

## APPRAISER'S PERSPECTIVE ON PHYSICAL AND DIGITAL MARKETPLACE

Seminar (25 June 2019, Tuesday, 19:00-21:00)

ISCM is proudly to invite Mr Vincent Cheung, Managing Director of Vincorn Consulting and Appraisal Limited, to present the new business landscape brought from digital transformation. This seminar will bring up the appraiser's perspective on the retail market evolution by identifying the difference of key revenue and cost drivers between a physical retail premises and an on-line marketplace and the corresponding valuation methodologies.

### REGISTRATION FEES

**Member**    **Non-Member**  
HK\$120    HK\$180

**Application deadline**  
21 June 2019

Register now at:



<http://bit.do/eTdHH>

### ENQUIRY

ISCM Secretariat Office  
Tel: (852) 6225 5708  
[secretariat@iscm.org.hk](mailto:secretariat@iscm.org.hk)

## SPEAKERS' PROFILE



Mr Vincent Cheung

### Managing Director Vincorn Consulting and Appraisal Limited

Mr Vincent Cheung is the Managing Director of Vincorn Consulting and Appraisal Limited. He has over 21 years of experience in the real estate and corporate advisory industry and he has been the head of valuation and advisory in two multi-national real estate consultants for 12 years. He is the fellow member of The Royal Institution of Chartered Surveyors, the member of The Hong Kong Institute of Surveyors, the Registered Professional Surveyor (General Practice Division), the member of Institute of Shopping Centre Management, the member of The Hong Kong Securities and Investment Institute, the co-opted council member of The Hong Kong Institute of Real Estate Administrators and the member of China Institute of Real Estate Appraisers and Agents. He is also the active commentator and columnist of various public media.

## TOPIC OF DISCUSSION

- To highlight the upcoming Shopping Mall Supply and appraisal method for on-line market place
- To bring up the appraiser's perspective on the retail market evolution by identifying the difference of key revenue and cost drivers between a physical retail premises and an on-line marketplace and the corresponding valuation methodologies.
- Case sharing of appraisal review at IPO for on-line market place

Sponsor:



新鴻基地產  
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25 JUNE 2019, TUE | 19.00-21.00



Room 201, The Hong Kong Council of Social Service  
2/F, Duke of Winsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong