

**CONTACT:**

Betty Chan, CoreNet Global  
Phone +852 2910 7931  
Mobile +852 6014 1961  
[bchan@corenetglobal.org](mailto:bchan@corenetglobal.org)

Janet Middlemiss, JEM Worldwide Ltd.  
Phone: +852 2857 3832  
Mobile: +852 9195 7829  
[janet@jemworldwide.com](mailto:janet@jemworldwide.com)

## **CoreNet Global Launches Accelerated Master of Corporate Real Estate Programme**

*The unique opportunity is designed to help corporate real estate practitioners in Asia earn a 'Master of Corporate Real Estate' in less time and at a lower cost.*

**HONG KONG – 3 November 2010** — CoreNet Global, the world's premier association for corporate real estate and related professionals, announced today the launch of a new Accelerated Master of Corporate Real Estate (MCR) programme that will provide corporate real estate (CRE) executives in Asia with the opportunity to attain the designation in just 18 months of part-time study.

According to Dr. John Gilleard, Director of Learning - Asia Pacific for CoreNet Global, the Accelerated MCR programme, sponsored by CoreNet Global's regional learning partner Haworth, is structured specifically to serve today's busy CRE professionals in the region, by providing them with the means to become fully accredited within a consolidated timeframe.

Dr. Gilleard comments, "The MCR is unique in that it only accepts CRE executives who are already employed in the industry before they commence the course. To attain the designation, candidates must complete three required MCR seminars, two elective seminars and a capstone - a three day final session comprising case studies that illustrate all learned elements - within 18 months.

"On completion of the course, candidates also have the option to apply for a Senior Leader of Corporate Real Estate (SLCR) certification programme that addresses the leadership skills needed to position themselves for a greater role within their organizations."

In terms of the benefits to graduates, Dr. Gilleard notes that attaining an MCR or SLCR qualification can help CRE professionals advance their careers to the next level by equipping them with new skills and expertise, plus a well-respected designation that communicates their professionalism within the corporate real estate community.

“The programmes encourage an exchange of knowledge amongst seasoned CRE executives by offering a host of collaborative learning opportunities including presentations by experienced industry leaders, networking seminars, discovery forums, as well as open discussions on common issues and challenges faced by those working in the profession.

“This provides students with not only a richer experience,” says Dr. Gilleard, “but equips them with essential skills and knowledge that enables them to enhance their job performance, create cost effective corporate real estate solutions, and develop value added strategies for their companies.”

Dr. Gilleard points out that the rapid growth of the CRE industry in Asia is also increasing demand for a higher skilled workforce which, in turn, is fuelling a rise in the willingness of organizations to financially support their employees through the attainment of professional CRE designations.

He continues, “Given the talent shortage faced by our sector, employers increasingly are investing in the professional development of their employees as a means to attract, engage and retain a skilled workforce. For this reason, we expect the MCR to grow in popularity among the profession regionally.”

With regards to the MCR, interested parties can take advantage of the opportunity to efficiently complete the three required seminars in coming months by enrolling in the following sessions:

- November 18-19, 2010 - MCR Corporate Real Estate Finance (Singapore)
- December 2-3, 2010 - MCR Real Estate Transactions (Hong Kong)
- March 21-22, 2011 - MCR Enterprise Alignment (Hong Kong)



# News

Looking ahead, Dr. Gilleard also notes that it is the intention of CoreNet Global's 150-strong faculty to begin delivering the present English-language MCR syllabus in local dialects which may include Japanese and Putonghua.

Since it was first launched in 1982, over 1580 CRE professionals, many of whom are managing directors or equivalents with major conglomerates and multinationals have earned CoreNet Global's MCR designation. Today, there are more than 927 active MCRs globally, including 60 students who are based in the Asia-Pacific region.

-- end --