/ verbal) or trailers during the Inauguration and the Real Estate Talk Session.(3 minute duration each)
- Your brand will be recognised throughout the event via media broadcasting including print, television and radio advertising
- The name and logo placement on all printed materials related to event including the conference proceedings
- Name recognition in all press releases related to events
- Your brand will be displayed on the ICREMV 2019 website as the Glod Sponsor.
- Opportunity to distribute printed promotional materials along with the conference kit, which will be offered to all the conference participants.
- Five free tickets to the conference



SPONSOR PACKAGES

Option 3 Silver sponsor (no limitation)

THE AMOUNT OF THE SPONSORSHIP - RS. 100,000

Benefits for the Sponsor

- Opportunity to broadcast commercials (visual/ verbal) or trailers during the Real Estate Talk Session. (30 seconds duration each)
- The name and logo placement on all printed materials related to event including the conference proceedings
- Name recognition in all press releases related to events
- Your brand will be displayed on the ICREMV 2019 website as the Silver sponsor.
- Opportunity to distribute printed promotional materials along with the conference kit, which will be offered to all the conference participants.
- Three free tickets to the conference



DEPARTMENT OF ESTATE
MANAGEMENT AND VALUATION:
THE SRI LANKAN PIONEER FOR
HIGHER EDUCATION IN REAL
ESTATE.

Option 4 General sponsorships (no limitation)

THE AMOUNT OF THE SPONSORSHIP - RS. 50,000

Benefits for the Sponsor

- Your brand will be displayed on the ICREMV 2019 website as joined partners
- Two pennants/ banners displayed the ICREMV 2019 venue. The name and logo placement on all printed materials related to event including the conference proceedings
- Opportunity to distribute printed promotional materials along with the conference kit, which will be offered to all the conference participants.
- Two free tickets to the conference

ADVERTISING BOOTH

LKR 500,000 (maximum 3 units)

Advertising booths will be available for companies dealing with real estate related services or processing equipment etc. and who would want to reinforce their position as a key market player in the global market. A standard advertising booth provide by us would be,

- 8'x8' platform with carpeted flooring in a visible location in the conference venue
- 8'x8' flex iron frame back panel printed as per design provided
- Lighting, Plug Socket 220V
- One Table and Four Chairs

HOW WAS IT BEFORE

SUMMARY OF PAST CONFERENCE PARTICIPANTS

	2017	2018
Top Management from Government Authorities		
Government Valuation Department	40	40
Urban Development Authority	11	11
Colombo Municipal Council	35	30
Land Use Policy Planning Department	-	04
Sri Lanka Land Reclamation and Development Corporation	-	01
National Housing Development Authority	-	10
State Mortgage and Investment Bank	-	05
Representatives From Professional Institutes		
Royal Institution of Chartered Surveyors	05	10
Institute of Valuers of Sri Lanka	15	20
Institute of Town Planners-Sri Lanka	05	10
Real Estate Developers/ Brokerage and Consultancy Firms	06	10
Real Estate Valuation Business Leaders	03	05

HIGHLIGHTS FROM 2018

Galle Face Hotel , Colombo 21st September 2018



HIGHLIGHTS FROM 2018

Galle Face Hotel , Colombo 21st September 2018



HIGHLIGHTS FROM 2017

Jaic Hiton , Colombo 09th September 2017



HIGHLIGHTS FROM 2017

Jaic Hiton , Colombo 09th Septemer 2017



OUR SPONSORS 2017 AND 2018



TATA HOUSING

RE/MAX



MESSAGE FROM THE VICE CHANCELLOR



It is with immense pleasure that I send this message to the third International Conference on Real Estate Management and Valuation (ICREMV) which aims to hold a prominent position in the university academic calendar. ICREMV is one of the key events organized by the Research and Professional Development Centre of the Department of Estate Management and Valuation (EMV-RPDC), University of Sri Jayewardenepura in collaboration with its industry partners.

The theme of the conference focuses on the concept of SMART Real Estate. It is a novel and a popular concept to explore in the Sri Lankan real estate industry. Thus the conference will provide a platform for the academia and corporate sector to interact and share their knowledge and expertise. I take this opportunity to thank the staff of the Research and Professional Development Centre for organizing such a timely event. I also wish the conference which is scheduled to be held on 20th September 2019 every success.

Prof. Sampath Amaratunge
Vice-Chancellor,
University of Sri Jayewardenepura

MESSAGE FROM DEAN OF THE FACULTY



The Department of Estate Management and Valuation (DEMV) is an exclusive division within the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura since facilitates the sole degree program of its kind here in Sri Lanka. For that reason, this department continues to stand tall as a strong arm of support to the Real Estate sector of the country. Additionally, the departments' research center, "Estate Management and Valuation Research and Professional Development Centre" (EMV- RPDC)" has added immense value to both the department and the industry by way of generating and disseminating knowledge.

The International Conference on Real Estate Management and Valuation (ICREMV) organized by the department together with its research arm, therefore, is one of the most significant events of the department calendar. It is an influential forum which presents the opportunity to publish relevant and contemporary research papers on multiple avenues related to this niche field of study. ICREMV is thus a wonderful opportunity for the academia, the industry, students, and all interested parties to initiate an excellent dialogue that would stimulate interaction among all parties and conclusively aid national development. It is also an occasion for our students to foster links with the industry and enhance their opportunities for employment.

Keeping all of these in mind, I cordially invite the Sri Lankan Real Estate Community to join hands with our students and staff in making ICREMV 2019 an inspired academic event and a resounding success!

Dr. U Anura Kumara
Dean,
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

The Third International
Conference on Real Estate
Management and Valuation

ICREM 2019

B.Sc Estate Management and
Valuation (Special) Degree Programme



For further details contact

Dr (Ms) Upuli Perera
Conference Chair
M. +94 718 157 231

Mr Prathap Kaluthanthri
Conference Secretary
M. +94 773 654 879

Organised by
Estate Management & Valuation
Research and Professional Development Centre
Department of Estate Management and Valuation
University of Sri Jayewardenepura
Gangodawila, Nugegoda, Sri Lanka

Contact
Dr (Mrs) Nishani Wickramaarachchi
Conference Organiser,
Director, EMV-RPDC/ Head of Department
Mobile: +94717262300 | Office: +94112802004

Academic Partner



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Penang, Malaysia

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