



# CB Richard Ellis Appointed as Global Sales Agent for Tianjin Centre by Forte Group

Inetasia Solutions Ltd., June 22, 2007

URL: <http://www.pr9.net/business/realestate/5764june.html>

*Forte Group, one of China's largest real estate developers, announced the launch of "Tianjin Centre", a mixed use development located in Heping District, Tianjin. The residential apartments of the project are being introduced in Hong Kong by CB Richard Ellis, which has been appointed by Forte Group as the international sales agent in connection with the Tianjin Centre.*

PR9.NET June 22, 2007 - Hong Kong - Forte Group, one of China's largest real estate developers, announced the launch of 'Tianjin Centre', a mixed use development located in Heping District, Tianjin. The residential apartments of the project are being introduced in Hong Kong by CB Richard Ellis, which has been appointed by Forte Group as the international sales agent in connection with the Tianjin Centre.

Tianjin Centre, located at the juncture of Nanjing Road, the CBD of Heping District, and the commercial pedestrian street Binjiang Road, is situated within the business and commercial centre of the city. With a gross construction area of 151,903 sq. m., the Tianjin Centre is positioned as a high-end complex combining commercial centre, integrated Grade A office buildings, five-star hotel, first-class serviced apartments and shopping mall into one. As the tallest building on Nanjing Road, the development will become a new landmark in the city, representing the international standard in terms of its architecture and services.

Zhang Lin, Vice President of Forte and President of Forte Tianjin Company said, "Tianjin Centre is Forte's first large-scale commercial project and also the first development in Tianjin, demonstrating Forte's strategy to enter the commercial property market. The favorable policies of the 11th Five-Year Plan provide Tianjin with unprecedented opportunities. In response to the buoyant real estate market in Tianjin, Forte cooperates with many international brands such as CB Richard Ellis, Yangtze Fund and Raffles to build Tianjin Centre in an effort to create a momentum for Forte's long-term development in Tianjin." He also added that Forte will continue to identify opportunities for projects and expand its business operations in Tianjin.

"CB Richard Ellis is very pleased to have the opportunity to partner with Forte in relation to this project. We will leverage our global resources and business platform to assist Forte in developing the Tianjin Centre as a world-class property. We believe that the strategic approach being adopted to the implementation of this project by both Forte and CB Richard Ellis also represents a further step in the ongoing development of the property market in Tianjin," said Chris Brooke, President & CEO of CB Richard Ellis in Greater China.

"The 11th Five-Year Plan serves as the foundation for development of Tianjin. As a major port city in north east China, Tianjin is attracting the attention of investors from all over the world. In addition, with closer communications with metropolitan Beijing, Tianjin is establishing itself as China's third international city. As part of this process, a large number of overseas and domestic enterprises will settle in Tianjin, driving the demand for top serviced apartments. As one of the few world-class serviced apartments with international architectural design and services, Tianjin Centre is expected to generate good returns with great potential," said Daniel Yin, Managing Director of CB Richard Ellis in Tianjin.

As introduced by Yin, Tianjin Urban Development Master Plan (2005-2020) by China's Central Government outlines the role of Tianjin as economic centre of northern China, international port city as well as ecological city. In addition, the plan positions Tianjin as the lead to the development of Bohai-ring Economic Circle. Tianjin is becoming 'the third pole' in China's economic development after Shenzhen and Shanghai.

Tianjin Centre is a serviced apartment project exclusively designed for international personnel, decorated in line with the standard of luxury hotels, and equipped with complete set of high quality household appliances and furniture. The multi-functional space and special faculties can meet the various requirements of business people. The well-known hotel brand Raffles will provide super five-star service for the apartment, which has supporting facilities such as a club on the top floor, thermostatic swimming pool, function rooms, SPA and fitness centre.

###

## About Inetasia Solutions Ltd.

Inetasia Solutions Limited  
Web Solutions, WebTrends, Internet Consultancy & Search Engine Optimization

<b>Phone:</b>	+66 2 651 5455
<b>FAX:</b>	-
<b>Website:</b>	<a href="http://www.inetasia.com">http://www.inetasia.com</a>
<b>E-Mail:</b>	<a href="mailto:wjaegel@inetasia.com">wjaegel@inetasia.com</a>
<b>Address:</b>	Diethelm Tower, Tower A, 12th Floor, Unit 1203, 93/1 Wireless Rd., Lumpini, Pathumwan, Bangkok, Thailand 10330

