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## Alternative Investments in Real Estate: The Burgeoning Self-Storage Market

Presented by [Property Committee](#), The Canadian Chamber of Commerce in Hong Kong



Date: Friday, June 5th, 2015

Time: 12:30 PM - 2:00 PM

Venue: CanChamHK Boardroom  
1301 Kinwick Centre  
32 Hollywood Rd  
Central  
Hong Kong

Price: Members \$200 / Non-Members \$300  
(Lunch Provided)

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### About the Event:

Self Storage, warehousing, mini storage, godown. While it has many names, it also has many uses which Hong Kong and Asia in general is waking up to due to the immensely dense living and working quarters we are subjected to in our cosmopolitan and ever growing Asian cities.

Given this, despite this lack of space, consumerism is growing - which is pushing the self storage industry to new heights. More investors, more facilities, newer technologies, and increased revenue is affecting the industry in ways it hadn't before. This is turning investors' heads in a direction they hadn't previously considered.

This event will interest anybody eyeing the lucrative industrial property market, property owners, institutional, family investor organizations, general investors, RE companies, and anybody curious to know about this lucrative and growing industry.

Join us for a mind opening discussion from an institutional investor, regional self storage CEO, and real estate professional point of view with opening remarks by the regional self storage industry body, Self Storage Association Asia.

## About the Speakers:



**Helen Ng**  
*CEO of General Storage Company Pte Ltd*

Helen Ng is Chief Executive Officer of General Storage Company Pte Ltd (Lock+Store Singapore and Malaysia, The Store House Hong Kong). Coming from a background in property development, Helen became Singapore's first female self-storage hub Chief Executive Officer when she took over the Lock+Store business from real estate developer Mapletree in November 2010. In November 2013, Helen received the Singapore Women's Weekly Great Women of Our Time award in the "Finance and Commerce" category. In April 2014, Helen was appointed Deputy Chair of the inaugural Self-Storage Association Asia (SSAA) – the first Singaporean to be appointed to a key Board position.



**Paul Dwyer**  
*Associate Director, Industrial Services, Colliers International*

With a long standing background in Sales, Paul brings a wealth of experience through his previous real estate work in New Zealand after starting out in Residential and then moving into the Commercial sector and in London where he was involved with the sourcing and funding of residential and Hotel projects. Paul has also spent time in the Retail Sales area starting out his sales career as a Junior Salesperson and graduating as the Managing Director of the family company based out of his native Taranaki, New Zealand.



**Luigi La Tona**  
*Executive Director, Self Storage Association Asia*

Far from being born in the self storage business Luigi La Tona drew wisdom from his previous global life and work experiences to energize the start and continued growth of the Self Storage Association Asia. Running a regional association is a process of understanding people's motivations and balancing corporate and individual personalities, cultures, perceptions, expectations, wants, needs, and of course – budgets. Luigi can attribute much of this understanding from extensive global travels as well as working in the public, private, and non profit sectors.

His professional experiences honed his understanding of people in the context of the office – in particular his work at The Canadian Chamber of Commerce in Hong Kong, managing one of the largest and most proactive business communities in Hong Kong, and with his work in corporate real estate at CBRE where he found success by driving business development activities through business communities.