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SPRING 2019

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When the founders of the Self Storage Association Asia

aspired to build a community where current and potential operators, investors, and suppliers come together, share stories and anecdotes, with a 'stage' to discuss past, present, and future potential issues, I hope, (for the sake of keeping my job), they envisioned what we have now.

In the end its always been about our constituents and what drives value for them. Our staff fields calls all day, after hours, on weekends because answers for questions won't stop at 6pm on Friday. We often then turn to our members for their thoughts and yes, they give it at all hours. Crazy eh.

Introducing: You! is the mantra that all associations are made up of. What do YOU want? What drives YOUR business? What concerns or question do YOU have? What's important for YOU?

This coming Self Storage Expo Asia marks our fifth (5!) year anniversary and I can't think of a better place to host the biggest show of the year than Shanghai, China! This city has a lot of special nooks and crannies worth exploring. As a matter of fact, China itself has such rich history & culture with one heckuva future ahead, stick around and explore. Whether it's the provinces of Sichuan, Henan, and Guangdong, or cities like Kunming, Qingdao and Chengdu, there is a lot not to be missed.

I'd like to think the SSAA has another 5...heck 55 years left in us, and that will be due to our commitment to YOU! That's a good thing.



*Luigi La Tona
Executive Director
Self Storage Association Asia*



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Contact Luigi La Tona (luigilatona@selfstorageasia.org) for more information
Visit www.selfstorageasia.org



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Get to Know Our China Members

认识我们的中国会员

Our SSAA members in China are growing bigger and stronger by the day, with a focus on global best practices and openness to the global community through the SSAA. Get to know them and keep your eye on them as true leaders of the industry in China!

我们SSAA的中国会员与日俱增，茁壮成长，着眼于全球化最佳实践，并透过SSAA面向全球共同体。结识了解他们并密切留意中国真正的行业领导者！

Good World Storage

Jane Zhang

Deputy General Manager



描述您的公司 - 您的公司是什么时后开幕的呢？在什么城市？面积是多少？

Describe your company when you started, where your facilities are (cities), and your size.

Good World Storage (GWS) is the international brand of Hongkong Storage, one of the well-known Self Storage Operator in Asia Pacific region. The first mainland China branch of GWS has started its operation in 2016, providing the high-quality storage services to the customers in Shanghai area.

With professional expertise and high standards in storage facility management, GWS China offers new and diversified storage services to cater for the needs of both household and commercial customers. Apart from the quality self storage facilities, the company also operates Document Storage services for commercial users.

好世界储存 (Good World Storage) 是香港储物室的国际品牌，亚太区著名的自助储存营运商之一。中国内地好世界储存的第一间分店于2016年开始营运，在上海提供自存仓和文件储存服务。

凭着专业的知识和高水平的储存设施管理，好世界储存在中国提供崭新和多样化的储存服务，以满足家庭和商业客户的需求。除了优质的迷你仓设施外，好世界储存还为企业客户提供文件储存服务。

开设一个自存仓业务有什么是最让人兴奋？有什么最大的挑战您曾面对过呢？

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

Operating self storage can help solving the problem of insufficient spaces for both living and storage, making better and more comfortable life for urban residents. At present, the development of self storage industry is just getting started in mainland China. It is necessary to raise the awareness of residents on self storage services, as well as educate the customers on the effective usage of that.

Follow the principle "Customer Orientation and Quest for Perfection" of its mother company Hongkong Storage, GWS China is aim at providing the best in class storage services to its customers and seek for quality improvement continuously.

开设迷你仓能为城市人解决居住及储存空间不足的问题，让生活变得更美好和舒适。目前于中国内地，迷你仓行业的发展只是刚起步，需要提升居民对迷你仓服务的认知，投放资源加强教育客户有效使用迷你仓。

好世界储存遵循香港储物室「以客户为先，追求完美」的理念，致力为客户提供最顶级的储存服务，不断追求质量提升。

您认为中国的自存仓业未来将会发展到那个位置？

Where is the future of self storage in China heading?

With the rapid development of urbanization and the maturity of social economy in mainland China, it appears that fast-growing urban population but with limited land supply. Self storage provides urban residents a flexible storage space, to retrieve their "home" as the sweet haven with more real living spaces. We strongly believed that the potential development in mainland China of self storage market is at least hundred times higher than that of Hong Kong, or even more.

随着中国内地城市化，经济发展成熟，出现了城市人口增加但土地供应有限的情况。迷你仓为生活在大城市里的人提供一个灵活的储存空间，重新让「家」成为城市人温馨、舒适的港湾，享受更多的居住空间。我们相信，迷你仓市场预期在国内的发展潜力至少比香港高出一百倍，甚至更多。

At present, the development of self storage industry is just getting started in mainland China

CBD Self Storage

Carmen Lam

Vice President – Operation



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company when you started, where your facilities are (cities), and your size.

China Mini Storage Limited (“CMS”) is an innovative and fast-growing self storage plus internet start-up established in 2014. Based in Beijing and under the brand name “CBD Self Storage”, CMS is the world’s first self storage operator that integrates the concept of “Internet Plus” via Wechat into its services.

中国迷你仓有限公司 (China Mini Storage Limited) 是国内首家 “互联网+存储” 企业，旗下的 “CBD迷你仓” 品牌重点打造全球首创智能迷你仓，致力于为个人、家庭、企业用户及中小型电商提供优质的只能迷你仓储服务。

Powered by its proprietarily developed tech-enhanced operational management system, CBD Self Storage users can access and manage online their self-storage units via WeChat from space selection, payment to turnkey, all digitally. At present, CBD Self Storage is managing over 40 operating and under construction smart self storage sites, totaling over 30,000 cubic meters across Beijing, Shanghai, Guangzhou and Shenzhen.

具备专利开发的技术以增强运营管理系统，CBD 迷你仓用户可以在线上登录和管理他们的迷你仓，通过微信从选择

场地，付款到开锁，已经全面智能化。现在，CBD迷你仓运营超过40个的智能迷你仓，总面积超过30,000立方米覆盖北京，上海，广州和深圳。

开设一个自存仓业务有什么是最让人兴奋的? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

There are a lot of idle and vacant basements in China’s tier cities, most of them were previously used as group-shared accommodations or have been left vacant for a long time. The conversion of those underutilized sub ground spaces into smart self storage facilities and the provision of high-quality storage services to the nearby users is satisfying and value-adding to the cities where CMS operates.

中国的一线城市有很多闲置和空置的地下室，其中大部分前身都是宿舍或已长时间空置。将未能充分利用的空间转换为智能自存仓设施，邻近的用户很满意CBD迷你仓为城市增值并为邻里提供优质的仓储服务。

To pioneer anything is challenging, let alone pioneering smart self storage in an infant yet huge growth potential market like China is very exciting. The experiences that CMS has accumulated as one of the first movers in the past few

years is rewarding as our team has become more familiar and strategize about the self storage experience for end users.

开拓任何事都极具挑战性，别说智能迷你仓仍然是起步阶段，像中国这样巨大增长潜力的市场令人兴奋。CBD迷你仓作为首批推动者之一，在过去几年我们团队积累了丰富的经验，并制定自存仓策略为用户提供贴心的体验。

Self storage is a new product in China, we are hoping that the PRC Government could provide operators with more support and guidelines (such as licensing requirements and the planning use compliance) to create a better business environment for the China’s self storage industry.

自存仓在中国是一个新产业，我们希望中国政府可以为运营商提供更多支持和指引 (例如许可证的必要条件以至规划用途的法规) 为中国的自存仓行业创造更好的商业环境。

您认为中国的自存仓未来将会发展到那个位置?

Where is the future of self storage in China heading?

We believe that China will be one of the biggest self storage markets in the future similar to a size like the US and that the market will consist of scalable players listed in the stock market.

我们认为中国将成为未来最大的自存仓市场之一，亚洲市场规模将会包罗上市公司的参与者。

BBC Mini Storage Co Ltd

Louis Zhao

General Manager

描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

BBC Mini Storage was established in December 2012. The first store at Keyun Road was officially opened on March 30,

2013. The 3 existing stores of BBC Mini Storage are all located in Guangzhou, with a total operating area of 3,500 square meters and a rentable space of more than 5,000 cubic meters. It is the first and largest self storage brand in Guangzhou.

百宝仓成立于2012年12月，2013年3月30日第一家门店科韵路店正式开业。百宝仓现有的3家门店都在广州市，总经营面积3500平方米，可出租空间超过5000立方米，是广州第一家，也是规模最大的一家迷你仓品牌。



开设一个自存仓业务有什么是最让人兴奋的? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a

self storage business?

The development of self storage industry in China is within a short period. As one of the earliest self storage brands established in China, BBC Mini Storage is fortunate to have the opportunity witnessing and participating in the development of self storage industry. This is the most exciting thing! With the increase of operating stores, we have more and more customers. Many of our customers have become our friends, and our friends have become our customers. We all just like staying in one family. Under our efforts from time to time, the popularity of the self storage industry in Guangzhou is increasing and attracting more peers to enter. This is an exciting moment. We can work together to grow and strengthen this industry.

迷你仓行业在中国发展的时间不长，百宝仓作为中国成立最早的迷你仓品牌之一，有幸见证并参与到迷你仓的发展中，是最令人兴奋的事情！随着经营门店的增加，我们的客户越来越多，很多客户成为了我们的朋友，也介绍了他们的朋友成为我们的客户，我们就像一家人一样。在我们的努力和耕耘下，迷你仓行业在广州的知名度与日俱增，吸引了更多的同业进入。这是一个令人激动的时刻，我们可以一起携手共同做大做强这个行业。

您认为中国的自存企业未来将会发展到那个位置?

Where is the future of self storage in China heading?

China has the largest population in the world and its economic development is booming. Several world-class city clusters have been shaped into a certain

scale. The mobility and concentration of the population and the prosperity of the business will definitely bring huge business opportunities for the development of the self storage industry. This is a market scale of RMB 10 billion. We need to be patience to nurture this market. After all, Chinese consumers are being “spoiled” by the new economy. We need to provide better services and better products to satisfy their “appetite”.

中国拥有全世界最多的人口，经济发展蓬勃。几个世界级的城市群已渐具规模，人口的流动和聚居、商业的繁荣，必定为迷你仓行业发展带来巨大的商机，这是一个百亿元级别的市场规模。我们需要有耐心来培育这个市场，毕竟中国消费者被新经济给「宠坏」了，我们需要提供更好的服务，更好的产品，才能满足他们的「胃口」。

StorHub

Katty Zhao

General Manager - China Operations



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

StorHub is Singapore’s first self-storage operator with a leading network of facilities that offers reliable and secure storage solutions with flexible lease terms and 24/7 access. We started in 2003, and today we operate 11 facilities in Singapore and 1 in China.

In 2012, we expanded our global footprint and acquired the property in Shanghai, China, to run a self-storage facility. The China portfolio contributes approximately 7,300sqm to our StorHub group portfolio, with a combined total gross floor area of about 127,000sqm.

2003年，StorHub趣存自助仓是新加坡首家将自助式仓储设施和服务引入的运营商，目前在新加坡拥有11座仓储设施，为客户提供安全可靠、灵活便捷的全天24小时自由进出的自助式仓储服务。2012年StorHub趣存自助仓进入中国市场，使用其自有物业在上海建成其首家建筑面

积约7,300平方米的自助式仓储设施。目前，StorHub趣存自助仓总建筑面积已达到12.7万平方米。

开设一个自存仓业务有什么是最让人兴奋? 有什么最大的挑战您曾面对过呢? What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

Being one of the pioneer self-storage operators, StorHub offers individuals and businesses a range of reliable and secure storage solutions to resolve storage challenges at home or in the office. We are delighted to be able to continue our success and bring forth the StorHub experience to the local where more people gets to enjoy both affordable storage space and comfortable living space.

When StorHub first started in Shanghai in 2012, the concept of self-storage was new to the locals. Hence the team customized storage solutions to cater to the local market including promotion and education efforts.

作为较早的自助式仓储运营商之一，StorHub趣存自助仓致力于为个人和企业提供轻松、简单、便捷且安全可靠的

自助式仓储服务的整体解决方案，释放家居及办公空间，希望利用自身的成熟行业经验，让更多人乐享“趣存”空间！

StorHub趣存自助仓于2012年进入中国时，市场消费者对于此概念还非常陌生，所以我们将自助式仓储的业务本地化，以更能被市场所接受的方式推广自助式仓储的概念。

您认为中国的自存企业未来将会发展到那个位置?

Where is the future of self storage in China heading?

With the rapid economic development in China and more well-travelled consumers, the market today is more receptive to the concept of self-storage. With the constant development of technology and new entrant of younger workforce, we are positive that the smaller living spaces and rising consumerism will continue to fuel the demand for affordable and convenient self-storage facilities in China.

With the increased competition from other self-storage operators, we will continue to focus in technology development to create our unique selling point.

随着中国经济的快速发展以及中国消费者国际视野的扩大，今天的市场更容易接受自助式仓储的概念。同时，随着技术的不断发展和年轻劳动力的不断涌入，城市居住空间日趋紧张，而消费主义日益高涨，这将推动人们对经济实用、便捷的自助式仓储设施的需求。

随着自助式仓储供应的增加，我们将更加专注于发展技术，以确保能够在竞争中独树一帜。

Locker Locker Selfstorage



Charlotte Sun
Founder & CEO



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

Locker Locker Selfstorage company founded and started in Shenzhen, China in June 2013, we have four self storage facilities right now with a total size of 5000m².

乐存乐库于2013年6月在中国深圳成立并开始运营, 目前拥有4个营运的仓储设施, 总面积为5000平方米。

开设一个自存仓业务有什么是最让人兴奋? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

The most exciting thing in starting up a self storage business in China is to learn from the mature Self storage

market business owners and operators to know how to run the business by using a professional Self storage management software and integrated with digital technology at the same time to increase efficiency and accuracy.

The biggest challenge that we are facing right now is customer awareness of the Self storage business, it is like all business in different markets, when it is at its initial infant stage, we still need to educate our customers to guide them to understand what this new concept storage business can help and contribute to their lives and increase their quality of lives.

在中国开展自存仓行业最令人兴奋的事情是可以向成熟的自存仓市场的企业和运营商学习他们如何使用专业的自存仓管理软件, 和同时将数字技术融会贯通, 令效率和准确性提高。

我们现时面临的最大挑战是客户对自

存仓行业的认识。就像所有业务在不同的市场, 当它处于初期, 我们仍然需要教育我们的客户, 指导他们了解这个新概念仓储行业是怎样帮助和有助于他们的生活, 以及提高他们的生活素质。

您认为中国的自存仓业未来将会发展到那个位置?

Where is the future of self storage in China heading?

We can see that China represents an enormous virgin self storage market especially with its massive population base and great density resources, it has a strong potential to grow even larger than the US market, less crowded and with less competitive threats than the US at the current time. It will no doubt outgrow US market in the near future.

我们可以看到中国代表着一个巨大的新兴仓储市场, 特别是其庞大的人口基础和非常高的资源密度, 它具有可能比美国市场更大的增长潜力, 现时市场未还饱和, 而竞争威胁也比美国少。毫无疑问, 它有机会在不久的将来超越美国市场。

Your Storage



Davy Ding
Founder & Chairman



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

Your Storage started the business in 2016 and there are storage facilities in services across seven cities.

优立仓公司在2016年开展业务, 目前在7个城市有存储设施及服务。

开设一个自存仓业务有什么是最让人兴奋? 有什么最大的挑战您曾面对过呢?

What have been some of the most

exciting and also some of the most difficult things about starting a self storage business?

The most exciting moment is the rental rate in line with expectations. Cooperation with the property owner has many unpredictable factors under current situation that would bring difficulties to the business development.

当实际的出租情况与预期相吻合时是最令人最兴奋的时刻。与物业方的具体合作从目前情况来看有许多的不可测因素, 并对业务发展带来一些困难。

您认为中国的自存仓业未来将会发展到那个位置?

Where is the future of self storage in China heading?

China's self-storage industry will certainly become the single largest market in Asia in the future, and heading to reach or exceed the US market.

中国的自存仓行业在未来一定会成为亚洲最大的单一市场, 在更远些的时间一定会达到甚至超过美国市场。

MyCube Self Storage



Emma Feng

Founder & Chairwoman

描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

The MyCube Self Storage was established on July 12, 2013 in Beijing. In the meantime, all 16 stores are located in Beijing with a total area of about 20,000 square meters.

美立方自助仓成立于2013年7月12日, 北京。目前16家门店全部分布在北京, 总面积约2万平方米。

开设一个自存仓业务有什么是最让人兴奋的? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

The most exciting thing about opening a self-storage facility is the joy that customer's needs are met. Since the self-storage industry is not widely recognized by domestic users, customers face difficulties to look for self storage services. After they entered MyCube self storage and store their own items, they often express their heartfelt feelings "It's good to know you!" The sense of value that we experienced at this time was the most exciting, and it also encouraged MyCube to continue insist on doing the self storage business.

The most challenge is "facing the uncertainties of the industry": does the government agreed that you have provided a compliant service to support your long-term development? Does the customer think that you are safe enough and trustworthy? Can the leasing party perform the lease contract as promised and guarantee the price? Can competitors in the same industry follow the same industry rules to jointly protect the healthy development of the industry? and many more. However, these uncertainties also gave us the opportunity to develop in the self-storage industry.

开设自助仓最让人兴奋的是感受到客



户需求被满足的喜悦感。由于自助仓还不为国内用户所广泛认知, 往往客户不知道去哪里寻找自助式存储服务; 放他们走进美立方自助仓, 存放好自己的物品后, 经常由衷的发表感慨 "如果早知道有你们的存在就好了!" 这时我们体会到的价值感最让人兴奋, 也鼓舞着美立方人继续坚持, 把自助仓做好。

最大的挑战就是 "面临行业的各种不确定性": 政府是否认为你提供了合规的服务, 支持你的长远发展? 客户是否认为你足够安全, 值得信赖? 租赁方是否能如约履行租期合同, 保障价格? 同行业竞争对手, 是否也能遵守同样的行业规则, 共同保障行业健康发展? 等等。但, 同样是这些不确定性给了我们自助仓行业的从业者发展的机会。

您认为中国的自存仓业未来将会发展到那个位置?

Where is the future of self storage in China heading?

China's self-storage industry has experienced the first 10 years, 2018, 2019, and 2020 is likely to usher in a period of rapid growth.

1. Investors with diverse backgrounds will join the industry, such as real estate developers, property companies, offshore asset investment management companies, and individual investors. By the end of 2019, there may be nearly 200 brands in the industry.

2. The total size of the market will experience an explosive growth. If the total turnover of the industry has reached 300 million in 2018, it may reach 600 million by the end of 2019.

3. Small-scale reshuffle within the industry. New entrants continue to

\$600 million

Expected total size of the market by the end of 2019

increase in volume, while early entrants will enter the integration, mergers and acquisitions phase, seeking scale effects and speed of development.

4. More domestic investment institutions focus on the self-storage industry or participate in actual investment; a few foreign investors enter the actual investment stage.

(The above opinions are purely personal opinions and do not represent any business views)

中国自存仓行业经历了最初的10年, 2018, 2019, 2020年可能将迎来蓬勃发展, 迅速成长的阶段。

1. 将有更多不同背景的参与者加入这个行业, 如: 地产开发商、物业公司、境外资产投资管理公司、个人投资者。到2019年底, 可能行业中有近200个品牌存在。

2. 市场总规模会爆发式增长。如果2018年行业总营业额已经达到3亿, 2019年底可能会达到6亿规模。

3. 行业内部小规模洗牌。新的进入者不断的增加数量, 而早期的进入者会进入整合、并购阶段, 寻求规模效应及发展速度。

4. 更多境内投资机构关注自助仓行业, 或参与实际投资; 少数境外投资者进入实际投资阶段。

(以上观点纯属个人见解, 不代表任何企业观点)

The total size of the market will experience an explosive growth



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Disclaimer: All areas, and figures are approximate only. All reasonable steps have been taken to ensure the accuracy of this information, but this does not constitute any representation by the us as the vendors agent and is provided as a guide only. Purchasers are advised to rely on their own investigations sourced from the vendors records direct or statutory register such as land titles etc.

King Kong Mini Storage



Felix Wong
Co-Founder



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

The 1st flagship store of King Kong Mini-Storage, with an area of 500m², commenced operation in Oct 2017. In the following year, we have established 6 more branches throughout Tianhe, Haizhu and Yuexiu Districts, providing self-storage service in Guangzhou core area. Up till Jan 2019, the total area already exceeded 4000m².

金刚迷你仓珠江新城旗舰店在广州于2017年10月投入运营, 占地面积约500平方。随后的一年里, 我们分别在广州天河区、海珠区、越秀区开设分店, 截止到2019年1月, 占地面积已超过4000平方, 覆盖了广州市区区域。

开设一个自存仓业务有什么是最让人兴奋? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

Operating self-storage in mainland China solves the space problem of corporates, e-business owners, retailers, and individuals. Helping the public with different storage solutions is one of the proudest moment for a start-up. As self-storage is not prevalent in mainland China, we are spending enormous time and patience to cultivate the public on the use of self-storage. This is also of one of the company's visions.

在内地开设迷你仓可以帮助许多企业、电商零售、家庭及个人解决储物难题, 能够帮助大众提供不同的储物方案, 得到大家的认可是作为一个初创公司最值得自豪和开心的事情。由于迷你仓行业在内地并不算太普及, 能够通过耐心的灌输和优质的服务令大家接受一个新生事物是我们的宗旨。

您认为中国的自存仓业未来将会发展到那个位置?

Where is the future of self storage in China heading?

In the face of the China rapid economy development and urbanization, the growth of self-storage will be unprecedented. Sooner or later, self-storage will become supplementary to a smart city. In each urban district, there will be self-storage services to corporates and individuals. People will be craving for extra storage space, in order to maintain a better working and living standard. By then, self-storage will become a part of people's lives.

随着中国高速的经济发展, 城市化加速, 未来迷你仓将会成为智慧城市配套, 每个商区都会有配套的迷你仓为企业及居民服务。企业及居民渴望额外的储物空间, 释放办公及居住空间压力, 让自己的生活更舒适。届时, 迷你仓将会越发被普及, 变成家喻户晓的便民行业。

MiniCC Storage



Manuel Mauritz
General Manager



描述您的公司 - 您的公司是什么时后开幕的呢? 在什么城市? 面积是多少?

Describe your company - when you started, where your facilities are (cities), and your size.

Our company MiniCC Storage (www.minicc.com) was one of the first companies to start self-storage in Shanghai. All our facilities are in Shanghai and we aim to own all facilities we operate. We look for large independent facilities with over 4,000m² in size. We will be opening our 4th large facility in Shanghai in 2019 and looking to expand further.

我们公司上海迷你仓(www.minicc.com)是其中一间公司最早在上海开始自存仓业务。我们所有的仓储设施是位於

上海, 而我们的目标是拥有所有我们营运的仓储设施。我们寻找独立大型并超过4,000平方米的仓储设施。我们将会于2019年开设第四间大型仓储设施, 并希望进一步扩展。

开设一个自存仓业务有什么是最让人兴奋? 有什么最大的挑战您曾面对过呢?

What have been some of the most exciting and also some of the most difficult things about starting a self storage business?

China is unique and property transactions are unique as well. Every deal is different, exciting, and can get very complex. We keep on pushing and go by "nothing is easy but everything is possible". There is a great Chinese proverb "Don't be afraid of growing slowly, be afraid only of standing still."

中国是与众不同, 房地产交易也是别具一格。每一项商业交易都不同和令人兴奋, 也可以非常复杂。我们继续推动并秉

承着「一切都不容易, 但一切皆有可能」。中国有一句非常好的谚语「不怕慢, 就怕停」。

您认为中国的自存仓业未来将会发展到那个位置?

Where is the future of self storage in China heading?

China in general has a huge potential for storage as wealth and as GDP grows so will the need for storage. In Shanghai we are just at the start of this industry and it has a bright future going forward. It will take time and effort to educate the market on the product but it is moving into the right direction.

中国总体上具有巨大的储存潜力, 因为财富和国内生产总值的增长令储存的需求也在提高。在上海, 我们正处於这个行业的起步阶段, 未来前景光明。这行业仍需要时间和努力去教育市场, 但它正朝著正确的方向发展。



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The Big Boys of Business

The big boys of the self storage industry have not gotten big and strong by sitting on their laurels. They work hard every day to find opportunities to participate and engage their community. There is a lot to learn from and about them and here they are on BIG display.

General Storage Company

(Lock + Store & The Store House)



Helen Ng

CEO



How did the company get started and can you share with us a bit of background about it?

General Storage Company was incorporated in November 2010. We bought the business from real estate developer Mapletree. We had two facilities then - Chai Chee and Tanjong Pagar.

How fast did it take you to grow to where you are now and what was your strategy?

Today we have a network of 13 facilities - the largest network of facilities in Singapore. It has taken us about seven years to reach this stage. After being bought over by Singapore Post, we bought over the Store Friendly franchise in Singapore, The StoreHouse in Hong Kong (four facilities) and expanded our footprint to Malaysia with our first facility in Kuala Lumpur. We have been expanding the Lock+Store brand name through strategic M&A. We are constantly on the lookout for underserved areas with a healthy catchment of residents and small businesses.

What were some of the biggest hurdles to overcome?

Boosting the occupancy rates to where they are today. Our occupancy rate is at an average of 75%. The industry in Singapore is getting more crowded with new entrants every year. As Chair of the SSAA, I welcome the diversity of

players today. This contributes to a more dynamic industry where pioneers such as Lock+Store compete with new entrants to come up with more innovative offerings such as serviced offices, valet storage services, cashless payment services, onsite recyclable waste disposal services and smart inventory management services. It does not matter if some of these offerings have failed to live up to expectations. What matters is we learn together as an industry and innovate better offerings for customers.

Were there times in your growth you saw great opportunities and you jumped at them? If so, what were those opportunities?

Absolutely. The acquisition of General Storage Company by Singapore Post was one such great opportunity to grow our footprint in Singapore, Malaysia and Hong Kong. Today, as the subsidiary of Singapore Post, we are able to offer additional services such as onsite sale of stamps and smart delivery packs which hugely benefit our small enterprise and e-commerce storers.

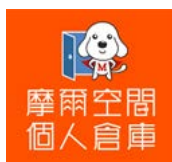


What are the biggest lessons in your growth you can pass on to aspiring big boys?

Fact-based market research is crucial for business growth. Do not introduce new services without first understanding if they fulfil customer needs and are financially viable. Valet storage was the hottest new kid on the block in Singapore a few years ago but fizzled out after a while. This does not mean that we should stop innovating. My point is that innovation should be backed by market research.

Morespace

Robert Cheng
Executive Vice President



How did the company get started and can you share with us a bit of background about it?

Morespace had a humble beginning of 78 storage units in 2009. At the time, there had not been a single self-storage facility in Taiwan. Every survey taken with friends and relatives came back with skeptical stare. Most of them thought that starting a self-storage business was wishful at best. How could there possibly be anyone in Taiwan willing to spend money on an off-site storage? Crazy dude's wishful thinking.

Nevertheless, I consider myself extremely lucky. Relentless digging on internet allowed me discovering there actually were people posting questions sporadically for short term storage needs. This discovery along with my belief that self-storage had never been about selling space but about selling convenience allowed me to take a leap of faith to start Morespace.

More luck followed. Without any prior industry knowledge, the first facility was opened on bull's eye. It was located in an area that remains one of the most highly demanded areas in all of Taiwan today. 78 units were quickly filled up in less than 3 months. This helped boosting the confidence for further expansion. Just then, my then co-founding and equal partner decided to part his way and started his own storage company

with a large local conglomerate. It sent chills down my spine as the 4-month old hatchling Morespace was about to square off with its first ever competitor, not to mention it had seemingly unlimited financial resource. Did I mention I was lucky? In retrospect, it had been luck knocking on door as it made way for my current partners to fill the void. Since then, they have been supportive of my expansion decisions and have been giving me much needed board level guidance until this day.

How fast did it take you to grow to where you are now and what was your strategy?

Early on, Morespace took a fast expansion strategy. The short term objective was to quickly gain scale of economy to absorb the eventuality of increase in advertising costs, more specifically internet advertising costs, as new players gradually crowding the market. The long term aim was to establish local market presence and leading brand awareness so that Morespace would become synonymous to self-storage, at least, in Taiwan. With about 40 facilities and 12,000+ available units today, Morespace had since then been leading the self-storage market in Taiwan and in 2016 became the first, and is still the only one, to broadcast TV commercials. Morespace, I believe, has become more or less a household name when people of Taiwan think of Self-Storage today.

What were some of the biggest hurdles to overcome?

Then, in 2011 Morespace faced with its very first community protest when a new facility was freshly constructed and was about to open for business. Like many other self-storage operators entering a totally new market in other parts of world, legacy regulation caused tremendous confusion among city officials, residents, law makers as well as self-storage operators. Morespace lost quite a few million dollars (NTD) in this instance. It was a sum that almost sent the infant Morespace into bankruptcy. Thankfully, several operators in Taiwan have banded together since 2016 to push for formalization of regulation specifically for self-storage industry. Admittedly, the confusion, though to a much less extent, still exists today and the regulation will likely change again and again in time when a fire of SC Storage scale ever occurs. The industry is actually seeing the light at the end of tunnel for a set of clear rules to follow.

Were there times in your growth you saw great opportunities and you jumped at them? If so, what were those opportunities?

With legislators and government officials gradually ironing out critical regulation, removing a lot uncertainties faced by early operators, we envision reaching 120 facilities island-wide in the next 10 years and issuing a self-storage specific REITs on TSE.

To make the vision happen, we have been aggressively filling up top talents in all departments and empowering them to make an impact on future growth since 2018. At the same time, we will begin actively tapping the financial market. This goal will not be achieved without the full support of top talents at Morespace and of its shareholders. I am grateful for having all of them as partners for life.

What are the biggest lessons in your growth you can pass on to aspiring big boys?

Not much, Morespace still has much to learn. If anything, 1. don't mess with city officials and law makers and don't underestimate their power to send you into bankruptcy over night; 2. I can't stress enough the importance of identifying and keeping talents as well as supportive shareholders.

This is a brief story of Morespace and thank you all for reading. Happy Year of Cochin.



Quraz



Stephen Spohn

*President and Representative
Director*



How did the company get started and can you share with us a bit of background about it?

The Japanese self-storage industry was founded in the early 1990's, with most early supply represented by small (200-300m²), unstaffed facilities, often located in one or two floors of small, underutilized office buildings.

Quraz was founded in 2001 on the thesis that the US self-storage model might be better suited to Japan, specifically that relatively large (2,000 – 3,000m²), operator-owned, well-located, single-use, higher spec facilities would be more quickly adopted by Japanese consumers and offer a better investment return profile than the then existing supply. To test that thesis, Quraz's development strategy relied on sourcing and repositioning a stock of underutilized and misplaced office properties as self-storage facilities via a conversion model. Quraz management's thesis was proven in 2001 and 2002 following successful development and leasing at Quraz's first several properties.

How fast did it take you to grow to where you are now and what was your strategy?

Following the Company's business model validation in 2001 and 2002, the Company's management rapidly built out a platform that included in-house development and property management capabilities such that it's real-estate portfolio would be entirely self-managed, also similar to the US self-storage model. Since Quraz's founding, the Company has grown it's real-estate footprint by an average of four properties per year (currently 5-6% per year based on current portfolio capacity), including several years where growth significantly exceeded that



average and other years where there was no growth. Quraz's portfolio now totals 160,000 gross square meters across 64 properties.

What were some of the biggest hurdles to overcome?

The biggest challenges for the business have always been, and continue to be, (a) sourcing properties that pencil to our return requirements and (b) financing. These challenges are likely no different from many real-estate developers. We continue to solve for the sourcing challenge by developing long-standing relationships with the brokerage community, gradually building a reputation as a credible and competitive buyer, and evolving our sourcing approach to include both conversion and new development opportunities.

We continue to solve for the financing challenge, which is more acute for a newer asset category like self-storage versus core categories such as office, residential and logistics, by periodically visiting with a variety of lenders and educating them on the self-storage category, building a long track-record of successful development and leasing (often in relatively high-profile locations), and slowly growing our pool of lenders.

Were there times in your growth you saw great opportunities and you jumped at them? If so, what were those opportunities?

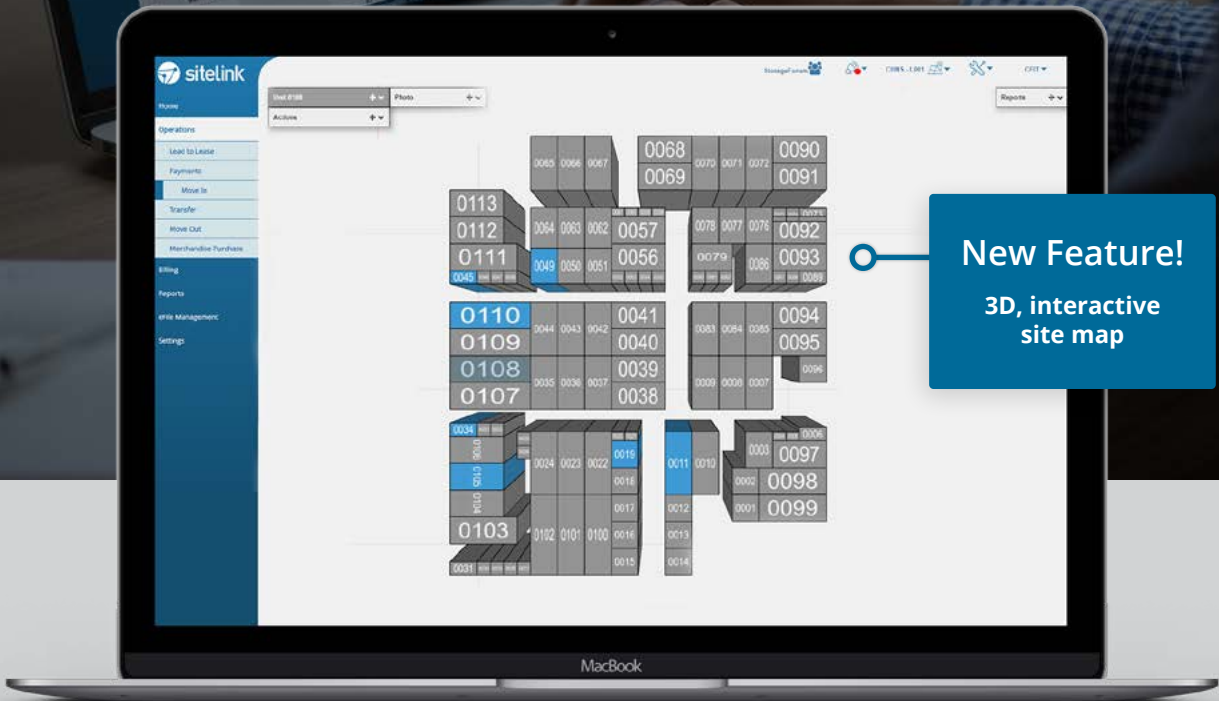
As a principle we try not to "jump" at any opportunity to ensure we limit the number and size of mistakes – a single big mistake can negate a year's worth of development and returns. Alternatively, we've built a controlled, systematic approach to sourcing and development based on a 15-year+ track-record that we hope results in limited, and only small, mistakes. Part of that approach is to focus on one and only one thing – developing self-storage facilities in markets, submarkets and micro-locations that meet our demographics profile and are likely to maintain value for the very long-term. You might call us a "one-trick pony," a badge we would wear with honor!

What are the biggest lessons in your growth you can pass on to aspiring big boys?

Many operators naturally start small by leasing properties, similar to a retail model. I would encourage operators to consider leveraging their existing operations and track-record to develop real-estate as a way to build significant long-term value that might enjoy the benefit of capital appreciation. To the degree small operators are able to enter real-estate development which likely requires significant capital, it's often necessary to partner with outside equity partners. In evaluating equity partners, it's important that the chosen equity partner has an investment horizon that matches the profile of self-storage development, which is a relatively longer-term investment horizon than most other asset categories due to a relatively longer lease-up and stabilization period for self-storage.

Put another way, it's impractical to build a sizable portfolio of stabilized self-storage properties within a typical real-estate fund timeline that requires an exit within five years. If forced to exit in five years, often a self-storage portfolio has yet to mature and unable to command a valuation reflective of maturation.

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Storefriendly Self Storage Group

Kevin Chan
Chairman



How did the company get started and can you share with us a bit of background about it?

I founded this company almost 17 years ago for the reason that I saw Hong Kong growing more and more crowded and dense while storage space in apartments was getting smaller. Having studied in Toronto, I started to get to know more about self storage from a western perspective. I also saw that industrial spaces in Hong Kong we're not being fully utilized and the price was low so I saw a great opportunity to invest.

How fast did it take you to grow to where you are now and what was your strategy?

We've currently got over 130 branches across the region but it started with an idea to buy one and lease one. Why? If you just buy, you'll run short on cashflow. This way you can get more leverage from the bank. Further, an all buy strategy, mortgages can be tough to get and some of the best locations won't be available to buy.

In 2005, I recognized that 7-11 was everywhere and it was using the franchising model so I saw opportunity to do the same in self storage. At that moment in Macao, nobody wanted to do self storage there, but I saw opportunity and bought. By then I already had 40 branches.

After this it was Singapore in 2010 to cover South East Asia and Taiwan + Shanghai in 2011 to cover greater China because we wanted exposure to

other countries.

2011 was an especially critical moment. Our marketing had been doing great and the economy was coming back, and we had a lot of potentially interested parties. The strategy then was to raise the price of a franchise by a significant amount which, before the price raised, a lot of investors decided to jump in. Potential franchisees wanted to join but he was going to raise the price of the franchise. In that year alone, he opened over 45 branches.

What were some of the biggest hurdles to overcome?

Manage every franchisee. Managing franchisee as opposed to staff is very different which is why we have a strict training manual to manage franchisees.

As a franchiser, we do all the work in house for the franchisee – so they are liable to the franchisee to ensure everything is correct.

Opening branches – find a location. Hong Kong is tight and you not only need to overcome the customer acquisition issues, you need to educate of the public and you need to fill the sites. This took, and still takes, a lot of marketing and innovative, creative outreach.

From 2002-2012, I would sleep 3 hours a night as all I was doing was work. All day I was going to law firms, banks, finding locations, finding franchisees, filling the sites, keeping everything in order, etc.

Fire in HK – we have learned a lot. If you do property management and investment, you have to face government when issues like this pop up. During 2016, we had to actively manage properties with government officials and the problem persists as there are a lot of current updates. Without ownership of property, would have no problems.

Were there times in your growth

you saw great opportunities and you jumped at them? If so, what were those opportunities?

2002 - Due to SARS and other financial crisis' in the region there was an opportunity to invest.

2005 - We started franchising, for which we were the first company to do so in the world I believe.

2007 - We bought lots of industrial property due to global financial Crisis in 2008.

2011 - The opportunity was the need to overcome and to expand many at once. For that, we had to stay hungry and stay foolish. For example, we had to open 3 branches in same building which is a tough sell to potential franchisees. You need to trick yourself that its going to be fine, so don't be over stressed.

What are the biggest lessons in your growth you can pass on to aspiring big boys?

You need to plant seeds, allow to germinate and reap what you sow with experience you gain over many years. You can learn a lot from years in the industry and can win over your competition with this experience.

Also, you need to make yourself fail as soon as possible. Without failure, you won't find success.



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SiteLink



Michael Dogger
General Manager



Tell us your story

Our company, the Centreforce Technology Group has been marketing Self Storage technology products since 2000. We originally marketed another brand of software and established that brand into the Australasian market up until 2007.

Realizing the internet would change the Self Storage world, we moved on, taking on representation of SiteLink Web Edition. New for the industry at the time, SiteLink broker new ground being 'cloud based' and charged on a monthly basis.

The market really took to the new software, with fantastic growth that continues today, with over 500 sites across Australia and the Asian region.

Early on, we knew the internet would change the face of the industry and our company started producing Self Storage Websites, our first in 2002. We have progressed to being the largest provider for Self Storage websites and online marketing for the industry in our region, with hundreds of websites and monthly SEO and online marketing completed by our 23 staff.

Our company has created a few industry firsts with the first online move in from software produced by our talented team 8 years ago. Awarded "Service Member of the Year" 3 out of the 4 last years is testimony to our approach to helping customers.

Dallas Dogger, the founder, also was one of the original members who formed the Australian Self Storage Association and is a foundation member of the SSAA Asia. He was part owner of Capital Self Storage, with 4 sites based in Canberra ACT, which

sold to National Storage in 2015.

Sitelink Web Edition has over 14,000+ users world wide and is part of the Cove Hill investment group which holds a number of other Self Storage vendor assets.

Why does Self Storage need specific software?

Whilst Self Storage is not a unique business, its billing is. Some sites bill "first of month" some bill on the anniversary of the move in. Combine this with move in deals, late letters, CRM needs, credit card payments, legal notices and inventory, integrations to security systems and communication with external analysis and marketing software and it soon becomes evident that specialist enterprise grade software is essential to run a busy connected Self Storage site.

Spreadsheets and accounting software cannot deal with recurring billing.

PCI-DSS compliance (Credit card standards) along with reporting standards are critical in the choice of software made by operators. Ease of use combined with great backup help is essential.

You can, of course write your own. Work out how much it will cost, write that number on a piece of paper and put it in your top desk. When you exceed that cost, ring us! We will understand!

Where is the future of Self Storage Software going?

Automation is the clear answer. As computers and internet connections become faster, software will adapt. Integrating to other legacy and web systems is happening every day and Self Storage software will become faster and

smarter for every day use.

There is no denying that the future does hold key automation for mundane tasks like move ins and move outs. Many sites are already trialling automated move ins.

We already see high growth in the online move in space with increasing use by consumers monthly. As users get to know their own tech better, they expect to be able to rent space on line. Fast.

AI is already being used in Self Storage and we have created products that use AI (artificial intelligence) to identify repetitive tasks and deliver them to consumers directly.

More integrated services and faster move ins will be the hallmark of the future of Self Storage software.

Why should we use your software in particular?

The overall market for Self Storage software is not as big as one would think. The industry faces consolidation and in 2019 we have already seen 2 other brands sold.

The resources needed to create high quality enterprise grade software are massive. Millions of dollars are needed not just for programmers, but R+D testing and all the support infrastructure is huge.

SiteLink is part of a larger family – Sold in early 2018 to a billion-dollar tech investment group, the last 12 months have seen a large investment to accelerate development of the flag ship myHub browser based software.

This software is more than skin deep with usability and features unrivalled in the industry. With over 14,000 users, myHub feature set is being added incrementally so that the user base is not over-whelmed with new technology.

As our industry grows and changes, choosing the right supplier with class leading products, multi-country language support (14 countries, many in Asia) and a global workforce exceeding 300, SiteLink becomes the clear choice for the connected Self Storage operator.

There is no other global software company committed to the Self Storage market in Asia other than SiteLink.

Space Manager



Rip Bucks

Managing Director
RADical Systems



Tell us your story

I'm Rip Bucks, Managing Director of RADical Systems, and I didn't set out to start a Self Storage Management Software company.

I had always been interested in computers and what they could do and so, in my early 20's, when the opportunity to work for a software company and learn to code came up, I jumped at the chance. It so happened that this company had been commissioned to write a management system for self storage in the UK and this was the project on which I learnt to program.

Some 4 years later and as a result of another venture that failed, the company went into administration and I found myself without a job. In the 1990's many programmers were out of work and after 65 job applications I made were rejected, I wondered what I was going to do.

During this period I had been working 'on the side' supporting customers of the previous company, who used the software I wrote and during a conversation with one of them, they asked me why I didn't make the continued development of the program and support services I offered 'official' by starting my own company.

With no other options and the realisation that I enjoyed what I was doing, I purchased a readymade company off the shelves of a local stationary shop, changed its name, and RADical Systems was born!

For approximately 7 years the company consisted of just me, working out of a tiny spare bedroom, in a little terraced house in West London, where my wife and I lived. At times, in the early days, I earned less than the cost of the cleaner we employed because I was trying to make a success of the business rather than cleaning the house!

27 years later, RADical Systems has offices in London and Hong Kong (with Partner offices in Scotland), employs 25 people who support in more than 9

languages, has thousands of users of our Space Management and Sales Accounting system, Space Manager, in 34 countries around the world and currently provides the program in 10 languages, including Chinese!

Why does self storage need a specific software?

Why do we have different cars for going off-road rather than driving on tarmac? Why do we have a laptop and a smartphone? The truth is that different situations make different demands and any solution that claims to cover all eventualities will most likely do none of them particularly well.

I am reminded of an English phrase "jack of all trades; master of none" which simply means that anyone who states they are good at everything is most probably quite the opposite. Software is exactly the same in that respect. When I started coding, there was much demand for a single application that did everything a company wanted. But they were expensive to write and just did not work very well. It's not surprising when you consider that in order to write a program for a particular task, the programmer needs to have a detailed understanding of what is required as well as how to accomplish it – in other words, I believe better software is created when they have expertise in that particular field.

Even within Self Storage Software the programs available from the different suppliers generally service different needs in the industry. A system that suits one company may very well not work for another. The different approaches, facilities and features different Self Storage software programs have to offer only enhances the Self Storage industry in general by ensuring companies actually have available the systems they need to run their operations successfully, now and in the future.

For the most part, the system you use

should work your way, you should not be forced to work the way the system does. Diversity brings choice both in Self Storage and Self Storage software.

Where is the future of self storage software going?

Now there is a question that all software suppliers would like the answer to!

I think that there are two main approaches to the future development of management software:

a) features demanded by the operators of self-storage facilities, or regulatory requirements of the environment in which they operate.

b) advances in technologies and programming environments which software suppliers incorporate into their portfolios, in some cases providing feature and design improvements that self storage operators didn't know they needed, until they were made aware of them.

Ultimately, I believe we are primarily driven by the industry itself and the needs of its users and customers, so planning for the future is a constant challenge.

Why should we use your software in particular?

This may seem like an odd way to start, but if we are not the right software for you, you shouldn't!

So this comes to the 'crux' of the matter: what is the right software? How do you choose?

Software is important so getting the right program is too. It's also an on-going expense, but in the scheme of things, considering how important it is to the success of your business and your reliance upon it, it is probably rather good value – when you consider the alternative of not using any system at all.

That's not to say that you should not consider this – just don't get too hung up on it. Otherwise you might miss the benefits of a system which actually does what you need it to do now and with the

flexibility to work with you as you grow your business. Contrary to what is often reported about Space Manager, whilst in some situations it is more expensive than other options in the market, often it isn't.

When looking at program options consider what you need now and what you plan in the future.

What manual work-arounds do you have to work with currently? Are you having to create manual steps to fill in for the fact that you cannot get the reports you want? Do you have obligations such as Personal Data protection regulations or the need to provide for Customer's rights to have data you hold on them removed, but your software cannot handle that? Do you manually transfer data to 3rd party systems because it cannot be done automatically?

Our system, Space Manager, is about flexibility. If you are worried about the news of data breaches that seem to be so regular in the press these days or just want the comfort of being in control of your

own data, our database can be hosted on a laptop, if only one access point is needed or installed on your own internal server, for multi-user use, so you control who has access.

If being responsible for your own backups, hardware or environment management is not your thing, Space Manager's database server can be hosted in the cloud or on a Virtual Server – just to name a few of the options.

What about reporting? Do you have what you need or are you exporting to Excel and then manually manipulating the data until it is suitable for your needs? If you want to be able to amend existing reports, add totally new ones designed to your specific requirements, Space Manager has an in-built report designer (or you can use our report writing service). If you want to be able to export from Space Manager directly to a 3rd party system, we can do that too – in fact we've probably already been asked to do what you need, or

something very close to it – in 27 years we've seen most things (but definitely not all)!

Our system is highly configurable, or you can use it straight out of the box. The same program can be used on a laptop or in a system servicing hundreds of sites and users. To add browser services, we have our SpacemanWeb utility which provides for users to access a range of Space Manger facilities via a browser or smart device. But for full blown real-time website integration, the people who do your web site can take advantage of the Space Manager WEB API. If we do not already have the API component you need for the function you want on your site, it can almost certainly be designed for you by our in-house experts

There is so much more to Space Manager, but you choose what is good for you and what is not. All we would ask is that, if you are not an existing user of Space Manager, let us show you why we could be the right choice for you.



Storeganise



Miles Davison
CEO



Tell us your story

Storeganise provides modern management software and marketing websites for valet and self storage. Companies in more 20 countries around the world use Storeganise's cloud based software to manage their customers and automate their operations from any device.

Why does self storage need a specific software?

Competition in every business is becoming more and more fierce. With people's time and money being drawn in by so many different brands and service offerings, companies these days need to stay at the forefront of their industry to keep up. Self storage is no exception.

Technology plays a pivotal role in reaching customers and providing them with an experience that they have come to expect in every aspect of their lives. Convenience should be at the core of what self storage companies provide their customers and for today's consumer, that means empowering them to be able to manage as much of the process as they can online.

The same goes for those operating the business – they should be given the tools needed to automate as much of their day-to-day as they can so that more time can be spent on building their brand, footprint and growing their customer base. Like all businesses, a self storage company needs the right software in order to thrive.

Where is the future of self storage software going?

Automation is already an important focus for many self storage operators but it is still a long way off from the norm. We see automation as a core part of where self storage is heading. Automation in all parts of the business, including rentals, move-ins & move-outs, payments, site and unit access, etc. Software plays a central role in allowing companies to achieve the goal of moving to fully unmanned sites.

While automation is important, that shouldn't come at the expense of providing services that enhance the customer experience. Integrated service offerings are likely to become more commonplace in all sectors, self storage included. An example could include tie-ins with ride sharing apps to aid transport to/from a site.

As a provider of software also for valet storage, we naturally also see lots of growth in this space over the coming few years. On-demand solutions continue to grow and valet (aka on-demand) storage is seeing the same focus by companies and investors, backed by growing demand from customers in cities around the world. The conveniences in today's world are expected now in all service offerings – with online ordering, collections & deliveries and digitisation of data (i.e. online photo inventories of stored items) as perfect examples.

Why should we use your software in particular?

Whether looking to book a hotel, car, restaurant or any other number of services, today's consumers want to be

able to find and book their services online - on any device and from anywhere. Self storage users are no different. That is why everything we do is cloud based, mobile responsive and focused on the user experience.

Companies can add a booking portal to their website in minutes, allowing their customers to automatically browse sites, book units and manage their accounts and billing online. This enhances the customer experience and helps increase stickiness too.

Operators can leverage seamless task management to automate move-ins, invoicing and customer onboarding. Simple integrations and a comprehensive API allow for further customisation of the system for any business needs. Storeganise was built with multiple languages and localisation options in mind from the very beginning which makes it perfect for companies operating in any country.

What's more, Storeganise allows companies to manage both self storage and valet storage operations from a single platform. The inventory management function tracks the location every item in storage with unique barcodes and images assigned to each item. Transport management capabilities track deliveries and collections from customers. In summary, Storeganise is a complete solution for running any number of storage services from anywhere.

Are you an SSAA member and want to be featured in the SSAA In Store Magazine?

Do you have something insightful and educational for our members?

Let us know - luigilatona@selfstorageasia.org. In Store Magazine printed twice a year

真実の瞬間: 中国におけるセルフ・ストレージ事業の台頭

Ying Lin
Partner
Easy Rivergate



50年前、ラス・ウィリアムズとその義理の息子ボブ・マンが世界初のセルフ・ストレージの建物を建てたとき、このビジネスがハリウッドを超え、今日320億ドル規模の事業になるとは想像もしなかったでしょう。2018年までに、全米で52,000を超えるセルフ・ストレージ施設ができました。これは全米のマクドナルド、バーガーキング、ウェンディーズの店舗を足した総数を上回ります。

1964年、ラス・ウィリアムズがテキサス

州で建てた最初のセルフ・ストレージは、主に石油機器や工具の保管に使用されてきました。より良いサービスを提供するため、この第1世代のセルフ・ストレージは、郊外の工業地帯に（利用者が大きな機器を簡単に出し入れできるように）車で乗り入れられるよう設計されました。

(1代目セルフ・ストレージ)

第2世代のセルフ・ストレージは、郊外化と「資本主義の黄金時代」により普及し

ました。

1960年代から1990年代にかけて、交通量、公害、犯罪率の増加のため、大変多くのアメリカ人が都市部から郊外へと移動しました。同時に、アメリカの力強い財政状況と金融改革によって消費が刺激されました。具体的には、米国の「資本主義の黄金時代」にはGDP成長率が年間9%、消費者金融成長率が11%となりました。セルフ・ストレージは、新規に郊外へ引越しをした人々の所有物を保管するための新しいライ

フスタイルとなりました。

21世紀に入ると、経済危機が住宅市場を崩壊させ、米国の住宅所有率は2008年の80%から2018年末には64%へと低下しました。交通手段の発達と金融リスクの低下に伴い、アメリカ人は物を所有するよりレンタルするようになりました。より多くの中級・上位中流階級のアメリカ人が生活空間に妥協するようになり、公共サービスを利用しやすい、市内に近い高級集合住宅へと移動しています。過去10年で、この恩恵を受けた米国のセルフ・ストレージ事業は、不動産市場における最高の投資商品の1つになりました。新タイプのセルフ・ストレージ施設が都市部で導入され、新しい住民を引き付けるため、従来よりもかなり高級仕様にされました。

(MCSS Brickell, マイアミ, フロリダ, アメリカ)

2017年の香港で開催されたアジアセルフ・ストレージ協会 (SSAA) ・エキスポに触発された中国のセルフ・ストレージ市場は、米国のセルフ・ストレージ市場と大変似た道をたどっています。ボストン・コンサルティング・グループの調査によると、中国のミレニアル世代による消費のシェアは今後10年間で2倍になり、中国都市部の総消費量の65%を占めるようになります。欧米諸国の影響を受け、中国のミレニアル世代は、生活の質の追求、新体験、高価な体験に妥当な代金を支払うことにより関心を持っています。前世紀のアメリカの「資本主義の黄金時代」でそうであったように、今日の中国国民は、強い経済成長を背景に生活の質をより良くしようとしています。セルフ・ストレージは彼らにとって、自宅を整理するための購入品や私物を保管する上で大きな選択肢となるでしょう。

住宅価格の上昇と都市化の進行によって中国の平均的な居住面積が圧縮され、セルフ・ストレージは中国国民にとって更に必要になってきています。北京、上海、深圳など中国の主要都市の平均居住面積は1人当たり240平方フィート(約22㎡)であり、コンドミニアムの価格上昇が続くにつれ年々縮小しています。第1級都市での平均住宅価格は1平方フィート(約0.1㎡)あたり約1,000ドルです。この高価格のため、中流・上位中流階級の中国人家庭は平均約800~1,300平方フィート(約74~121㎡)のコンドミニウムで暮らしています。中国国民が居住面積を最大活用し、住宅価格上昇に対応できるよう、中国の不動産会社が超小型コンドミニウム [500平方フィート(約46㎡) 未満、2寝室、通常サイズのキッチン、浴室付] を普及させようとするニュースをよく目にします。住宅価格の



Ying Lin

上昇に苦しむものの生活の質に妥協したくない中国の国民にとって、コンドミニウムへのこのような高額な支払いに対し、セルフ・ストレージははるかに手頃で、必要な選択肢になっています。

今日の中国のセルフ・ストレージ市場を米国のそれが通過してきた道と比較すると、セルフ・ストレージ事業の将来の拡大を支えるような同様の需要が今日の中国市場にも多く見られます。力強い経済成長によって支えられた消費が改善し、セルフ・ストレージ事業にとって市場環境は堅実なものとなるでしょう。住宅価格の上昇と居住面積の縮小から、今日の中国国民にとってセルフ・ストレージは更に必要になります。中国の人口は米国の人口の4倍であり、今日の米国の53,000を超えるセルフ・ストレージ施設と比較すると、中国にある既存の378の施設は、世界で最も人口の多いこの国にサービスを提供する上で大きく遅れをとっています。数年前におきた香港のセルフ・ストレージ施設の火災により、現在のオペレーションにとってガバナンスとオペレーションの標準化が早急に必要であることが



市場に警告されましたが、セルフ・ストレージは新しいライフスタイルとして第1級都市に住む多くの中国国民に受け入れられると予測されます。このことから、市場における既存・将来のセルフ・ストレージ事業者にとって、事業拡大の大きな機会が生まれると考えられます。

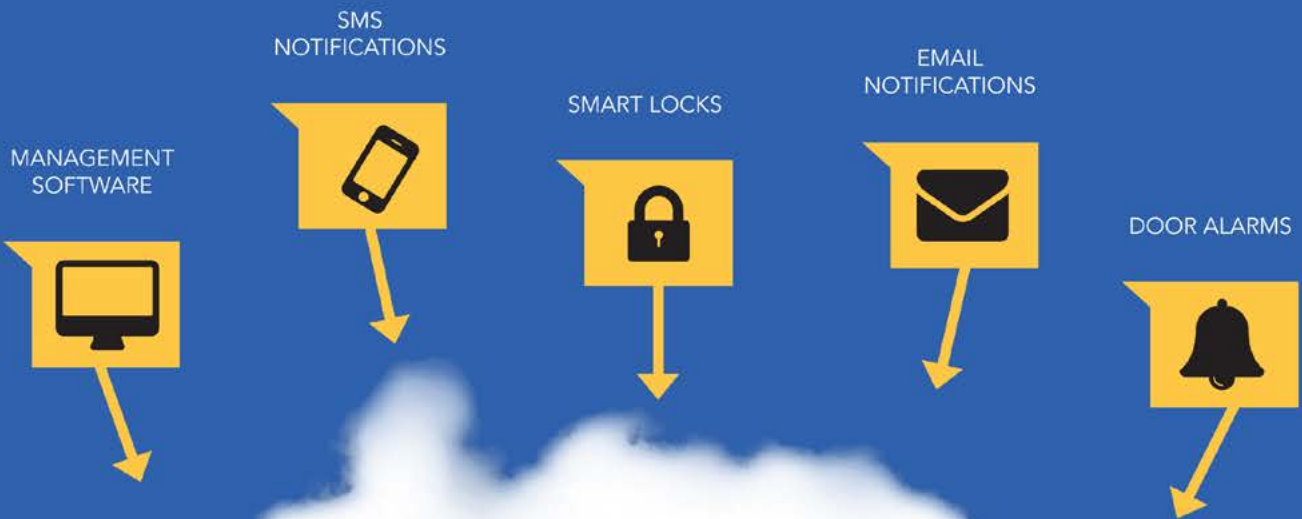
ディベロッパーの観点からは、人口密度、消費増加、居住地域の縮小により、中国でのセルフ・ストレージ需要が高まると考えられます。現在、中国のセルフ・ストレージ市場を独占している企業はなく、精通したオペレーターが中国のセルフ・ストレージで大活躍する機会が残されています。一方、中国市場には、外国企業がその独特な市況に参入する上で高い障壁があります。現地の計画チームと調整し、現地企業が支配する地区制、検索エンジン、ソーシャルメディアを理解するには大変な努力が必要で、検索エンジンの最適化も異なるアルゴリズムで動作しています。また中国本土でも事業を行うことの複雑さから、資金調達も課題になります。これらの特別な課題に対し、このビジネスモデルを実現には、強力な地元パートナーを持つディベロッパーとオペレーターが必要です。

Rivergate Companies (リバーゲート社) と Easy Storage (イージー・ストレージ社) の合弁会社は、中国でのビジネスチャンスの発掘に尽力しており、中国市場における競争力ある業者の一員となることを目標にしています。

Ying Lin, 中国パートナー、Rivergate Companies / Easy Storage JV (中国、上海)

PTI SECURITY SYSTEMS

The industry's leading **cloud-based IoT software platform**, device management system, and predictive analytics tool for **self-storage professionals**.



PTI CORE PLATFORM



STEEL STORAGE

THE LEADER IN SELF STORAGE DESIGN & CONSTRUCTION

Presents

**SELF STORAGE
EXPO ASIA 2019**



Facility Bus Tour
15 May (Wed) 13:00-17:00

PTI SECURITY SYSTEMS Welcome Cocktail
15 May (Wed) 19:00-21:00

ADIGMA ASIA Celebration Dinner
16 May (Thu) 19:30-22:00

storefriendly™ Experience Dinner
17 May (Fri) 16:30-22:00

千里之行
始于足下
The journey of a
thousand miles
begins
with one step.



Expo Programme

Wednesday May 15

9:00 - 11:30

Scott Jensen | Board Member | Adigma - Cameron Urry | Co Founder | Adigma - Gabe Thayn | Co Founder & CEO | Adigma - Kevin She | Co-Founder | SC Storage & Adigma Asia

Advanced Digital Marketing & Analytics - Beating The Competition Without Price Wars

Avoiding a race to the bottom means identifying and targeting the right customers for your business and leaving the bad customers for your competition. In a crawl, walk, run approach we will explain how to ensure you are focused on the right metrics and measuring those correctly, followed by how to identify the best customer for your business and finally how to target those customers through a combination of advertising, revenue management and marketing content.

13:00 - 17:00

MiniCC Storage, CBD Self Storage, StorHub

USC Facility Bus Tour

As every year, we look forward to showing off the hometown's self storage facilities! Hosted by Universal Storage Containers, you won't want to miss the big, small, new and growing sites we explore this year with CBD Self Storage, Mini CC, and StorHub!

SPONSORED BY:



19:00 - 21:00

PTI Welcome Cocktail

PTI knows a good welcome party when they see it as they've hosted the Expo Welcome Cocktail for 4 years running. On floor G with a wide berth of space for all to mingle the night away among great people, food, conversation and minds, what's not to like?! A gentle reminder, hangovers are horrible on day 1.

SPONSORED BY:



Thursday May 16

8:00

Networking & Registration Starts

Arrive early to do what you came here to do, build your business and network the heck out of the room.

9:00 - 9:15

Kickoff to Year Five!

Welcome to YOUR Self Storage Expo Asia 2019 !

Has it already been 5 years? Time flies when you're having fun and we have indeed had a bit of that with a lot more to come. The Self Storage Expo Asia has been the premier annual event to mix, mingle, learn, discern, grow, and know. You understand why you're here so take advantage. This year it's all about perseverance and you're surrounded by movers and shakers to help you continue to reaffirm you're at the right place.... at the right time.

9:20 - 9:30

Helen Ng | CEO | General Storage Company - Self Storage Association Asia Chairwoman

Chairwoman Welcome

The industry in Asia is growing like never before with interest coming from almost every country in Asia. In the driver's seat, Helen is ensuring the SSAA is keeping on top of the latest.

9:35 - 9:45

Luigi La Tona | Executive Director | Self Storage Association Asia

State of the Union: One Year on

As the industry body for self storage in Asia, we share and collaborate with SSAA members on many levels all year long. Here we'll recap the year and learn more from you as we continue our journey together.

9:50 - 10:10

Group Photo | Sponsor Thank You | In Honour Of

So many people to thank, so little time. This is the photo op of the year!

10:15 - 10:45

Meet the vendors and each other

Networking, Coffee, and Brain Break

SPONSORED BY:



10:50 - 11:25

Ajmal Samuel | Chairman | OCTO3 Group Holdings

Strategize, Fail, Learn, Persevere

Perseverance is just a word but some people embody it. Ajmal Samuel has faced a challenge or two but it has never stopped the ambition within. His biggest challenge yet is as an entrepreneur, growing from the early days of payment gateway systems. He

joins us here to share his entrepreneurial experience and what it takes to ignore the noise in order to grow forward.

SPONSORED BY:



11:30 - 11:50

Markus Scherer | Director | Ipsos Business Consulting

Branding in the Self Storage Context: How, What & Why

Self Storage in Asia is growing but not sprawling. It is right around the corner, two floors above, and across the street from your current facilities. What to do? Well, forever reducing your price will affect how customers look at the industry so change your ways and grow your brand. Consumers shop brands, brands have more value, brands exit stronger, investors like brands. How, What, and Why? We'll tell you.

SPONSORED BY:



11:55 - 13:30

Lunch + Learn

R6 Lunch Presentation (12:30 - 13:10)

Online & Digital Marketing for Self Storage success

With the majority of new customers searching for Self Storage online, are you using best practices to ensure your Self Storage site gets your fair share of leads? Come and hear from R6 Digital®, Australasia's leading Self Storage Digital Marketing agency, who will deep dive into online and digital marketing, showing you what works best to achieve Self Storage success.

SPONSORED BY:



13:35 - 14:00

Jeff Flowers | COO | PTI Security Systems

Four IoT Questions, Four IoT Answers

IoT is the buzz acronym many companies are striving to use in order to put them ahead of the competition. There are certainly many potential IoT opportunities in self storage, particularly as they become person-less. Here we'll ask 4 of the most important IoT questions and you'll get 4 of the most important IoT answers.

SPONSORED BY:



14:05 - 14:45

John Lindsey | President | Lindsey Self Storage Group & John McGlynn | Chairman | Storage Vault

Invest in Self Storage: The Many Ways Featuring the Two Johns

There is no 'one way' when investing in self storage. There are multiple avenues and are often not considered because 'building a site is the only way I know how'. The two Johns are well versed on the topic and will go through each possibility in order you may get the most mileage for your money.

SPONSORED BY:



14:50 - 15:25

Meet the vendors and each other

Networking, Coffee, and Brain Break

SPONSORED BY:



15:30 - 15:55

Matthew Chee | Sales Director | Mandarin Self-Storage

Self Storage Pricing Strategies

Matthew Chee knows self storage. He also knows how to create more value for the business through pricing strategies. In this presentation, he'll share these tricks in order you get the most value from your hard earned customers.

16:00 - 16:25

Louis Chung | Managing Director | Hongkong Storage

Essential elements for continuous growth in business - Corporate Culture

In the mega trend of automation, AI, big data analysis, IoT solutions...etc, who in the company is responsible for designing the business process, managing daily operations and delivering customer value? We all know that satisfied customers are not enough, how do we nurture happy employees and to make customers smile upon paying the bills? In this session, Louis Chung will share the experience of building your staff's sense of responsibility and ownership; while the company is facing internal and external challenges, how to maintain the momentum of growth, and how to facilitate long term customer relationships? With established corporate culture.

16:30 - 17:10

Terence Kwok | Founder & CEO | Tink Labs / hi

Lessons Learned and Opportunities Gained from Building a Business From Scratch

Terence Kwok will share how he grew hi Inc (formerly Tink Labs) into a global company that operates in 82 countries. Despite his success, his journey as an entrepreneur was never smooth sailing. In his speech, Terence will discuss disrupting the hospitality sector, innovation and the challenges of launching an entrepreneurial venture.

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17:15 - 18:30

Day 1 Closing Cocktail

19:30 - 22:00

Adigma Celebration Dinner

Lets Celebrate! Adigma is putting on some of the best food in the world with friends new and old for an unforgettable evening. There will be plenty of everything to go around so make sure you've got seats for this! Bring plenty of business cards and an appetite.

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Friday May 17

8:00
Doors Open

8:15 - 08:45

SSAA Members only

SSAA Annual General Meeting

For SSAA Members only - 2018, the year that was.

9:00 - 9:25 (Concurrent Sessions)

1-2, 2-more - Raju Lalwani | Managing Director | Cube Self Storage

Cube Self Storage started as a single facility and has grown into a handful. Along the road they've learned through mistakes but have taken every one in stride and are now growing across borders. Small businesses can learn a lot from their story and they are happy to share it.

Innov8 2 B Gr8 - Kevin Chan | Chairman | Storefriendly Self Storage Group & Jes Johansen | CEO | Amicus Investment Management

Kevin Chan and Jes Johansen are not shy about pushing the boundaries and as a 'seniors' in the business, their aim is to inspire others to grow through an entrepreneurial spirit and innovation. Come to be inspired.

10 mins break

9:35 - 10:00

Malaysia (Desmond How | Director & Founder | Flexi Storage), Thailand (Pakdee Anivat | CEO & Founder | Istore Self Storage), District of Taiwan (Jodi Chen | CEO | Easy Storage Taiwan)

VS Developing - What do Malaysia, Thailand, and District of Taiwan have in common? They are growing in self storage and have a lot more room to move. Country leaders in the business feel strongly about their industry and are willing to fight in order to tell the world about it. After this, where would you invest?

Shanghai (Alex Chung | Managing Director | Good World Storage) VS Beijing (Emma Feng | Founder & Chairwoman | MyCube Self Storage) VS Shenzhen (Charlotte Sun | Founder & CEO | Locker Locker Self Storage)

VS China - Beijing VS Shanghai VS Shenzhen. Many of you are here to learn about China and our speakers aren't shy to brag about their chosen cities for self storage operations. Get ready for fireworks!

10:05 - 10:40

Meet the vendors and each other

Networking, Coffee, and Brain Break

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10:45 - 11:25

Bob Tan | Director | JLL & Markus Scherer | Director | Ipsos Business Consulting

Regional RE & SS Review + SSAA Ipsos BC Survey Results

Knowledge is king and knowing not only what the regional real estate outlook is but how our SSAA members feel about the state of the industry will help you better understand the kingdom. JLL, through a tailor made research report, and Ipsos Business Consulting, through our SSAA Annual Survey, will thoroughly share all this information and more.

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11:30 - 11:55

Scott Jensen | Board Member | Adigma - Gabe Thayn | Co-Founder | Adigma

How The Big Players Win Big

Big operators win through significant improvements in efficiency. Two examples of this in self-storage are 1) The large REITs typically have CPAs that are 1/8th - 1/10th of smaller operators meaning for the same budget they can acquire 8-10 more customers than smaller operators and 2) Through data and technology large self-storage operators are able to manage 3-4 times the number of properties with the same personnel/

headcount as smaller operators, resulting in a decrease in per unit HR costs. In this session, we will demonstrate how integrating analytics, marketing, call center reporting, revenue management and optimization into one holistic view can dramatically improve the efficiency of the marketing and revenue management of your business. In addition, the tools required to do this analysis are less expensive, often times free, and more ubiquitous than they have been.

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12:00 - 13:30

Lunch + Learn

2 of Your Top Topics - 20 Minutes Each - Go! (12:30 - 13:10)

Round Tables

Round Tables! Professionals discussing topics including: 1) Japan 2) Hong Kong 3) China 4) Malaysia and Singapore 5) Self Storage Security and IoT 6) Self Storage Law 7) Construction and Design 8) Self Storage Software

13:35 - 14:10

Paul Fahey | Director | Easy Box Italy

20 Years a Storage Guy: The Highs & The Lows

Paul Fahey has seen a lot in this 20 years as a self storage owner, operator, and investor in Europe and quite simply, he's here to share it all with us as there's been plenty of highs and plenty of



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lows, with a side of perseverance and a lot of lessons learned.

14:15 - 15:40

China! All You Want to Know!

There are plenty of lessons to learn here for what will be the most dominant market in the world.

Ying Lin | Partner | Rivergate Companies & Yang Yingdan (Lucy) | Chairman's Assistant | Easy Storage

What We See in China

With over 1.3 billion people increasing consumption, What We See in China is potential self storage growth on a grand scale. Together in partnership, Rivergate Companies, one of the largest private self-storage developers in the US, and Easy Storage, one of the most experienced self-storage operators in China, wishes to share with you the insight they see for big bright days ahead in the Chinese self storage industry

Sam Xie | Head - Research China | CBRE

A Macro Overview of Real Estate and Self Storage in China

CBRE are known globally for their best in class research and Sam will share a strong overview of the self storage and real estate market in China.

Emma Feng | Founder & Chairwoman | MyCube

Operational Lessons in China Learned!

Emma Feng, as an operator and entrepreneur will discuss the difficulties of self storage in China as she's seen a lot. From starting her company, to expanding, she's connected to the industry and has a story to share.

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15:50

Day 2 Closing Cocktail

16:30 - 21:30

Storefriendly Experience Evening

The Storefriendly Experience - An exclusive event for those that want to see the best Shanghai has on offer. A feast for insatiable taste buds and entertainment for insatiable hearts.

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Here at StoreLocal, we use R6 and we recommend them very highly. They are leaders within this industry and combine this with their knowledge in the Self Storage market, they are leading from the front.

 **StoreLocal**



I would be very happy to recommend R6 Digital to anyone needing a new website for The Self Storage Market! They are very professional and the response speaks for itself.

 **Easy Vehicle Storage**

Event Speakers



Pakdee Anivat
CEO & Founder | i-store Self Storage

Started off as President at an IT data center company, I then moved on to establish Storage Asia in 2015, operating self-storage service under the i-Store brand. I graduated University Majoring in Finance and Banking. Before starting the self-storage business, I used to attend many real estate courses because it was always my dream to become a property developer. I started to learn about the self-storage market 3 years ago by seeing many investment opportunities as a result from trend of urbanisation. Many Thai and Expats prefer to live in condominiums in Bangkok CBD. Nowadays, price of condominiums are rising around 15% a year yet, room sizes are decreasing. I am confident that this period is the right time to build this business and that i-Store will become the leader of the self-storage industry.



Kevin Chan
Chairman | Storefriendly Self Storage Group

Kevin, Kai Ho Chan is the Chairman and founder of Store Friendly Self Storage Group, which was founded in 2002. The company has over 130 branches all over Hong Kong, Macau, Singapore, Taiwan and Shanghai, which provide over 40,000 storages and 1,200,000 square feet. Kevin is determined to build up a "Brand" when he first started the business. He believed the motto of "Do it from heart", only the honesty and sincerity can sustain customer base. Store Friendly is heading to expand the business all over Asia – "Store Friendly, the No.1 Self Storage Network in Asia."



Matthew Chee
Sales Director | Mandarin Self-Storage

Matthew joined Mandarin Self-Storage in March 2018 and is responsible for the Sales and Business development of Mandarin Self-Storage in Singapore. Prior to joining Mandarin Self-Storage, Matthew was the Director for Redbox Storage in Hong Kong for 3 years and as an Operations Manager for 7 years in Big Orange Self-Storage, Singapore and Hong Kong. In his previous and current role, Matthew has hands on experience in setup, procurement, financial performance, marketing, development and operational elements for all the self-storage buildings that were under his care. Matthew has 25 years of sale, retail and customer services experience and has particular expertise in the area of self-storage staff management and training.



Jodi Chen
CEO | Easy Storage Taiwan

Jodi Chen started Easy Storage Taiwan in 2010. The journey of running a business is full of ups and downs, sometimes the downs can test one's limit. With Jodi's continuous positivity and perseverance, the Taipei-based company expanded to seven facilities and the revenue has grown more than 700% since the beginning. Winner of Micro Business Entrepreneur Award presented by Ministry of Labors in 2014, Jodi aspires to be an inspiring leader for her team. She continues to grow Easy Storage Taiwan and plans to have a network of 10 storage sites across Taiwan by 2020.



Alexander Chung
Managing Director | Hongkong Storage

Alexander Chung officially joined Hongkong Storage, as Managing Director in 2014. Mr. Chung focuses on operational and facility management, talent development and customer services, and is committed to enhance the Self-Storage services and facilities to the leading international standards.



Louis Chung
Managing Director | Hongkong Storage

Mr. Louis Chung is the pioneer in the development of the self storage industry in Hong Kong. He established Hongkong Storage in 1997 with his brother Mr. Bobby Chung, which is the first batch of self-storage company in Hong Kong. Louis is full of new and disruptive ideas all the time. In 2006, Mr. Chung brought the concept of commercial logistics to personal user market and created "Yes-Storage", another innovation in the industry. Talent Development, Technology Advancement and Risk Management are always in the core of Louis' belief about business sustainability, these formed a part of the key success factors upon serving high-income level segment. Under the leadership of Louis, Hongkong Storage is honoured to receive awards from different aspects, including the "Distinguished Salesperson Award" for two consecutive years, "HKACE Award", "ERB Manpower Developer" and "Elite Award of HKIHRM". Mr. Chung also facilitated the SAP System deployment for enhancing management capability and laying a solid foundation for supporting the company's international development. With the passion of achieving the sustainability of management, Mr. Chung led the team successfully obtained "The Best Enterprise Risk Management Award" at 2015 and such act further strengthened Hongkong Storage's leading position in the self-storage industry.



Paul Fahey
Director | Easy Box Italy

Paul Fahey has been a storage professional for nearly 40 years, initially in moving and storage and for the last 20 years in self-storage. He would consider himself a developer and operator of small portfolios of large facilities, for the specific purpose of fast onward disposal to larger operators, having exited 4 times so far. He currently operates two portfolios, one in the UK (where he has previously established and sold three portfolios to national operators) and also EASYBOX the largest operator in Italy, which he acquired in 2016, sold in 2018, but retains a minority interest. Paul is a past president of FEDESSA and past chairman of the UK SSA and in his spare time has been an industry consultant to companies across Europe and the Middle East for 18 years."



Emma Feng
Founder & Chairwoman | MyCube Self Storage

"As one of the earliest self-storage operators in Beijing, MyCube Self Storage (founded in 2013) has served more than 50000 self-storage users and managed 15 facilities of average 1000 square meters in the past 5 years. With more facilities on the way in 2018, MyCube aims to provide better and wider service for more communities and various businesses in Beijing. Before the founding of MyCube, Emma was an excellent investment director in digital broadcasting business. Now with the development of her company and the local self storage market, Emma is seeking venture capital and partner which would certainly help to speed up the expansion of scale and diversity."

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Jeff Flowers
COO | PTI Security Systems

Jeff Flowers serves as Vice President and Regional Director for Eurasia at FINCA International, Inc. and FINCA Azerbaijan, LLC. Mr. Flowers is responsible for the oversight and development of seven FINCA affiliates in Eurasia. Mr. Flowers has 12 years of senior management experience with microfinance institutions in the region. Mr. Flowers served for eight years as the Country Director for FINCA Azerbaijan, building the institution from startup to become the leading non-bank microfinance institution in the Eurasia region. He served as Chairman of the Board at Microfinance Company "Mikro Kapital Russia" Co. Ltd. (formerly known as Microfinance Company "FINCA" JSC). He serves as Chairman of FINCA UNIVERSAL CREDIT ORGANISATION CLOSED JOINT-STOCK COMPANY. He serves as Member of Supervisory Board at FINCA Azerbaijan, LLC. He is a graduate of the American Bankers Association Stonier School of Banking. He holds a Master's degree in International Relations from the London School of Economics and Political Science and a Bachelor's degree in Business Administration from Andrews University, Newbold College, UK.



Desmond How
Director & Founder | Flexi Storage

A banker by profession, Desmond entered the self storage industry after a long search for an evergreen business that could grow sustainably in Malaysia's developing market. Flexi Storage, his collaboration with partner and longtime friend Alex Lee, has already established itself as one of Malaysia's leading self storage providers since its founding in 2014. To date, they have 2000sqm of storage under management (with a further 1000sqm under development) and are actively pursuing the markets of startup businesses and international students as engines of their growth. In aiming to be known as Malaysia's "ultimate storage solutions provider", Flexi Storage place a premium on quality service and a personalised approach, a core proposition they intend to nurture carefully before pursuing further expansion opportunities.



Scott Jensen
Board Member | Adigma

Scott Jensen has been working in Digital Marketing for over 20 years. As Sr. Director of Market for Extra Space Storage (NYSE: EXR) Scott grew the digital marketing department from 1.5 to 41 people over 7 years and accounted for over 70% of new customers and over \$375MM in annual revenue in 2013. This included the development, management, and direction for SEO, paid search (PPC), optimization, analytics, call center, and development teams as well as close work with data analysis and revenue management groups. In addition, Scott set the digital strategy and managed the acquisition and strategy for the Top Level Domains (TLD or gTLD) program including .extraspaces and .storage at Extra Space Management Inc. Scott then became the head of digital marketing at Instructure, a B2B SaaS company focused on learning and development software through a successful IPO in 2015. Currently, Scott is a board member of Adigma, a digital marketing agency, as well a digital marketing and business consultant for SEO, paid search, website optimization, analytics, call centers and organization structure with a global clientele.



Jes Johansen
CEO | Amicus Investment Management

Jes is the co-founder and CEO of Amicus Investment Management, a Singapore Monetary Authority licensed Fund Management Company with focus on self-storage investment. He's an entrepreneur at heart and an experienced and successful operator of industrial properties in Asia, specifically self-storage and flexible space management. Previously, he was the founder and CEO of Storefriendly's business in Singapore, which in three years organically reached a market share of 11%. The business was acquired by Singapore Post in 2015. Before Storefriendly, Jes was Managing Director of Steel Storage Asia, the Asian operations of the world leader in self-storage building & design. Jes was a Founding Board Member of the Self Storage Association Asia and he obtained his MBA from the IMD Business School in Switzerland.



Terence Kwok
Founder & CEO | Tink Labs / hi

Terence Kwok is the Founder and CEO of Hong Kong-based hi Inc. (formerly Tink Labs). hi Inc is a next-generation travel company that empowers people to experience all the world has to offer through an integrated technology platform. This platform encompasses inspirational content, travel booking tools, hotel services, destination services, smart products for the hospitality sector, and data intelligence. The handy Smartphone, a free guest amenity, produced by hi Inc, can be found in around 600,000 hotel rooms worldwide. The company, which has attracted over USD 300 million of funding, currently has over 700 employees in 52 offices globally. Prior to starting Tink Labs, Terence attended the University of Chicago. He was included in Forbes' 30 Under 30 list in 2016, and has appeared on Bloomberg and CNBC.



Raju Lalwani
Managing Director | Cube Self Storage

Raju is a marketing specialist who has solid experience managing, developing and nurturing brands in Asia for almost 20 years. As the Managing Director of the Hong Kong operations, Raju is trusted with ensuring corporate objectives are properly implemented and that the Cube brand is well positioned for continuing expansion in Hong Kong and beyond. Although a relative newbie to the self storage industry, entering it just over three years ago, Raju has gathered much experience in all aspects of the business as he overcame the challenging changes in the Hong Kong self storage industry that has added much to what was traditionally a rather straightforward industry.



Ying Lin
Partner | Easy Rivergate

Ying joined Rivergate companies four years ago and has been involved in 20 self storage and 10 multifamily acquisition & development projects with Rivergate Companies. Ying grew up in Fujian, China, and understands both US and Chinese self storage markets. Ying is able to bring his expertise from the US (the most mature self storage market) to China and integrate it with Chinese culture.



John Lindsey
President | Lindsey Self Storage Group

John Lindsey graduated from the College of Charleston with a degree in Business Administration with a Commercial Real Estate Development concentration. Licensed for nearly a decade, his only focus has been self storage as he has explored brokerage, development and management over the past seven years while working on various projects throughout the world. John is a member of the North Carolina, South Carolina and National Self Storage Associations, as well as a Board Member of the national Self Storage Association, the NCSA, and Former President of the SSAC.



John McGlynn
Chairman | Storage Vault

My first company was started as a hobby whilst at university, its core focus is now annuity revenue commercial property ventures such as Storage Vault - our self storage division as well as general Property Investment and Development, and Strategic Land Acquisition. Specialties: Self Storage, Property Investment and Development.



Helen Ng
CEO | General Storage Company

Helen Ng is Chief Executive Officer of General Storage Company Pte Ltd (Lock+Store Singapore and Malaysia, The Store House Hong Kong). Coming from a background in property development, Helen became Singapore's first female self-storage hub Chief Executive Officer when she took over the Lock+Store business from real estate developer Mapletree in November 2010. In November 2013, Helen received the Singapore Women's Weekly Great Women of Our Time award in the "Finance and Commerce" category. In April 2014, Helen was appointed Deputy Chair of the inaugural Self-Storage Association Asia (SSAA) - the first Singaporean to be appointed to a key Board position. In April 2016, she was appointed Chair of the SSAA.

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CEO Big Yellow



Ajmal Samuel
Chairman | OCTO3 Group Holdings

Ajmal Samuel (施杰浩) is a Hong Kong based Entrepreneur and a Hong Kong national-level athlete. He is the Founder of OCTO3 Group Holdings Limited, a Hong Kong headquartered ICT and Financial Technology Solutions Provider with local presence in Thailand, Singapore and Pakistan. Prior to founding OCTO3, Ajmal worked in various internet technology companies and start-ups in Hong Kong that had applications/implications globally. Ajmal is also a Founding Member of the Association for Universal Accessibility Hong Kong and volunteers his time as a motivational speaker for numerous Non-Governmental Organisations, youth bodies and Corporations and Companies. In addition to his busy career and hectic lifestyle, Ajmal is also a serious and avid sportsman, having participated in various triathlons, marathons and regattas around the world.



Markus Scherer
Director | Ipsos Business Consulting

As a Head of Hong Kong, Markus is responsible for leading and managing research and consulting projects in Hong Kong, across China as well as other countries in Asia Pacific. These studies cover market and competitor analysis, full market entry strategy development, industry benchmarking analysis and best practices development. Prior to working in Hong Kong Markus was based in Shanghai with Ipsos Business Consulting, where he was responsible for client management and leading consulting projects. Markus lived in Shanghai for 10 years before coming to Hong Kong. Markus is multilingual, he speaks and writes fluent English, Chinese Mandarin and German. He also holds a Diplom Volkswirt (German equivalent of a masters degree in economics) from Albert Ludwigs University in Freiburg, Germany.



Kevin She
Co-Founder | SC Storage & Adigma Asia

Kevin She, the owner of the biggest self-storage chain, SC Storage, in Hong Kong and Macau with over 60 locations. He introduced the mini storage concept to Hong Kong, launching SC Storage in 2001. SC Storage was the first in Hong Kong to develop a chain-store/retail format, opening new outlets near MTR stations and other convenient areas to create strong brand consciousness. He believes in developing a good corporate culture, aligned with the group's strategic goals. He has recently joined Adigma, a marketing and technology platform, as co-founder of Adigma Asia.



Charlotte Sun
Founder & CEO | Locker Locker Self Storage Company

Charlotte Sun, Founder and CEO of Locker Locker self-storage Company in Shenzhen. She is also the managing director of Ellis hardware products manufacturing company, which was founded 16 years ago in 2002, one of the leading manufacturer in China that supplies and exports hardware products worldwide. Since she started Locker Locker self-storage company, she has also expanded her factory to manufacture self-storage partitions and steel materials to build and construct storage units and facilities. Prior to that she was a senior Financial analyst of JP Morgan investment bank and was also a senior investment consultant of the world second largest US consultancy firm Hewitt Associates. Ms Charlotte Sun graduated from University of Westminster in London. UK.



Bob Tan
Director | JLL

Bob is part of the JLL Alternatives group. He currently leads the self-storage practice for Asia, and is based in Singapore. He has more than 10 years of real estate experience dealing with a variety of asset classes across the region. Having represented both buy and sell side mandates, he has extensive transactional experience with strategy and analysis, acquisition, marketing, divestment, and due diligence processes.



Gabe Thayn
Co Founder & CEO | Adigma

Gabe Thayn is a Co-Founder of Adigma. He has been in the Digital Marketing industry for over 11 years with a specialization in the self-storage industry for the last 8 years. Gabe has spoken on panels at Google and Bing, has his work highlighted in a dozen case studies, and has built many tools to automate and optimize digital account performance for multiple industries.



Luigi La Tona
Executive Director | Self Storage Association Asia

Luigi is the current and founding Executive Director of the Self Storage Association Asia and since March 2014, has grown it to a globally recognized industry body. While challenges run across the wants and needs of diverse global organizations and professionals, he works strategically with the self storage and investment community with a focus on increased industry as well as business growth and protection. Previously, Luigi managed one of the largest business communities in Hong Kong with The Canadian Chamber of Commerce, worked closely with the real estate community at CBRE, and engaged regional organizations while at Time Warner. An international relations graduate from the University of British Columbia in Canada, he is married with two beautiful daughters.



Cameron Urry
Co Founder | Adigma

An accomplished Senior Marketing Professional with 15 years of experience in digital marketing. I love puzzles. At my core I visualize and understand how the disparate pieces fit together allowing me to create simplicity out of complexity driving my love for digital advertising. Creating a seamless relationship between the customer, technology, product and all these complexities drives my passion. I enjoy companies with a clear direction, value innovation, fast-paced and high-growth. Specialties: SEO, SEM, PPC, Social Media, Web Analytics, Data Analysis, Marketing Technology, Conversion Optimization, Lead Generation, Content Marketing, and Branding



Andrew Work
Founder | New Work Media

Andrew Work has been providing insight, excitement and entertainment as an MC and auctioneer across Asia, Europe and North America for over a decade. He has introduced and been on stage with Hollywood stars, national leaders and Nobel Prize winners. He runs New Work Media, publisher of Harbour Times. He was part of the founding team of the Self Storage Association Asia and never met a self-storage person he didn't like!



Sam Xie
Head - Research China | CBRE

Sam Xie started to lead the research function in China since 2016. Sam oversees a team of 28 researchers, monitoring and analyzing property market trends in office, retail and industrial sectors across 17 major cities of China. The team proactively provides market insights to corporates and investors, through regular and topical publications, and customized data and market study services.



Yang Yingdan (Lucy)
Partner | Easy Rivergate

Ms. Yang Yingdan (Lucy) serves as partner of Easy Rivergate, she is also Chairman Assistant of Easy Storage. She is currently pursuing a PhD of finance at China's Academy of Social Science, and has already obtained a bachelor's degree in law and MBA's degree. Ms. Yang has worked as both legal counsel and investment advisor for Fucheng Enterprise (the parent company of Easy Storage) since 2002. She headed the 1st BOT project in China and has overseen major investment and acquisition projects including finance leases, energy saving ventures, sewage treatment, business park development and fast-growing forests. Ms. Yang is also in charge of the bond investment, as she has assisted creditors process the Huarui debt which is worth around 2.6 billion RMB.

Legal advisers to the self-storage industry

Withers is one of the first law firms in Asia to provide a full suite of legal and tax services to the self-storage industry. We can help facility operators, investors, financiers and industry suppliers to navigate issues across the region relating to:

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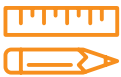
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