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2024 世界華人不動產學會 主席

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尊敬的世界華人不動產學會會員及各界賢達:

我非常榮幸在此公佈訊息，2024 年世界華人不動產學會(Global Chinese Real Estate Congress, GCREC)的年會，將聯合亞洲不動產學會(AsRES)及美國不動產及都市經濟學會(AREUEA)，共同舉辦「2024 全球不動產高峰會及聯合年會」。會議將於 2024 年 7 月 25 日至 28 日，於台灣新竹舉行，由新竹清華大學主辦。誠摯邀請所有會員及不動產相關的學術及實務界賢達，共同參加盛會。

本次聯合會議主旨設定為”未來住宅藍圖(The Future of Housing Landscape)”。在會議中，將提供學術發表平臺及多場實務交流論壇，進行與都市、住宅及不動產相關的議題深度研討。傳統議題包括住宅市場，住宅權屬，可負擔能力，住宅經濟，住宅政策，不動產與資產管理，不動產投資，商用不動產，貸款融資，都市開發與永續，土地管理以及其他相關領域。議題面向多元，而我們必須面對的事實是，氣候與環境變遷正在影響並改變我們的生活，科技進步更是操乎想像。如何尋求都市及不動產開發與環境永續的共榮，是不可迴避的挑戰。本次會議特將分為五大領域分組，包括(1) 永續：以可持續性理念引導開發；(2) 韌性：建立與環境共榮的未來調適方向；(3) 創新：透過科技創新突破困境；(4) 跨領域：以跨領域整合發展目標；以及(5) 前瞻：領航不動產金融與風險管理。

此次會地點選擇在台灣新竹舉辦。新竹，丘陵地形，又名「風城」，融合了台灣漢人、客家文化及早期台灣平埔族竹塹原住民，而形成特殊地景文化。新竹也是影響全球前緣科技發展製造的重鎮，尤其半導體及電子科技產業，例如台積電(總部)。新竹科學園區、工業技術研究院、清華大學(新竹)、交通大學(新竹)也都在此設置，形成科技及人才產業鏈。而科技產業帶動家戶所得冠於全台，支撐不動產發展的基盤。新竹位置鄰近桃園國際機場，也僅距離臺北約 100 公里，交通便捷。預期參加本次會議的嘉賓們，都可以體

會台灣不同於大城市的科技城鎮地景與生活。

世界華人不動產學會，自 2008 成立以來，除了受 COVID-19 重大疫情影響之外，皆逐年召集年會，今(2024)年已經是第 14 屆年會。在此期間，台灣於 2010 及 2017 分別召開過兩次年會，獲得與會者諸多好評。在歷屆會議主席、學會秘書長及團隊長期的付出，世界華人不動產學會已經成為全球不動產的交流重要平臺，成就非凡。對此，要致以最高度的敬意與感謝。預期本次年會將能持續 GCREC 學會長期以來的豐碩成果，擴大對全球不動產的學術及實務影響力。

期待各位會員及賢達朋友，再次蒞臨台灣，參加盛會！更期待友誼長存！

Dear all Global Chinese Real Estate Congress (GCREC) Members and Esteemed Guests:

Welcome to the “2024 Global Real Estate Summit,” which is also the 2024 Global Chinese Real Estate Congress (GCREC) Annual Meeting, and is held in conjunction with the Annual Meeting of the Asia Real Estate Society (AsRES) and the Conference of the American Real Estate and Urban Economics Association (AREUEA). Together with Professor also Dean Che-Chun Lin and Professor I-Chun Tsai, this joint conference will be hosted by the Tsing Hua University (Hsinchu) during the dates of July 25 to 28 in 2024.

Hsinchu, with its hilly terrain and coastal location, is also known as the "Windy City". This city combines Taiwan's Han people, Hakka culture, and the early Pingpu aborigines to form a special cultural landscape. Hsinchu is also an important city because its industries significantly affect the development and manufacturing of cutting-edge technologies worldwide, especially in the semiconductor and electronic sectors, such as TSMC (headquarters). In addition, Hsinchu Science Park, the Industrial Technology Research Institute, the Tsing Hua University (Hsinchu), and the Chiao Tung University (Hsinchu) are located here, forming a technology and talent supply chain. This high technology industry has recently driven local household incomes to some of the highest levels in Taiwan, and has served as the economic foundation of the local real estate market. Hsinchu is located near Taoyuan International Airport and is only about 100 kilometers away from Taipei. Regional public transportation is convenient. The guests attending this event, therefore, will be able to experience the unique cultural life of a Taiwanese town, which is different from those of big cities.

The GCREC was established in 2008, and has held annual meetings every year, except for those years impacted by the COVID-19 pandemic. This year, 2024, already marks the 14th annual meeting. Taiwan has hosted two of these annual conferences, 2010 and 2017, and both received strong positive feedback from the respective participants. Thanks to the efforts of the past presidents of previous conferences, the secretary-general of the society, and the support team, the GCREC has become an important platform for global real estate academics and has attained extraordinary levels of achievement. I would like to express my highest respect and gratitude to the entire GCREC Congress.

Once again, we are looking forward to welcoming all GCREC members and distinguished friends from all over the world to come to Taiwan to participate in this grand event! We also look forward to strengthening our everlasting friendship!

Welcome and thank you!

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