



你好 (PRONOUNCED 'KNEE HOW' & MEANS 'HELLO')

Happy Mid-Autumn Festival!

We're transitioning to Fall as we've just wrapped up our Juwai China Agent Summit Beijing to a smashing success!

We're already well into bookings for our November Summit in Shanghai, though, so if you missed the last event, [book your spot now](#) for our final Agent-2-Agent event of 2015.

As global markets remain ambivalent with uncertainties, Chinese buyers are showing no qualms in investing overseas. Contrarily, Chinese property investment overseas continues to ramp up – the question many have is where. Find out below.

Chinese developers also continue to chart the map abroad in their quest to capitalise on the ongoing global property market recovery. We look at where Chinese money is flowing to, and [which Chinese developers are leading the way](#).

We've also introduced several exciting Juwai updates lately. First is our newly re-launched management system, Juwai Admin. Find out what's new in the first of many more upgrades we've got planned for you!

We're also proud to introduce our very first **Juwai Ambassador – Jennifer Berman**, a renowned celebrity real estate agent in her own right. Now with plenty of growing room in the market, she's got great things in store for you.

Speaking of great things, we've just brought on two new partners in the US! Join us in welcoming **Long & Foster** and **New York Statewide MLS** to Juwai.com.

Finally, it's Mid-Autumn Festival tomorrow, and we share what mooncakes are all about for this special Chinese holiday in this month's "Learn Chinese".

谢谢! (*xie xie*; means 'thank you') and happy reading!

IN FOCUS 专题报告

1) Popular destinations as Chinese investment continues

Recent news of Chinese outbound investment has dominated global headlines, and China's current financial flux puts international property markets in a positive position.

The [US is arguably the top safe haven for many Chinese investors](#). However, the US Federal Reserve is expected to raise interest rates this year¹ – which may lower the desirability of the US for investment and make way for some other destinations.

With the yuan remaining strong against certain weaker currencies, some Chinese property investors may be come more inclined towards these destinations:



Australia

Australia is already considered as a stable, secure, and alluring investment destination. With the new Prime Minister Malcolm Turnbull, who brings close personal and business links to China, as well as an outward approach to foreign policy, we may see a more Asia-centric government and better ties with China.⁴ As early evidence of his popularity, the Chinese press has developed endearing nicknames based on his surname, such as "Sugar Bun" or "Tang Bao" (糖包).³

Canada

Canada has a stable housing market showing healthy upswing – housing prices in 11 major cities showed 3.57% y-o-y increase ([Juwai Q1 2015 Global Property Index](#)). Furthermore, Canada homes prices are still considered cheap compared to China homes prices. Some Canadian developers have launched aggressive marketing campaigns, such as this [two-week tour to China to directly market](#) three projects to Chinese investors. ([Read more reasons for Canada's popularity](#))

United Kingdom

Hailed by some as the world's ultimate safe-haven⁶, London remains popular. Outer London rental markets are currently delivering yields of up to 6%, and gains of over 25% is forecasted over the next 3 years.⁶ Its Crossrail project, a 118-km railway line under construction to run across Greater London, will also bring massive potential for investors – properties within 500m of a future Crossrail station has already seen 17% price increases above the local market.⁶

UAE

While Dubai no longer charts the stunning 2012-2014 growth, the emerging market is well regulated and stable. Its exciting luxury lifestyle, massive expat community, and permanence in property ownership are also motivating factors for Chinese buyers. And although the UAE dirham is pegged to the USD, Dubai properties are still three times more affordable than homes in China.⁷

Chinese individual investors in Dubai injected US\$353 million into Dubai properties⁸ last year – nearly double that of 2013, and [Juwai.com](#) data shows [Chinese investor interest in Dubai has surged 1,200%](#) y-o-y since last August.

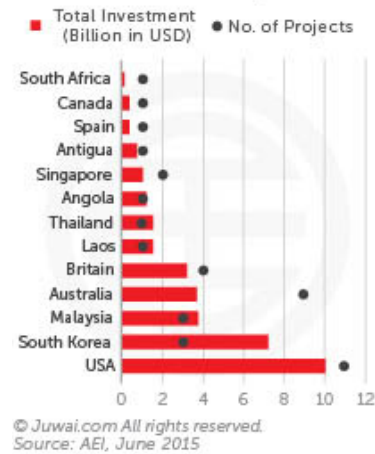
What's more, the upcoming 2020 World Exposition will undoubtedly impact growth and spur property prices. Already, Chinese corporates have been increasingly setting up offices in Dubai, boosting investment demand for commercial and residential properties, as well as rental yields.⁹

Only time will tell, but we'll be keeping a sharp eye on the above locations. As [Juwai.com](#) Co-CEO Andrew Taylor notes recently, "The era for overseas investment has just begun."

Sources: 1. SCMP; 2. China Daily USA; 3. BBC 4. ABC; 5. Sotheby's International; 6. SCMP; 7. The National; 8. Dubai Land Department; 9. SCMP

2) 3 factors propelling Chinese developer investments abroad

CHINESE DEVELOPERS: TOTAL INVESTMENT AND NO. OF PROJECTS BY COUNTRY, MAY 2015



While Chinese developer giant Dalian Wanda has just started construction on its London luxury residential towers, Greenland is drawing up plans for its hotel, museum, and condominium project in downtown Toronto.¹

Chinese developers are increasingly venturing overseas via property acquisitions and investments, and not even the yuan's devaluation is deterring their expansion abroad.

For context, Chinese developers have driven \$34.6 billion worth of property investment outflows from China into markets all over the world² so far this year. And as mainland stock markets endure a bumpy ride, Chinese developers continue to seek to capitalise on the [ongoing global property market recovery](#).

Developers drive an increased flow of capital

Since 2010, investment outflows from China have surged from a trickle to a steady stream. Total investment grew from \$2.5 billion in 2010 to \$11.7 billion in 2014 – a record five times the outbound flow in 2010 figure.³

As investment has taken off, so have developers' project footprints across the globe. At the start of the surge in 2010, developers stuck close to home, favouring projects in Asia.

Since then, North America, Europe, and Africa – accounting for 45% of total project investment made by the end of May 2015 – have taken a sweet spot in developers' sights.

3 factors propelling outbound activity

- **Allure of overseas markets:** Recovering markets of Europe, North America, and certain parts of Asia (Read more: [Juwai's Q1 Global Property Report](#)) register strong price growth and look comparatively attractive measured against domestic investment options.
- **Business diversification:** Having all of your eggs in one basket is never a wise business strategy, so stretching operations to guard against market risk makes a lot of sense, given the frequent policy changes in mainland China.
- **Tapping into the flow of Chinese buyers:** Chinese buyers are increasingly looking overseas, and well-known developers from China know this, hence their tactics to begin targeting them. These buyers are often on the lookout for security, so ensuring your brand is well known in their eyes will benefit developers abroad

Read full story on [Chinese developers leading the charge](#) and what they're investing in.

Sources: 1. The Globe and Mail; 2. American Enterprise Institute: China Global Investment Tracker; 3. American Enterprise Institute (AEI)

WHAT'S NEW 最新消息

3) Early bird ends soon: Juwai China Agent Summit Shanghai

We're well into bookings for our Shanghai Summit this 6 Nov, just off the heels of a successful Beijing Summit, which brought 55 international agents from 10 countries to China to network with 150 Chinese agents specialised in property,



immigration, investment, and education.

This event is the industry's most unique B2B opportunity, connecting international real estate professionals with local agents in China to build business connections that facilitate more opportunities to sell to Chinese property buyers.

Veteran speakers at each Summit share insights on drivers in various industries for overseas investment, as well as key learnings on how to work with Chinese buyers. Some highlights from our recent Beijing Summit:

Simon Henry, Co-Founder & Co-CEO, [Juwai.com](#)

"We're not seeing what's been reported in the West. We do expect [China's growth] will come down a little bit – perhaps 20-25% – but it's on a base of US\$52 billion a year. The growth is still large and the growth is still happening."

Andrew Sohn, Co-Founder & CEO, Due West Education

"The way family dynamic works [in China] is you have two sets of grandparents on both sides, then two parents supporting one child. That's effectively six people supporting one child. [...] So if you think about the money that's available to invest on that one child, it's actually quite large."

Sandra Li, Founder, Aoye Immigration Services

"What's rooted in the gene of Chinese investors is property. They only trust soil, brick and water – they don't trust anyone but land, brick and water."

[Pre-registration is up and running](#), so don't miss out on booking your spot for this final Juwai A2A event for 2015!

4) New Juwai Admin launched!

We've just launched our new management system, Juwai Admin – a first of many upgrades to come!

The new platform introduces enhancements that make it easier than ever to upload and manage your profile pages and property listings.

Here are 3 new features at a glance:

#1 New Dashboard

Your new Juwai Admin dashboard offers top line news and a clearer view of the performance of your listings.

The new design also makes it easier navigate to other important information in the platform.

#2 Products & Services

We've added a host of new product sections, making it easier to find what's best for you. You can even get a recommendation instantly by simply filling in the form presented by the online Juwai representative upon first entering the site.

#3 New Resource Centre

Now you can stay up to date and get the latest China market news right from within Juwai Admin. You can also download tools and brochures to help you work better and smarter with Chinese buyers!

[Sign in now](#) to check it out yourself!



5) Meet Juwai US Ambassador: Jennifer Berman

As industry momentum revs up, so has Juwai, and we're stoked to welcome celebrity real estate agent Jennifer Berman as our first-ever Juwai Ambassador in the US!

Jennifer – formerly the GM for Hilton & Hyland, the #1 real estate firm in Beverly Hills – is the latest exciting member to join the Juwai family, as we continue to grow and welcome brilliant members to the team.

A recognised expert in real estate technical systems and a proven manager, coach, and national speaker, Jennifer will champion and share insights with agents and brokers around the world and through educational Juwai events about the Chinese market and how to work with Chinese buyers.

Read the full story [here!](#)



 **JENNIFER BERMAN**
Juwai.com US Ambassador

6) Juwai welcomes 2 new partners!



We're proud to welcome aboard two new partners in the US – Long & Foster and New York Statewide MLS.

[Long & Foster](#), the largest family-owned real estate company in the US, will work together with Juwai to bring homebuyers from mainland China to the mid-Atlantic and Northeast regions.

"This partnership with [Juwai.com](#) creates a direct link between Long and Foster listings and buyers in the fastest growing market in the world. Engaging with Chinese buyers is a strategic move that will have benefits for years to come," said P. Wesley (Wes) Foster, Jr., founder and CEO of The Long & Foster Companies.

With the Big Apple as the second favourite US city for Chinese buyers, the partnership between [New York Statewide MLS](#) and [Juwai.com](#) is timely, and will boost exposure of all New York Statewide MLS listings to offer better access to Juwai's monthly audience of 2.6 million Chinese HNWLs.

LEARN CHINESE 学习中文

7) Why mooncakes for Mid Autumn Festival

Did you know? The Mid-Autumn Festival, which falls on 26 September this year, is an important Chinese festival that celebrates family reunion and unity.

Chinese believe the full moon symbolises completeness, harmony, and family unity, and the Mid-Autumn full moon appears bigger and brighter due to closer proximity to earth.

This is why mooncakes – or "Yuè Bǐng" (月饼) – are a timeless and popular custom. With its round shape to emulate the full moon, traditional mooncakes are the embodiment of family togetherness.

Even the salted egg yolk embedded in the center of the mooncake is said to represent the Mid-Autumn full moon, due to its similar reddish-orange color.

Today, beyond the familial custom of eating mooncakes while moon gazing, mooncakes also play a vital role in cultivating . A trademark tradition for Chinese is to give mooncake gifts on the days preceding the festival as an expression of well wishes to friends, family, clients, and employees.

Now that you know, consider surprising your Chinese buyer with a mooncake gift set this Mid-Autumn Festival! Don't forget to wish them this popular phrase too: "Yuè Yuān Rén Tuán Yuán" (月圆人团圆), which directly translates to "Round (full) moon, people come together and reunite."

YUÈ YUĀN RÉN TUÁN YUĀN
月圆人团圆

