



NEWS RELEASE

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2019 CORENET GLOBAL SUMMIT IN HONG KONG WILL DEMONSTRATE HOW CORPORATE REAL ESTATE ENABLES BUSINESS SUCCESS

Annual gathering aims to help CRE practitioners optimise opportunities amidst evolving workplace expectations, rapid digital transformation and geopolitics

HONG KONG– March 11, 2019 – CoreNet Global, the world’s leading corporate real estate (CRE) association, will be hosting the [2019 CoreNet Global Summit in Hong Kong](#), 12-14 March, at Kowloon Shangri-la. Themed “Experience Matters: It’s not just Business, It’s Personal”, the summit aims to guide corporate real estate (CRE) practitioners on how CRE leads, creates and fosters experiences that enable business success, including increased productivity, appeal, innovation and profit.

The rise of the millennial has brought about shifts in workplace expectations, with autonomy, flexibility and connection increasingly seen to influence talent acquisition and retention. According to [McKinsey](#), millennials currently represent 30 percent of the global population and are expected to constitute 75 percent of the global workforce by 2025.

“Now more than ever, employee wellness, flexibility and work-life balance have become key components in attracting and retaining employees, given the rise in progressive technology and agile offices,” said Tim Venable, Senior Vice President at CoreNet Global. “Given the focus on employee experience in today’s business environment, the upcoming Summit serves as an avenue for CRE practitioners to explore how to best leverage this new force to drive business success.”

As automation, artificial intelligence (AI) and the Internet of Things (IoT) figure into employees’ day-to-day work activities, designing the employee experience in a world significantly driven by progressive technology will be paramount. AI, for instance, is

increasingly seen to transform the workplace, from volatility management and forecasting space, to supporting the employee-organisation model and predicted maintenance.

The emergence of social technology tools supporting project-based work likewise calls for the CRE industry to refocus its direction amidst the rise of the gig economy and the agile work model. According to a 2017 [McKinsey Global Survey](#), 45 percent of respondents perceive social technologies to be significantly interwoven in their day-to-day work activities, up from one-third a year prior to when the survey was conducted.

Sessions throughout the summit will focus on the best practices in CRE, insights on the future workplace and effectively using digital analytics and design thinking in work environments to create positive work experiences.

This year, the summit is expected to host more than 700 executives from Fortune 1000 companies around the globe, with 100 speakers across 50 sessions highlighting the latest trends and innovations reshaping CRE and consequently, businesses today.

Interested parties may view more information about the CoreNet Global Summit on the [event website](#), or register their attendance [here](#).

ABOUT CORENET GLOBAL

CoreNet Global is the world's leading professional association for corporate real estate (CRE) executives with strategic responsibility for the real property used by multinational corporations for their own operations. CoreNet Global's nearly 11,000 members, who include 70% of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally, and virtually to develop networks, share knowledge, learn and thrive professionally. For more information, please visit www.corenetglobal.org.