

# In Store



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Welcome

## 1 Year On

Jon Perrins, Helen Ng, Marilyn Leslie, Mike Hagbeck, Gary Beadell, Jes Johansen, Steven Spohn, and Kevin Chan understood exactly what they were doing when they first brainstormed the start of the Self Storage Association Asia.

The industry was fast growing, investors were hungry for reliable long term investments, and end users were becoming more aware of the potential for storage space.

That said, the individuals in the self storage community were detached from one another, end users, governments, and investors needed more education, and new entrants needed guidance.

For the past year, this is exactly what YOUR SSAA has been striving towards. 1 Year On – we are proud to serve our over 70 members throughout the region with new members joining every week.

We understand that our members are in competition with one another, however they understand that the pie is big and by working together in the community, they will succeed.

We understand the difficulties of starting a new self storage business, however they understand that through guidance, they can build Grade A facilities and be part of this thriving industry.

And we understand the lack of information available, however they understand that as a community we can work together to share information and their business along with the industry will continue to thrive.

1 Year On, thank you for being part of our journey to grow the self storage industry in Asia. Onto Year 2...

Luigi La Tona

Executive Director  
Self Storage Association Asia

## 一年経って



アジアセルフストレージ協会は、ジョン・ペリンス (Jon Perrins)、ヘレン・ヌグ (Helen Ng)、マリーリン・レズリー (Marilyn Leslie)、マイク・ハグベック (Mike Hagbeck)、ゲリー・ビーデル (Gary Beadell)、ジェス・ヨハンセン (Jes Johansen)、スティーブン・スポーン (Steven Spohn)、ケビン・チャン (Kevin Chan) の8名によって考案されました。

セルフストレージ業界は成長が早いので、投資家たちは信頼できる長期投資を求め、エンドユーザーはセルフストレージ空間の有用性について気づき始めています。

セルフストレージのコミュニティは、エンドユーザー、政府、他のコミュニティたちから独立しています。投資家は教育を必要とし、新規参加者は指導を求めています。

昨年、アジアセルフストレージ協会は、それに務めてきました。アジアから70の会員と、毎週増え続ける新たな会員に対してサービスを提供してきたことを誇りに思います。

当協会の会員は競合関係にありますが、『パイ』は十分に大きいので協会を通して協力することで、より大きな成功を収めることができます。

新たにセルフストレージ事業を開始することの難しさは理解していますが、最高品質の施設を作り、セルフストレージという成長産業で成功することは可能です。

得られる情報が少ないことは理解していますが、コミュニティとしてともに働き、情報を共有し、業界とビジネスをともに成長させましょう。

アジアセルフストレージ業界の一員として、ともに業界の発展に貢献できることを心より誇りに思います。

Keynote Speaker



Peter Snell  
CEO  
Ipsos Business Consulting

Digital Marketing



Scott Jensen  
Former Sr. Director of Marketing  
Extra Space Storage

# May 13 - 15 2015

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Future of Self Storage in Asia



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Executive Chairman  
Steel Storage



Angus Miller  
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Japan Market



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Asian Market Report



Markus Scherer  
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And many more



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# Japanese Self Storage Industry

In the lead up to the Japan Self Storage Expo we ask a man who needs no introduction in the self storage market in Japan to explain what is so special about the Japanese market for self storage? Shigehisa Takano, President & CEO - Palma Inc.

*What's so special about the Japanese market for self-storage?*

I have visited self-storage facilities in the United States, Singapore, Hong Kong and Taiwan. From that experience I would say there is nothing more special about the Japanese market over and above the other markets. They are all strong. It is just that the market is yet to be developed as there are not many full-scale self-storage facilities except for a few now.

Due to the existence of 200,000 units of container type storage it tends to be misunderstood, but 60% of the users of these rental containers are actually small-scale enterprises and not individuals.

What is special is that the awareness of self-storage for individuals in Japan is almost 80%, higher than in UK - and their demand for storage of clothing and household odds is also high. This was found out as a result of a recent web questionnaire from Palma.

The facilities however are not matching the existing demand due to the shortage of self-storage capacity that people can feel as safe and secure as their closet at home.

In addition there are no facilities that domestic and overseas businesses or investors can purchase, meaning new entrants will have to start from facility development to enter the market. This will be a high hurdle for enterprises or investors from overseas.

That is, self-storage facilities for individual use are limited while the demand is high, but self-storage is not widespread simply because investment of buildings for self-storage has not been promoted like in overseas here in Japan.

Based on my 20 years of experience as a venture capitalist, I believe that this will be the same to what happened when the distribution service industry tried to introduce large-scale facilities of drugstores, shopping malls, cinema complex like the U.S. to Japan. It was first mentioned that they will not spread in the Japanese market but eventually it

## 日本のセルフストレージ業界



### 日本市場は特別か？

私はアメリカ、シンガポール、香港、台湾でセルフストレージ施設を見学しました。その結果、日本市場は特別ではないと思います。

未だ一部の施設以外本格的なセルフストレージが存在していないため市場が開拓されていないだけです。

コンテナ型倉庫が20万室あるため、誤解されていますが、コンテナ型倉庫の利用者は60%以上が小規模事業者で、個人ではありません。

一方当社がWEBアンケートで調査したところセルフストレージを認知している個人は80%弱と英国などよりも高く、服や家財を入れたいという需要も高いです。

しかし、家のクローゼットと同じレベルに安心安全に収納できるセルフストレージが不足しているために需要と施設がマッチしていません。

それと国内外事業者や投資家が購入できる施設が存在しないため、市場参入は施設開発からしなければなりません。海外の事業者や投資家にはハードルが高いです。

つまり、個人が利用できる施設が少なく需要は高いが海外のような建物が施設への投資が促進されていないので普及していないだけで、市場が特別なわけではないです。



did grow to the scale of the U.S. Self-storage will inevitably penetrate the Japanese market to the same extent.

*What is the importance of having the Self Storage EXPO Asia in Japan?*

It is an opportunity to:

- get across the message that the Japanese market is a fully attractive market for overseas enterprises and investors and there is demand.
- promote the understanding on how to do business in Japan.
- gain wide recognition that once self-storage penetrates, the Japanese market has potential to become the 2nd largest self-storage market following the U.S.

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私は20年間のベンチャーキャピタリストとして経験から言うと、ドラッグストア、ショッピングモール、シネマコンプレックスなどあらゆる流通サービス業が導入段階で米国のような大規模の施設は日本では普及しないといわれながら結局米国のような規模になったのと同じだと思っています。セルフストレージも必ず普及します。

### 日本でEXPOを開催する重要性

日本市場が海外の事業者、投資家にとって十分魅力があり、需要がある市場であることを周知させこと。

日本でビジネスをするにはどうしたらよいかその方法を理解させること。

セルフストレージが普及すれば米国に次ぐ2番目に大きな市場になる可能性があること。

以上を広く認知してもらうことがEXPOの重要性である。

Did you find the Self Storage market in Japan difficult to understand or enter into? The answer is YES, even for Japanese.

But you can identify a solution for any issues by having a right partner.

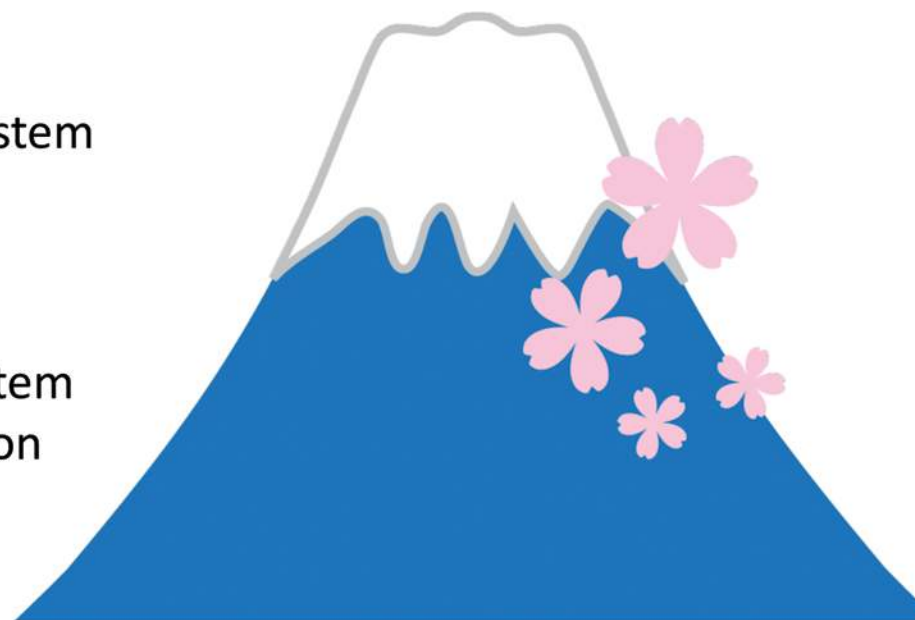
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**Palma Offers A Private Discussion** to those who are interested in Japan market and/or Palma’s services.

Please contact us to reserve a time during SSAA Expo in Japan.

Company Name: Palma Co., Ltd  
Home Page: <http://www.palma.jp/en.html>  
Contact: email at [bizdev@palma.jp](mailto:bizdev@palma.jp)

# Hong Kong Self Storage Industry

Marilyn Leslie, President - MiniCo Asia

*What is your current view of the SS industry in Hong Kong?*

The industry has matured rapidly in Hong Kong. When we opened our first facility in Hong Kong in 2002, there were only a handful of self storage stores. Now there are over 400. Educating the general public about the industry is no longer a priority. The concept is well established and most people are aware of the idea and many people are using storage. There is still room for growth in Hong Kong as the population is large, living space is limited and people are becoming more affluent.

*What does the future hold for the industry in Hong Kong?*

Self Storage will grow and thrive in Hong Kong. Due to the choices available in Hong Kong, it is key to differentiate your product from the other storage facilities. Discounted pricing, convenience of access and customer services provided are ways of standing out. I think we will see more specialized storage facilities as the demand for specific needs increase. As more people expand the use of self storage, they will become aware of even more opportunities to improve their quality of life by using storage.

*What are some of the biggest hurdles you have faced in running the business?*

The first problem in opening one of the first storage facilities in Hong Kong was educating the public about the concept of self storage. We did this in numerous ways, including a large billboard outside the store showing a storage unit with a customer inside. We also experimented with different types of signage and other marketing ideas.

Training employees to work in the storage facility was another major problem when the industry was new in Hong Kong. They did not even know of the concept, nor have the skill set to work within this type of business. We hired staff with experience working with people in a service industry. As time went by, we developed a core of employees that could excel at the job.

Another challenge was determining those value added services that were most marketable and in demand. This continues to change as people are more aware of the industry and the way that extra storage can enhance their life

## 香港のセルフストレージ業界



**現在の香港セルフストレージ業界についてどうお考えですか**

香港のセルフストレージ業界は急速に発展しました。2002年に香港で最初の施設を開いたときには、店舗の数は片手で数えられるほどでした。今ではすでに400店舗以上あります。マーケティング戦略はすでに市場教育の段階を終えました。セルフストレージというコンセプトはすでに一般社会に認識され、また多くの方がセルフストレージサービスを利用しています。しかし、香港は人口も大きく、住居スペースは狭く、生活が豊かになってきているので、まだまだ成長の見込みがあります。

**香港のセルフストレージ業界には将来どうなるとお考えですか？**

香港のセルフストレージ産業は成長するでしょう。香港では選択肢が多いので、他のストレージ施設との差別化が鍵です。値下げ、アクセシビリティの向上、カスタマーサービスなどが差別化の戦略です。また、セルフストレージへのさまざまな需要が成長するにつれ、特殊なストレージ施設が増えるでしょう。セルフストレージの使用が増加するに伴い、セルフストレージによる生活

style.

It was also essential to develop the most effective way of marketing the idea and the product to the general public. The marketing approach varied, depending on whether the target customer was residential or commercial. There was a lot of trial and error with different media and methods. We worked with several marketing firms and developed our own style of marketing.

Most recently the availability of suitable properties for self storage has become the biggest challenge. This problem continues to get worse as there are less industrial properties in Hong Kong and those that are available are too expensive to sustain a profitable storage business. As always, there are ways around this and people in the industry are becoming very creative in finding opportunities for expansion in Hong Kong.

*Advice for people exploring the SS industry in Hong Kong*



Hong Kong currently enjoys several well established storage brands. It would be very difficult to start a new, unknown storage business in Hong Kong at this time. It would be easier to build a business around a recognized industry name. Due to the high real estate prices, it is essential to be well capitalized before starting a storage venture in Hong Kong. Competition is keen and location is more important than ever. High visibility is also an important factor to quick rent up and profitability. Chances for success may be improved by finding a niche that is not currently addressed by self storage operators in Hong Kong. [mleslie@newempireventures.com](mailto:mleslie@newempireventures.com)

の質の向上機会が、より社会に認知されると思います。

### セルフストレージ事業の運営で、何がもっとも大きな障害でしたか？

セルフストレージ施設を開くために、もっとも困難だったことは、一般社会にセルフストレージというコンセプトを認知させることでした。そのために、お客がストレージ・ユニットの中にある広告を、店舗外の大きなビルボードに掲載するなど、さまざま方法を試しました。また、多様な広告媒体とマーケティング政策を試しました。

香港ではこの産業そのものが新しいので、従業員の教育も困難でした。このタイプのビジネスをするのに必要なスキルはもちろん、コンセプトすらも持っていなかったのですから。そのため、まずはサービス業界での就業経験がある人材を採用し、人材の教育をじょじょに行いました。

需要があり、市場に適した付加価値サービスを決めるのにも苦労しました。セルフストレージサービスとその利便性の認知度が高まるのにあわせて変化し続けたからです。

また、一般社会に製品とそのアイデアをマーケティングするための有効な方法を策定するのも必須でした。ターゲット顧客が世帯か商業かで、異なるマーケティングアプローチを導入しました。さまざまな媒体で何度も試行錯誤を行いました。複数のマーケティングファームを採用し、独自のマーケティング手法を確立しました。

つい最近では、セルフストレージに適した不動産を手に入れるのに苦労しました。この問題はどんどん深刻なっています。香港では産業用不動産が少なく、利用できる不動産はストレージ事業で利益を生み出すには高すぎるからです。しかし、問題には常に解決する方法があります。またセルフストレージサービス事業者も、香港での事業拡大機会の方法がどんどんクリエイティブになっています。

### 香港セルフストレージ業界の参入を考えている方にアドバイスをお願いします。

香港には確立されたストレージブランドがいくつかあります。新規参入は困難でしょう。すでに市場に浸透した産業を基に事業を始めるほうが容易だと思います。不動産価格の高騰により、潤沢な資金は、香港でストレージ事業を始めるのに必須です。市場競争がはげしいので、立地も非常に重要です。すぐに貸し出して利益を得るためには、顧客にとって見つけやすくすることも重要です。香港のセルフストレージ事業がまだ手を出していないニッチ市場を見つけることができれば、新規参入の成功可能性は高くなります。



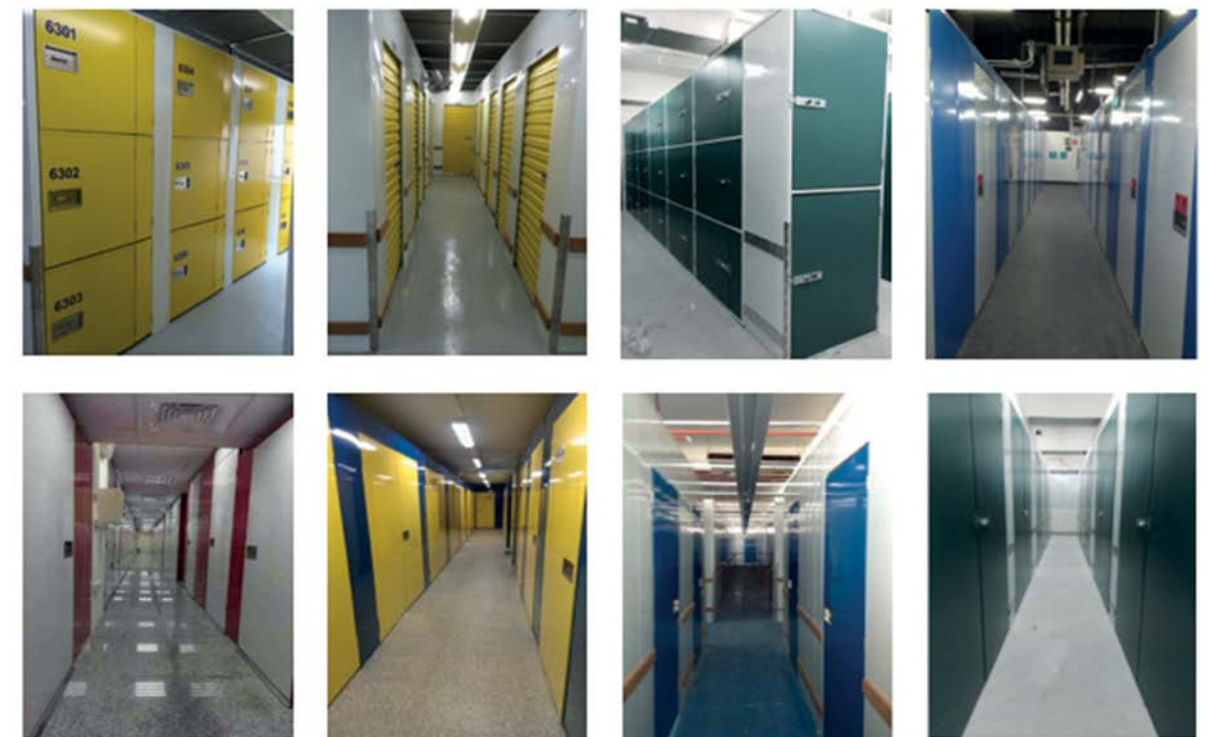
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Contact Luigi:  
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# Singapore Self Storage Industry

Mr Tze Kiang Heng, General Manager - Storhub

*What is your current view of the SS industry in Singapore?*  
The self-storage industry in Singapore is growing steadily, driven by greater awareness of self storage space for short-term interim storage solution, and fueled by the buoyant residential market and emergence of e-commerce in Singapore. To put it in perspective, StorHub was the first to introduce the self-storage concept to Singapore in 2003, and now has over 11 sites across Singapore.

*What does the future hold for the industry in Singapore?*

There is certainly room for further growth. While the industry is dominated by large self-storage providers, smaller ones are also entering the market, providing customers with more choices. While price and location are important, reliable and secure storage solutions are also key considerations. Storsers search for a range of cost-effective, reliable and secure storage solutions with flexible lease terms and 24/7 access to resolve storage challenges at home or in the office. With greater awareness towards the benefits of self-storage solutions, we are confident that the industry will continue to grow.

*What are some of the biggest hurdles you have faced in running the business?*

A suitable location that makes economic sense for self-storage is probably a key challenge for the self-storage business. This is largely attributed to land usage in Singapore; it is highly regulated and self-storage operators are only able to operate out of an industrial building. Therefore, finding an industrial building that is near a demand catchment, in an easily accessible or highly visible location, is key.

*Advice for people exploring the SS industry in Singapore*

One must also have the patience and capital to go through the learning curve. Low prices do not guarantee demand as customers are more discerning in their choices for convenient location, quality service and peace of mind.  
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## シンガポールのセルフストレージ業界

シンガポールでのセルフストレージ業界の現在についてどうお考えかお聞かせください。

シンガポールのセルフストレージ業界は、シンガポールにおけるEコマースの台頭、流動的な不動産市場をもとに、短期間のセルフストレージサービスへの市場の高い認知度によって動いています。

2003年にStorHubはセルフストレージというコンセプトを導入しました。以来、カラン (Kallang) にひとつの施設から、シンガポール全土に11の施設を持つまで成長しました。

シンガポールのセルフストレージ市場の未来についてどのようにお考えですか？

まだまだ成長の余地はあります。市場は大企業に支配されていますが、中小企業も市場に参入し顧客にさまざまな選択肢を与えています。

価格と立地は重要ですが、サービスの信頼性と安全性も重要です。

セルフストレージの利用者は、費用対効果が高く、安全で信頼できて、自宅やオフィスからストレージの問題を解決できる24時間利用可能なサービスを求めています。

セルフストレージの利益がより社会に認知されれば、産業は今後も成長するでしょう。

セルフストレージ事業の運営上、最も困難だったことは何ですか？

経済的合理性と持続可能をかね合わせた立地選択がセルフストレージ事業最大の困難でしょう。

これはシンガポールの土地活用法に強く結びついています。規制が強いため、セルフストレージ事業者は、産業ビルの外でのみ事業でしか営業できません。

シンガポールのセルフストレージ業界への参入を考えているかたにアドバイスをお願いします。

まず、セルフストレージの経済に対する理解が必要です。

学習段階を通過するための資本と忍耐も必要です。低価格が必ずしも顧客の獲得に繋がるとは限りません。顧客は便利な立地、サービスの質、安心感などについて肥えていますから。



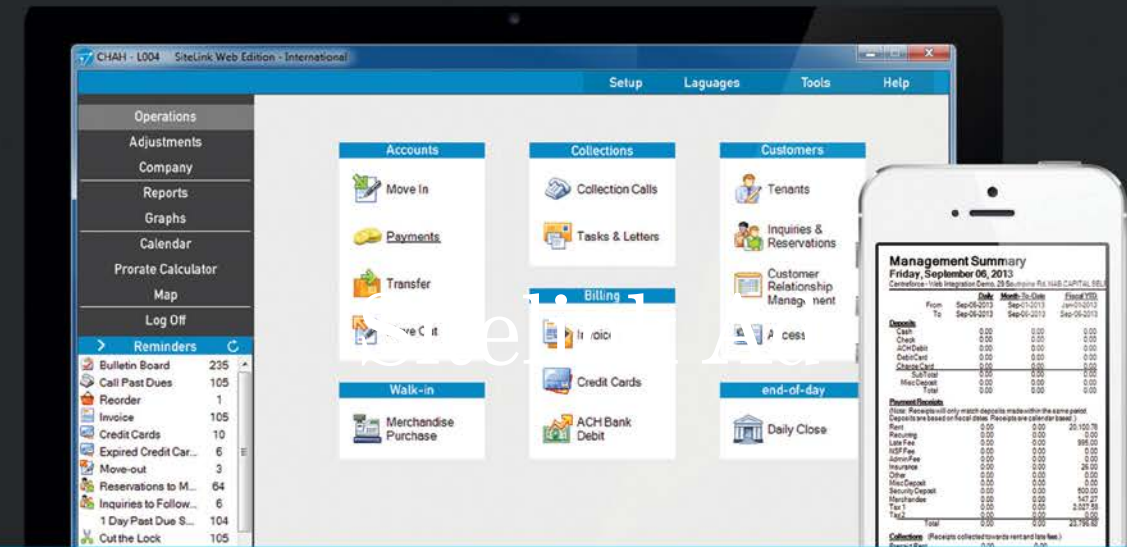
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# Middle East Self Storage Industry

Doug Perrins, Emerging Markets Business Development Consultant - Self Storage Thinking

*What is your current view of the SS industry in the Middle East?*

The Self Storage industry in the Middle East has been around since the Second World War, and evolved just like every other market to what it is today. There is a growing Self Storage industry within the Middle East, an industry that hasn't boomed like other markets, but where demand still exceeds supply.

*What does the future hold for the industry?*

The quality of the facilities has improved quite considerably over the last year, so it is heading in the right direction. It will continue to grow with investors expanding their operations, better quality facilities, new operators immersing with more knowledge from industry experts and having facilities away from the industrial zones. The future looks promising as the demand for space in the Middle East is strong.

There is massive scope for growth, and there is a lot of information at various industry Associations, with people there who can help - so as a starting point, join these Associations.

*What are some of the biggest hurdles you have faced in running the business?*

Like any new business in a new market, the concept of self storage has been one of the biggest hurdles - locals don't expect too much in terms of quality, its all about price, whereas the large expat communities are knowledgeable in self storage and are looking for quality over price, in particular a cool environment, which can be a challenge in the Middle East.

Also, there are major restrictions that are stunting its growth - local governments not understanding the industry is one restriction investors have encountered - nothing new to the industry as we know, but after all these years, one



## 中東のセルフストレージ業界

**中東でのセルフストレージ業界の現在についてどうお考えかお聞かせください。**

中東のセルフストレージ業界は、第二次世界大戦以降に生まれ、他のすべての市場のように進化してきました。

中東のセルフストレージ産業は、業界内で成長がありますが、他の市場とは違い、まだブームには至っていません。しかし、供給を超える需要があります。

**中東のセルフストレージ市場の未来についてどのようにお考えですか？**

ここ数年で設備の質がかなり向上したので、よい方向に進んでいるといいでしょう。投資家による活動に合わせて、今後もしばらくは成長するでしょう。より良い設備と、産業エリアの外に設備とセルフストレージ産業の専門的な知識を持った新たなプレイヤーも登場すると思います。中東では重要があるので未来は明るいです。大きな成長の見込みがあり、またさまざまなセルフストレージ協会からの情報と専門家の助力が得られるので、まずはこれらのセルフストレージ協会に参加することが大切です。

**ビジネスをする上で最も困難だったことは何ですか？**

他の業種のように新しい市場への参入で大変なのは、ユーザーにサービスのコンセプトを認知してもらうことでした。現地の顧客は、品質へのこだわりが弱く、低価格嗜好です。一方で、外国人はセルフストレージに関する知識が豊富なため、温度調整機能つきなど、価格よりも品質を優先する傾向があります。これが中東におけるひとつの障害です。

また、成長を多またげる規制などもあります。現地政府の業界への理解不足や、遅い対応、投資家の機密性などの問題もありました。特に新しいことはではありませんが、何年も経つと、現地政府にはより多くの情報、情報や具体例などについてもっと気をかけるべきだと思わされます。



would think that there is more information, credibility and examples for local government to work with, slow government processes is another and investor confidence.

*Advice for people exploring the SS industry in the Middle East*

Your location needs to have as much exposure as possible so you can get the message out, not too big in size, to be cautious in your lease agreement with your landlord, good access and to use industry experts to help in design, development, set up and management. [perrinsdoug@yahoo.co.uk](mailto:perrinsdoug@yahoo.co.uk)

**中東のセルフストレージ業界への参入を考えているかたにアドバイスをお願いします。**

まず、知られるために目立つ立地が重要です。大きすぎると良くないでしょう。土地の所有者とのリース契約についても細心の注意を払うべきです。あとは、アクセスのよさと、運営、経営、開発、デザインについて専門家のアドバイスを求めることです。

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# Energy Saving Through LED Lighting

LED can save 50 to 75% in energy and costs over traditional fluorescent tubes.

Aaron Farney, Director of IT - Quraz.

As with any technology – the LED market has been rapidly changing. Product is getting better and cheaper all the time and the products are becoming more reliable and have a good history of proven savings.

At Quraz, we have spent the last 2 years changing out around 10,000 4 foot tubes to LED with an amazing 3 year payback.

When looking that this as an investment opportunity it is important that you understand several factors before making a decision.

LED has a higher tolerance for on/ off cycles vs. standard florescent. That means in the self-storage facility you likely have an occupancy sensor that triggers the lights when a customer enters the facility. LED will last longer than a conventional tube.

LED emits much less UV than a traditional florescent bulb. Yours customers will appreciate this as it could mean less deterioration of the valuable goods they store with you.

Warranty of the LED – some may offer you 90 days, 1 year or 2 years – the longer the warranty the more risk you hedge. If you purchase a cheap product with a short warranty – you may find yourself unnecessarily investing more to replace tubes.

Brand and specification consistency – creating a company standard such as lighting levels (lux) or color (kelvin) you can ensure your facilities have a consistent look and feel. 4000 kelvin is more of a yellow, warm color but not as popular with LED makers these days so likely more expensive. 5000 kelvin is whiter, looks brighter to the eye and more prevalent in the market – and therefore you should see slightly cheaper prices. Once you make the decision that is one less thing for you to worry about when you are trying to get more customers or open more facilities.

How long are your lights on? Depending on your business rules you have some lights that are on 24x7 or maybe only on a few hours a day when a customer enters your facility.

LED は従来の蛍光管によるエネルギーとコストを 50・75% 節約できます。



いかなる技術分野でのLED 市場は急速に変化しています。製品は常に向上そして低価格化し、より信頼性が高くなり実質的節約の良い歴史を持っています。

Quraz ではこの2年をかけて驚くべき 3 年の資本回収とともに 約 10,000本の 4 フィートのチューブをLED に変えてきました。

これを投資機会として見るとき、決定を下す前にいくつかの要因を理解することが重要です。

LEDは 標準蛍光灯に対するオン/オフサイクルがより高い耐久度をもっています。自己貯蔵施設において顧客が施設に入るとおそらくライトをトリガーする占有センサーが有るという意味をもちます。LED は従来の管より長く持続します。

LED は従来の蛍光灯電球よりもはるかに少ないUVを発します。あなたの顧客はあなたのもとで保管する彼らの貴重品の低下が少ないことに感謝するでしょう。

LED の保証は 90 日、1 年または 2 年さらにあなたのリスクが伴うものにはより長い保証が提供されることもあります。短い保証期間の安価な製品を購入した場合、必ずしもチューブを交換するための投資をする必要はないでしょう。

Understanding this will help your decisions on which product to choose.

How many hours are the LED tubes good for? Looking at this data carefully is key. The LED market is saturated with product – pricing varies from low to high and so do the number of rated hours you can expect your tube to light up for. For example – some manufactures may state that the tube is good for 40,000 or 50,000 hours and you will likely see several products in that range – pick the cheapest one right? Not so fast – what does that 40,000 hour claim really mean? What percent reduction of light will you see after 40,000 hours of operation? Is it 10% down? 30% down? 50%

Tube Type	Number of Tubes	Wattage	Hours per Day	Tube Costs**	Cost of kWh	Annual Running
44W fluorescent	1000	44	12	¥300	¥20	¥3,854,400
32W fluorescent	1000	32	12	¥200	¥20	¥2,803,200
18W LED	1000	18	12	¥5,000	¥20	¥1,576,800
9.8W LED	1000	9.8	12	¥4,500	¥20	¥858,480

Project cost of 9.8W tubes – 4,500,000 JPY. Savings vs 44W – 2,995,920 JPY.  
Payback in years – 1.5. \*\* LED costs include labor to convert existing fixture to direct input LED while fluorescent tubes do not include any labor for replacement.

down? 100% down? The items we choose were rated at 70% lumen reduction after 40,000 hours. Will we replace them when they dim that much? Probably not – we will likely wait another year or two before doing so and get even more out of our investment.

Finally, after understanding all these points – you can make some decisions around wattages of the tubes. In my 10K bulb experience the single largest driver of a quick payback is lower wattage tube. This is more important than the price of the tube itself. [afarney@quraz.com](mailto:afarney@quraz.com)



ブランドおよび仕様の一貫性・照明レベル（ルクス）または色（ケルビン）など会社の標準を作ることであなたの施設が一貫した外観と感触を保持しているか確認することができます。4000 ケルビンはより黄色で暖かい色だが LED メーカーには人気がなく今日では、より高価です5000 ケルビンはより白く目に明るく市場での人気は高いです – そしてそれゆえわずかに安い価格を見る必要があります。一度決定することでより多くの顧客を得るか多くの施設を開設する時あなたの心配がひとつなくなります。

どのくらいの時間あなたのライトはついていますか？ ビジネス規則に応じていくつかのライトは24 x 7 または多分 1 日数時間、顧客があなたの施設に入ったときだけでもありません。これを理解することが製品を選択する上で役に立つでしょう。

どれくらいの時間数LED チューブは良い状態ですか？ このデータを慎重に見ることが重要です。LED 市場は製品が飽和状態です・価格の高低は異なりあなたが期待するチューブの点灯時間数も異なります。たとえば

いくつかのメーカーは 40,000 または 50,000 時間とのべ、あなたは多分その範囲内でいくつかの製品を見てください。もっとも安い優れたチューブを見つけられますか？ はやからず – 40,000 時間という主張はいったいなにを意味するのでしょうか？ 40,000 時間の点灯後、ライトの何パーセントが削減されますか？ 10 %低下 ですか？ 30 % 低下 ですか？ 50 % の低下 ですか？ 100 %低下 ですか？ 我々が選んだ製品は 40,000 時間で 70% ルーメン減少と評価されました。我々はその程度暗くなった時とり換えますか？ たぶん取り換えないでしょう – もう1年か2年待ち、更なる投資をすることでしょう。

最後に、これらのすべての点を理解した後 – あなたはチューブのワット数を決めることができます。10 K の電球の私の経験で迅速な投資回収の唯一最大のドライバーは低いワット数のチューブです。これはチューブの価格よりも重要です。

グラフ情報  
9.8W チューブのプロジェクトコスト・4,500,000 円

蓄財 vs 44W – 2,995,920 円  
回収期間 – 1.5 年

\* 蛍光管は交換のため人権費を含まないが LED のコストは既存の機具をLEDに 変換するための人件費を含みます。

# Bringing Intelligence to IP CCTV Surveillance Systems

Winston Ng, Senior Sales Engineer - Aimetis

CCTV Surveillance has been around for many years and the inadvertent technology growth has affected user's requirement and reliance on surveillance systems to provide deterrence for crime and also the ability of recording evidence of a scene. As the popularity of video increases, this growing mass of raw video is putting increasing pressure on conventional video management and retrieval methods that are inefficient and costly.

Storage facilities among other enterprises are now recognizing the importance of IP surveillance with integrated video analytics over more traditional DVR deployments as a means of reducing total cost of ownership, increasing productivity and limiting risk on IT investment.

Business drivers for intelligent video are clear, and enterprise organizations are rapidly embracing this technology, as a result, surveillance footages are analyzed and revolutionized in the way it is stored, distributed and managed, allowing for improved surveillance for the surveillance operator in deterring and preventing criminal acts.

With analytics implemented on surveillance cameras, no longer is a surveillance operator required to watch hours of continuous live or recorded video to analyze or identify interesting events. Rather, once the video analytics software detects unusual activity, it pushes only relevant information to the monitoring agent who can determine the appropriate response, or the software can initiate one or more automatic responses.

Without intelligent software, the onus is completely on the human operator to find interesting events in real-time. While a human brain performing at optimum efficiency can analyze and react to a critical situation with reasonable speed, experience shows the limitations of the human brain due to its limited memory, intrinsic biases and distractibility. Large amounts of data can prove fatal obstacles to quick, intelligent responding. Analytics also improves the overall effectiveness of video monitoring by analyzing and filtering video and notifying personnel as required making video sur-

## IP CCTV監視システムへのインテリジェンスの導入シニア・セールス・エンジニア



(ケーブルテレビ) 監視システムが登場してから何年も経ちましたが、偶然の技術発展が、監視システムが持つ、犯罪抑止と犯行現場の録画機能へのユーザーの要求と信頼に影響しました。

動画の人気が増加し、動画の量が増えると従来の動画管理、検索システムの非効率性と高い費用が目立つようになりました。

ストレージ施設や他の大企業は、総費用の削減、IT投資リスクの限定、生産性の向上を実現する方法として、従来のDVRではなく、動画解析機能を備えたIP監視システムの重要性を検討しています。

スマートビデオへのビジネス要因は明確なため、多くの企業がこの技術を活用しようとしています。その結果、監視記録が分析され、記録の保存方法、配信方法、管理方法も革新的に変わり、監視オペレーターの犯罪抑止を目的とした監視業務に改善をもたらしました。

監視カメラに分析機能が備わったため、監視オペレーターはもう何時間も記録された動画を見続けて事件や事故を分析する必要がなくなりました。

動画分析ソフトは、それらしい映像を見つけたら、自動で監視オペレーターにその映像を送り判断を仰ぐか、ソフトウェアが自動でなんらかの対処します。

## Bringing Intelligence to IP CCTV Surveillance Systems

veillance more scalable, proactive and cost effective.

Before deploying an "intelligent" security system, organizations face an array of choices so it is important to understand the differences as not all methods will be appropriate for all environments.

The efficiency gains and tangible benefits of implementing Analytics in a storage facility include:

- Reduce Labor Cost
- Improve Surveillance Accuracy
- Increase System Scalability
- Ensures Operational Compliances

Wish to know more? I'm happy to discuss.

[winston.ng@aimetis.com](mailto:winston.ng@aimetis.com)

このようなスマートビデオなしでは、全ての映像を人間がリアルタイムで監視しなければなりません。

状態が健全であれば人間の脳は、危機的な状況に対して速やかな判断と対処ができますが、記憶力、注意力の限界と、認知バイアスによる制限があります。

大容量のデータがあれば、致命的な障害に対して、速やかに合理的な返答ができます。

分析機能は、映像監視プロセス全体の効率化にもつながります。映像の分析とフィルターをすることで、スケラブルで費用対効果が高い、映像監視システムのくみ上げることができるためです。

環境に応じてシステムの変更が必要なため、スマート監視システムを導入する前に、企業は多くの意思決定をしなければなりません。

監視映像分析システムをストレージ施設に導入すると以下の利点が期待できます。

- ・ 従業員コストの低減
- ・ 監視の正確性向上
- ・ システムのサイズを柔軟にできること
- ・ コンプライアンスの向上

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# On demand Self Storage

Mark Sims, CEO - Go N Live

In my last article I discussed the OnDemand economy in general and promised to discuss what it means to the Self Storage industry. Since then, a great deal has happened in Asia and the rest of the world. In Hong Kong alone 4 new OnDemand storage by the box and storage by the item startups entered the market, with at least 1 of them backed by venture capitalists - bringing the market to a total of 7 players. Singapore now as 4 OnDemand entrants with the arrival of another startup backed by venture capital over the Christmas period. Rumour has it that a Rocket Internet backed startup is looking to make Singapore its Asian debut. When I did quick search on the internet I was able to identify over to 30 companies around the world that are now engaged in OnDemand Storage by the box and/or storage by the item. The most interesting aspect of this limited research was that the vast majority had commenced operations in the latter half of 2014 (with some opening in January 2015).

## Fad or Future?

I do not believe that the current level of activity is sustainable. However, I am confident that the model is here to stay. But how does it affect the self storage industry?

I cannot see the OnDemand model replacing the traditional Self Storage business model. Nevertheless – it will have an impact. I believe it to be a positive one, both for the industry and for storage customer.

## Location More Important Than Ever.

With customers having more information, more choice and an abundance of pricing options - convenience becomes even more critical. Storage providers positioned in accessible locations surrounded by residential developments will have the least impact on their business. With the OnDemand providers being a relatively new concept – there is currently a trust deficit that well positioned locations will benefit from. Providers established in locations that are less accessible and less residential will find their customers more likely to



## オン・デマンドのセルフストレージ

以前の記事では、オンデマンド経済に話、それがどうセルフストレージ業界に影響するかを語るを約束しました。それ以来、アジアやそれ以外の国でさまざまなことが起きました。香港だけでも、アイテム、ストレージ、箱単位で利用できるオンデマンドストレージのスタートアップ企業が4社市場に参入しました。そのうち、最低でも1社はベンチャー投資家に投資されています。これで市場にある企業は合計で7者になりました。シンガポールには4つの企業が新規参入し、ベンチャー投資家に投資されているもうひとつの企業がクリスマス時期に新規参入します。噂ではロケットインターネットはスタートアップ企業をサポートし、シンガポールでアジアデビューを目指していると聞きます。インターネットで少し調べたところ、世界中で30以上の企業で、箱やストレージ、アイテム単位でのオンデマンドストレージを提供していることがわかりました。この検索でもっとも興味深かったのは、多くの企業が2014年後半（一部が2015年1月）に操業を開始したことです。

### 流行か将来か。

私は今の水準が持続可能だとは思いません。セルフストレージ業界はどうかと思いますか？

オンデマンドモデルが従来のビジネスモデルに取って代わるとは思えません。しかし、影響はあるでしょう。その影響は、顧客と業界の両方にとって前向きなものになるだろうと信じています。

### 立地は今まで以上に重要になる。

顧客が多く、情報、選択肢、価格オプションを得ると、利便性はさらに重要になり増す。住宅街に囲まれた立地の良いストレージ業者への影響は最小限にとどまるでしょう。オンデマンドというコンセプトが比較的新しいので、立地が良い業者がより利益を上げるという信頼赤字があります。利便性が低く、住宅圏から離れた立地の業者は、信頼赤字よりも利便性に勝り始めているので、顧客がオンデマンドサービスを代替サービスとしてみとめるでしょう。

### カスタマーエクスペリエンスが顧客維持に繋がる

カスタマーエクスペリエンスはオンデマンドビジネスの鍵です。もしカスタマーエクスペリエンスに問題があるな



consider and try an OnDemand alternative as the convenience factor begins to out weigh any trust deficit.

## Customer Experience Leads to Retention

Customer experience is the key to the OnDemand economy. It will not matter how good your technology or product offering is if the customer experience is lacking. The OnDemand economy brings the experience and perception of control and personalisation to the customer. This aspect will have the biggest potential impact on the Self Storage industry. With the traditional model trending more to self, that self experience will need to be empowering or risk the ire of the customer. While human interaction is not mandatory in the customer experience equation – simply allowing the customer to pay their bills online, or book a unit online will not be adequate when compared to the OnDemand solution striving to give the customer a seamless single point solution for all their storage and logistic needs. As our lives get busier, those providers that can provide convenience and customer empowerment will see their business prosper.

## Customer Insight and Engagement

A key point of difference between the OnDemand provider and traditional storage will be customer insight and the use of Big Data. The OnDemand model allows over time a greater level of engagement and insight around the individual customer and their behaviour. Smart operators will learn to use this to interact with their customers and provide them value added services, information and offerings that are unique and personalised. As time passes – this will become more important to both the consumer and the OnDemand provider as a real connected relationship is built that becomes predictive and more personalised and empowering for the consumer.

There is no doubt that the traditional Self-Storage will not be replaced by the OnDemand alternative, but what is sure is that the newer model has the potential to be disruptive. [mark@gnlstorage.com](mailto:mark@gnlstorage.com)



ら、技術が高かろうと、製品が優れていようと関係はありません。オンデマンドビジネスはパーソナライズ化された体験と、自分がコントロールしている間隔と体験を顧客にもたらしめます。この側面こそが、セルフストレージ産業に最も大きな影響を与えるでしょう。従来のモデルがよりセルフサービスに傾くため、セルフサービス体験は顧客の権限を最大化しなければなりません。あるいは顧客の反感を買うことになるかもしれません。カスタマーエクスペリエンスに人と人の関わりは不要です。しかし、物流とストレージ全てのサービスについてシームレスなシングルポイントソリューションに励むオンデマンドソリューションと比較したら、オンラインでの支払いや予約を可能にするだけでは不十分です。ライフスタイルが忙しくなるにつれ、利便性とカスタマーエンパワーメントを提供できる事業者が成功するでしょう。

### カスタマー・インサイトとエンゲージメント

オンデマンド・プロバイダーと従来のストレージとの間の差の重要な点は、顧客の洞察力とビッグデータの利用となります。オンデマンドモデルは、時間をかけて個々の顧客とその消費行動について、高い水準の顧客エンゲージメントと洞察力が可能です。賢い事業者は、パーソナライズ化された付加価値サービスや、情報、オフリングを提供するでしょう。時間の経過とともに、消費者との本心に「つながった」関係が、顧客エンパワーリングを強化し、よりサービスをパーソナライズ化し、ビジネスを予測しやすくするでしょう。これは顧客にもオンデマンドの事業者にも重要なことです。

従来のセルフストレージがオンデマンドサービスに代替されることはありません。しかし、この新しいビジネスが産業に変化をもたらすことは確実でしょう。

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## Self Storage and the Law in Hong Kong

Steve Corbin, Paralegal - Harvey Law Group

The concept of Self-Storage is simple, provide secure space to third parties to store property, and contract with them so that they bear the risk and liability of any problems with the storage, then there should be little to worry about other than collecting regular payments. Unfortunately it is not quite so simple, there are various situations that could leave self-storage operators open to legal liabilities. Working from the same standardized contract which the Self Storage Association Asia provides, allows you not only piece of mind, but assurance that everybody does business by the same code of laws and standards in order that you're never caught unawares.

### Related legislation

The following areas of legislation in Hong Kong directly affect self-storage operators, particularly when that client is a consumer rather than a business;

#### CAP 71 CONTROL OF EXEMPTION CLAUSES ORDINANCE

This ordinance prevents self-storage operators from excluding liability for death or injury due to negligence, and any contract clauses purporting to do so, will be rendered null and void. Furthermore any limitation of liability for loss or damage to goods due to negligence will only be valid if the terms are reasonable, and the storage operator has the burden of proving that the terms are reasonable.

#### CAP 314 OCCUPIERS LIABILITY ORDINANCE

This ordinance makes self-storage operators liable for death, injury to visitors or damage to goods, where the death, injury or damage is caused by any dangers due to the state of the property. This liability means that storage operators must act to resolve any potential dangers. This may include promptly making repairs or providing adequate signage.

#### CAP 457 SUPPLY OF SERVICES (IMPLIED TERMS) ORDINANCE

This ordinance adds implied terms into all contracts, such that self-storage operators must provide their services with reasonable care and skill, and where the other party is a consumer these requirements cannot be excluded by any terms in the storage contract.

## 香港のセルフストレージと法律



セルフストレージのコンセプトはシンプルです。第三者が財産を保管する安全なスペースを提供すること、契約を締結しストレージに関するあらゆる問題について消費者が責任を負うこと、これにより通常の料金回収以外で心配することはなくなるでしょう。しかしながら、全体像はそこまでシンプルではありません、セルフストレージ業者が法的な責任を負う様々な状況があります。アジアセルフストレージ協会が提供する標準化した契約書を利用すれば、全員が同じ法規制と基準で働きことができるので、心配がなくなります。

### 関連法規

下記の香港特別法区域は、特に顧客がビジネスではなく一般消費者である場合にセルフストレージ事業に影響が及びます。

### 第71章 - 免除条項条例

この条例は、セルフストレージ事業者の過失による死亡と傷害の責任回避、またはそうした旨の契約条項を、無効にします。さらに、過失による物品の損害と紛失に対する責任範囲の限定は、条件が妥当である場合にのみ有効になり、またストレージ業者は条件が妥当であることを証明する義務を負います。



### AP 458 UNCONSCIONABLE CONTRACTS ORDINANCE

This ordinance means that if any contract clauses are considered unreasonable, then a court could refuse to enforce the contract, strike out the unreasonable clause(s), or amend the term(s) to make it more reasonable. This could leave operators liable for damages if they are too hasty in claiming a lien over the consumers goods on default, and selling those goods. This is an area where operators should take great care, before disposing of items, particularly where these might contain medical or tax records, family ashes, heirlooms and other irreplaceable items.

### CAP 486 PERSONAL DATA (PRIVACY) ORDINANCE

Customer data cannot be collected (or shared) without consent and must be kept safely and made available to the customer if they request a copy, furthermore the personal data cannot be used to send any unsolicited marketing information to the customer without their prior approval. Breaches of this ordinance could render the operator liable for criminal sanctions

#### Summary

Self-Storage operators should take great care in ensuring their contracts, premises and method of operations fall within the law, otherwise they could be subject to unwanted legal action that may not only prove costly, but could have an unwanted knock-on effect on potential or existing customers. Using the standardized contracts provided from the SSAA can mitigate these and further issues while affirming the industry standards and practices of all the facilities in Hong Kong.

For further information please contact Mr. , Harvey Law Group. [scorbin@harveylawcorporation.com](mailto:scorbin@harveylawcorporation.com)

### 第314章 - 占領の責任条例

この条項により、不動産の状態による危険が原因で、訪問者の死亡と傷害や物品の損害が起きた場合、その死亡と傷害、損害に対してセルフストレージ業者が責任を負います。ここでの責任とは、ストレージ業者がいかなる潜在的な被害を解決するために行動しなければならないということです。それには、速やかな修理や書類へのサインを含みます。

### 第457章 - サービスの供給（黙示条項）条例

この条例は、契約に暗黙の了解を追加します。例えば、セルフストレージ業者はサービスを良識的なケアとスキルをもって提供することなどです。この要件は、ストレージ契約書のいかなる条件によっても除外することができません。

### 第458章 - 不当契約条例

この条例により、もしいかなる契約条項も不合理であるとみなされた場合、裁判所は契約の適用を拒否し、不合理である条項を取り消しまたは修正し、より合理的にすることができます。これにより、もし消費者の物品への留置権主張が速すぎた場合や、消費者の物品を販売が早すぎた場合には、ストレージ業者はこれに対して損害賠償責任を負います。これは、ストレージ業者がもっとも気をつけなければいけない点の一つです。物品、とくに医療品や税務記録、家族の遺灰、その他の取替えが効かないものを廃棄する場合には細心の注意が必要です。

### 第486章 - 個人情報保護条例

顧客データの収集する要件は以下の通りです。顧客の同意を事前に得ること。顧客データが安全に保管されていること。顧客の要望に応じてコピーを提出ができること。また、個人情報、未承諾のマーケティング情報を顧客に送ることは使えません。この条例の違反した場合、ストレージ業者は刑事罰の責任を負う可能性があります。

#### 要約

セルフストレージ業者は、これらの契約、前提、運営方法がこれらの法律の範囲内であることを細心の注意を払って確認しなければなりません。さもなければ、不要な法的措置を受けることになりかねませんが、運がよければ大した金額にはならないかもしれませんが、既存の顧客や新たな顧客獲得に悪い影響がでることになるでしょう。アジアセルフストレージ協会の標準契約書を利用すれば、香港の業界標準的な慣行にそったまま、これらの問題を緩和することができます。



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One on One

## Kevin Chan: The Franchise Life

Kevin Chan, Chairman - Storefriendly

Kevin Chan is well known in the self storage community and throughout the region. After all, this is where Storefriendly locations dot the landscape, with over 130 locations and 1.5 million square feet of land throughout Asia – whether big or small facilities. Above this recognition, Storefriendly is also known for a franchise style of business it has honed with years of honing what works and doesn't in the business of self storage. This model is far different than all other facilities down the street and has proven advantageous for growth in the competitive self storage landscape.

As most, Kevin wasn't your typical storage real estate guy. While he was a product of Canadian education, and though he had the understanding of storage from his days in America, upon moving back to Hong Kong, he fell into computer science. Not your typical launch pad for self storage one could say but during the 'dotcom' era, it was good pocket money when driving through one's studies.

Upon graduation in 2000, he realized that software in Hong Kong was not worth the amount of work that he was putting in (which segways wonderfully on working on the business, not in the business that you will see later). Simultaneously, he had a friend in the US that wanted him to help export self storage doors and partitions abroad. With a showroom in place and marketing flooding the US, the door, pun intended, to self storage was now open.

### Open Sesame

Kevin understood that self storage was a good opportunity and continued down his path of doors and partitioning with a showroom in Lai Chi Kok. Surrounded in the business but as an outsiders, Kevin wanted in.

He made his jump into the self storage foray against some of the early players but the going was tough so a different innovation had to occur. 'There is one night I remember, at midnight, I went to get something to eat at 7-11 cause I was working till 5/6am most days. Then I thought, why couldn't self storage be the same as Starbucks, McDonalds. We should be different, as convenient and as widespread as 7-11.' This idea gave birth to branding, swipe card, punch pads, 24hours, and more for the official Storefriendly brand. It also allowed the ability to minimize the workforce over 50,000sf – but as the 7-11 for storage, this 50,000sf was

Kevin Chan : フランチャイズ  
人生

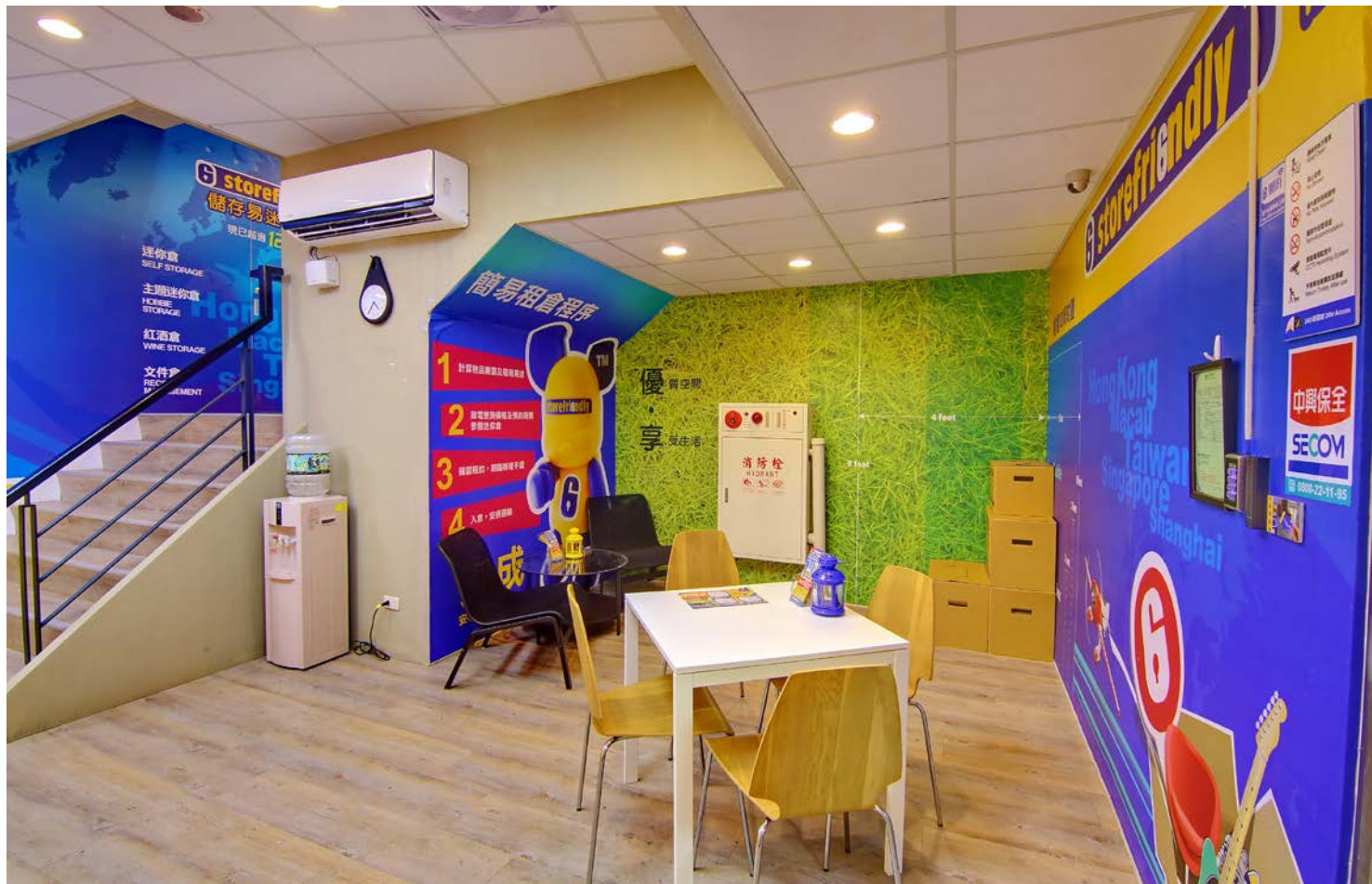


ケビン・チャン氏は、セルフストレージのコミュニティでは、名の通った方です。ストアフレンドリー (Store Friendly) は、アジアに大小130ヶ所、合計で150万平方フィート (約140000平方メートル) の倉庫を持っています。ストアフレンドリーは、セルフストレージ事業では何が有効かを模索し続け、今でも改善を行っているフランチャイズ事業です。このビジネスモデルは、他の施設と異なり、競争の激しいセルフストレージ市場で成長するのに優位であることがわかりました。

チャン氏は、典型的な倉庫専門の不動産業者専門ではありませんでした。

チャン氏はカナダで教育をうけ、アメリカにいたときに、ストレージに対する理解はありましたが、香港に戻ってからは、コンピュータサイエンスに進みました。セルフストレージのキャリアとしては特殊ですが、「ドットコム」ブームは、学生時代の良い小遣い稼ぎになったそうです。

2000年に卒業後、彼は香港のソフトウェア産業では、勉強の成果を発揮できないことに気付きました。そのころ、彼はアメリカの友人に、セルフストレージ用のドアやパーティションの輸出を手伝って欲しいといわれていました。ショールームは完備され、マーケティングがア



vastly spread out throughout Hong Kong to ensure all busy neighbourhoods had one.

### The Entrepreneur Mindset

At the beginning, Kevin's idea was thought of as crazy – mostly because he ushered in a model that was almost double in price as their competitors, in a time when the square foot price was low. What Kevin said next was almost counter intuitive until I understood his meaning. 'Because people thought I was crazy, and people thought there was no market, this means there is a market. If you can get 10 people to tell you not to do it, and there is no market for it – that's when you should do it. That's what makes up an entrepreneur.'

'If you're selling fish balls in Hong Kong, there is going to be a market – but there is lots of competition.'

Seeing the vision for self storage, while he had to spend vast sums in marketing to raise awareness and education, he understood that once people got the idea, they would be sold on the concept. This includes a famous Hong Kong spokesperson, a branded doll, store colours for user friendliness (Blue colour is perceived as safe and Hutchison liked the colour orange so yellow seemed the next closest), and more

アメリカ中に溢れ、セルフストレージへの扉は開かれています。

### 「開けごま」

チャン氏は、セルフストレージのビジネスチャンスを知り、ライチーコック (Lai Chi Kok) のショールームで、ドアやパーティションのキャリアを進めました。部会者としてセルフストレージ事業に囲まれたので、のちに彼は自分の参入したいと思うようになりました。

チャン氏は、セルフストレージ業界に参入し、他の新手企業と競いましたが、ビジネスの成長には他社とは異なるイノベーションが必要だと気付きました。「あの夜のことは今でも覚えています。あのころ、毎日朝方の5、6時まで働いたのですが、真夜中にセブンイレブンに夜食を買いにいったんです。そこで、セルフストレージも、スターバックス、マクドナルドみたいになってもいいじゃないかと、セブンイレブンようにどこにでもある便利な存在になってもいいじゃないかと思ったのです」と、チャン氏は語っています。このアイデアは、ブランディング、スワイプカード、パンチカード、24時間営業など、ストアフレンドリーのブランドイメージ確立につながりました。また、従業員を5万人に減らすことができました。この5万人は、セブンイレブンのように香港全土で、にぎやかな地域で働いています。

energetic marketing. 'People started looking at the brand and thought it was imported from the US – it looks fresh... professional.'

### Investment self storage

'People who spend \$2-3million in our model – they aren't nuts right? They earned it. Now, we've over 90 franchisees – that breaks down into 2 types. 60-70% are baby boomers, retired people that want passive rental income.' Kevin argues that there can be nothing better than becoming a rent collector without the mortgage into your retirement years, 'There is nothing better without the baggage. Some franchisees were making so much that they decided to actually get into property ownership.'

Investor sentiment in the business grew, buoyed in confidence by how much the initial Storefriendly franchisee owners were making. This grew 'To a point in 2010/11/12 where we were launching 3 branches a month. We didn't even have time to do the opening. [The Storefriendly brand was so strong] that by the opening, it was already full. Some franchisees have multiple locations!'

While expansion was top of mind, with growth in Macau in 2007, Kevin was focused on brand direction. 'We are doing more than self storage – we are doing investment planning. We aren't just the storage guys – we are professional investors helping other professional investors generate profit. We help [our franchisees] to manage the portfolio, however, the money, they can raise this every single day. In this viewpoint, the future looks different.'

Kevin's future outlook encourages the idea of investment and revenue generating activities. Investors understand this and it while this pursuit could be in any given industry, Kevin banks on the fact it will be in storage. 'The market is ripe in Hong Kong, the market is great in Macau – but China is not ready for this yet. Once it's ready, then we'll make further investments – but for now, making in-roads in order to be ready to invest is good enough for now.'

Further investment opportunities took him to Taiwan, Singapore where initial in-roads were made and pounced upon when the opportunity was soundest. 'It's like baking bread – you need to have yeast to make it grow.' So like a baker, Kevin puts 'yeast' in the countries they see the most growth in. This method can take a heckuva lot of initiative and an entrepreneur mindset.

### The long view

He argues that there is a lot of opportunity in self storage and those that are in there, while happy, could push harder to make more money. Kevin's immediate goals are not money centred either however. He's quite secure with this. His goal

### 起業家精神

最初は、誰もがチャン氏のアイデアをナンセンスだと思いました。土地面積価格が安かった時代ですが、価格が競合他社のほぼ倍では、ビジネスモデルとして成立しないと思ったからです。しかし、チャン氏は、これを受けて、ほとんど反射的に、直感的に言いました。「みんながクレイジーだと思い、みんながビジネスと成立しないと思うなら、そこにこそ市場があるんだ。10人がやめると言うビジネスなら、10人が市場がないと言うなら、その時にこそ自分を信じて実行すべきだ。それが起業家だ。」と。チャン氏は、言ったあとに自分の発言を理解し、ひらめきを得ました。

「香港で魚のすり身を売るなら、確かに市場はあるが、競争も激しい。」

ビジョンが見えていたので、マーケティングと市場での認知度を高めるために巨額を投じる必要があっても、消費者がセルフストレージというコンセプトを理解したら、売り上げはあがると信じていました。それには、香港の有名な広報担当者、ブランドマスコット、ユーザーフレンドリーな色使い（青は安全な色で、ハチソンがオレンジを好きなので、黄色に決めました）、そして精力的なマーケティングを含みます。「人々が当社のブランドを見て、アメリカから輸入された、フレッシュでプロフェッショナルなイメージを抱くようになりました。」と。

### セルフストレージへの投資

「200万、300万円をわたしたちのビジネスモデルに投資した人とおかしいと思いますか？彼らは利益を得ました。今では90以上のフランチャイジーがいます。そのうち、60から70%は、ベビーブーム世代と、受動的な賃貸収入が欲しい退職者です。」チャン氏は、退職後は、住宅ローンのない賃貸収入ほど都合のいい収入はないと主張しています。「荷物なしの生活に勝るものはありません。フランチャイジーのなかには、収入が思いのほか大きく、不動産を実際に購入した人もいます。」

「ストアフレンドリーの最初のフランチャイジーオーナーのビジネスによる売り上げへの自信に支えられ、投資家心理が成長しました。2010年11月12日、3つの支店を立ち上げた月には、オープニング式典の時間もありませんでした。しかし、ストアフレンドリーのブランド力が強かったため、オープン当日からいっばいでした。複数に立地しているフランチャイジーもいます。」

2007年マカオ経済の発展により、チャン氏が思いついたのは事業拡大でした。そのため、ブランドの方向性を固めることに集中しました。「わたしたちの事業はセルフストレージだけではありません。わたしたちはプロの投資家で、他のプロ投資家が利益を生むのを助けています。わたしたちは、フランチャイジーがポートフォリオ

is to develop the Hong Kong brand by growing an original Hong Kong company Asia wide. 'The pan Asian exposure is a dream...and is the next decade of what we need to do.' This fits very well in with his entrepreneur model which is...if everybody is there, why would I want to be. 'Its like wine. If I wanted to grow grapes a long time ago for wine, I would know to go to Bordeaux – but there are many farmers in Bordeaux. I want to produce in the next Napa Valley.'

'I'm not doing enough in Singapore, I'm not doing enough in Malaysia, I want to go back to the US, that's our dream... to grow quality self storage around Asia.' Storefriendly is currently in Hong Kong, Singapore, Taiwan, Malaysia, and Macau.

### Difficulties and Freedoms of Franchise model

In case you thought otherwise, it turns out franchises aren't that easy to run. 'If it wasn't difficult, anybody could do the franchise. Other competitors have tried.' The hardest thing? Getting franchisees on the same page. Managing the franchisees is not only the most important focus but also the most difficult one because you are managing a completely different type of people. 'Franchisees are worth 5 million, 10 million, until 1 billion dollars. The target audience is different. If you're managing a franchisee that's worth 1 billion dollars (HKD), how can I manage you?' These people will come from a different, and successful, background and have their own visions to build the business – but this then takes away from the proper definition of a franchise.

Defining the style and how to run the franchise business for them, 'making it crystal clear', makes it easier for the franchisor to manage the franchisee and in turn, the brand. 'Every platform for each franchisee is the same. Everybody, including the people at the front desk, are on the same page. They must have the same Ecosystem to follow.' Obviously, this can make it easier for the franchisee as a (passive) investor. The ecosystem includes technology, methods of management, licensing collection, standards, design, layout, marketing, economies of scale, guarantees, contracts, the definition day to day/moment to moment activities – the works.

Remember the 'working on the business' segway as per his laborious software days? Well, the main freedom comes by way of simply growing the main business and not running the operations of each of individual facility. While the franchisee takes care of the operations for each facility – because it is theirs after all – time and opportunity opens up for the franchisor to build the entire brand, seek new development opportunities, and of course, new investors.

の管理をするのを、金額に関わらず助けています。この視点からは、未来が違って見えます。」

チャン氏が描いた将来の展望は、投資を呼び込むものでした。投資家もこれを理解したのですが、投資家は他の業界でも利益を得られます。それでも、チャン氏は投資を当てにしました。「香港の市場は成熟しています。マカオの市場は素晴らしいのですが、中国市場はまだ準備ができていません。準備が整い次第、さらなる投資を行います。ただ、今ではないですね。今のところは、投資の準備をするために参入をするだけで十分です。」

次に、投資機会を惹かれ、台湾、シンガポール投資機会がもっとも健全だった時、最初の参入をしました。「パンを焼くようなものです。膨らませるにはイーストが必要です。」と、チャン氏は言っています。だから、パン屋のように、チャン氏は「イースト」をまき、その成長を見守りました。この方法は、大変なイニシアチブと起業家精神が必要です。

### 長期的な展望

セルフストレージ業界にビジネスチャンスがたくさんあり、今より少しがんばればより多くの収益を上げることができると主張しています。しかし、チャン氏の直接的な目標も中心的な目標も収益ではありません。彼の目標は、アジア全域に香港企業を進出させることで香港ブランドを高めることです。「パンアジアの露出は、私の夢であり、次の10年にしなければならないことです。」は続きてこう語っています。「みんながそこにいるなら、私はそこに行かない。もしワインを作りたいのなら、ボルドーに言ったでしょう。しかし、ボルドーにはすでに多くの農家があります、だから、わたしは新しいナパバレー（アメリカのワイン用ぶどうの産地）を作ります。」

「私はシンガポールでも、マレーシアでも十分な仕事をしていません。アメリカに帰りたいです。質の高いセルフストレージをアジアに作るのが私の夢です」。ストアフレンドリーは、香港、シンガポール、台湾、マレーシアとマカオにあります。

### フランチャイズモデルの難しさとおもしろさ

もしそのように考えていないなら、フランチャイズはそれほど簡単ではないでしょう。「もし難しくないなら、誰でもフランチャイズをできます。競合他社も行っていいでしょう。」最も難しいのは、フランチャイジーと意思の共有をすることです。フランチャイジーを管理するのは、最も重要で、最も難しいことです。なぜなら、全く異なるタイプの人間を管理しなければならないので。「フランチャイジーは、500万、1000万、10億香港ドルまでの価値があります。ターゲットオーディエンスも違います。もし、あなたが10億香港ドルのフラ



### Ok so, what's next then?

Becoming the 7-11 of self storage isn't the end though – Storefriendly has grand plans to develop the market for the rest of the population and for all the reasons they would use storage. 'Not families [and households], [we're focused on] individuals. Next generation stuff. Utilizing our existing branches to provide O2O solutions (Online to offline) like redemption centres, and other innovations ... that I will tell you on the next interview', he says, with a hearty chuckle, 'I have to keep some secrets and need enough for the next (SSAA Magazine).'

While Kevin holds some of his secrets, its no secret that he's making it his mission to spread the awareness of the franchise model of self storage throughout Asia in order that those that want to take advantage of the rapid growth of the industry, can. For this, he needs to turn over rocks in many countries where self storage is just a blip on the map. While this may seem like a hassle to many, this is exactly where real entrepreneurs thrive. [kevin@store-friendly.com](mailto:kevin@store-friendly.com)

ンチャイジーを管理しているなら、私にはあなたを管理することはできません。」こういった人々は、異なる成功したバックグラウンドを持ち、自分のビジョンを持っています。しかし、これはフランチャイズには適してません。

「フランチャイズビジネスのスタイルと運営方法を極限まで透明化すれば、フランチャイザーは楽にフランチャイジーと、その結果としてブランドを管理できます。フランチャイジーの全てのプラットフォームは等しくなければなりません。フロントデスクに至るまで、全ての関係者が意思を共有し、同じ生態系に従う必要があります。」確かに、これは投資家としてのフランチャイジーの仕事をしやすくするでしょう。テクノロジー、マネジメント応報、ライセンスコレクション、基準、デザイン、レイアウト、マーケティング、保証、契約など、日々の業務全てがマニュアル化されるべきです。

面倒なソフトウェア開発の日々を覚えていますか？自由は、個々の施設を運営することではなく、主要なビジネスを成長させることで得られます。フランチャイジーが個々の施設の面倒を見て、自分はブランド全体の確立、新しい開発機会の模索、そしてもちろん新しい投資家募集に力を注ぐべきです。

### 次に何をしますか？

「セルフストレージのセブンイレブンになるのがは最終的な目標ではありません。ストアフレンドリーは市場は、まだセルフストレージを利用していない人口のために事業を成長させます。家族や世帯ではなく、個人に焦点しています。既存の支店を活用して、買い戻しセンターやオンラインtoオフラインソリューションなどのイノベーションなど、次世代のことが必要です。それについては別のインタビューでお答えします。アジアセルフストレージ協会の次の号にとっておきます。」

チャン氏は、いくつかの秘密を持っていますが、セルフストレージのフランチャイズモデルをアジアに拡大し、業界の急速を使命としています。セルフストレージがまだ少ない国を調べる必要があります。多くの人にとっては面倒に思えるでしょうが、これが企業に最も必要なことです。



# High-Level Leasehold Valuation

Malcolm Collins, Director - Collins & Associates

As an Australian consultant specialising in valuing and advising to a national self storage client base “Down Under” for over 20 years, I understand the industry and its operational dynamics, which are common to any market world-wide. I have researched several Asian markets over time and can offer some commentary you may find relevant.

Going concern self storage valuations in Australia generally address freehold property worth. My experience of Asia confirms that leasehold interests predominate.

Major population centres illustrate “vertical” markets created in converted high-rise buildings with generally small lettable areas per facility on separate floors (contiguous or otherwise), where land value and availability is at a premium.

As a consequence the primary valuation tool should be discounted cash flow (DCF) based upon the finite terms of the lease involved. Rent and outgoings are a major ongoing expense. Gross income must be substantial enough to cover all costs and to then produce a strong net income to sustain an identifiable leasehold interest (value) as soon as possible, and to maximise returns in the time available.

Leasehold value creation also varies according to the operational status of a facility and whether it is “greenfield”, maturing or mature. The status of operations when a facility is valued and the longer the length of its lease plus options, the greater the potential leasehold value that exists.

Where an operator attempts to “price lead” a catchment rather than primarily discount to grow and maintain occupancy, leasehold value is more transparent and sustainable. Such value of course is also directly affected by local trading conditions, supply and demand, competitor numbers and pricing, the quality of facilities, average unit sizes and the usual factors that directly impact cost and returns.

Quality management is always crucial to success. Proactive, commercially-progressive operators are most able to maximise value, whether freehold or leasehold. Dynamic pricing and attention to detail, presentation and cleanliness packaged up in quality, bright facilities are as important as an excellent website and retail-orientated staffing.

People and service are involved. Client conversion rates

## 賃貸借物件評価概要



20年間国内のセルフストレージクライアントにたいし評価とアドバイスに特化した、オーストラリアのコンサルタントとして働いてきたので、世界のあらゆる市場で共通する業界とその事業ダイナミクスをよく理解しているつもりです。アジア市場にも関わったことがありますので、読者の興味を引くような話もできるでしょう。

セルフストレージのゴーイングコンサーン評価では、一般的に自由保有財産の価値によります。一方で、アジアでは借地権の利子が優勢であることを確認しています。

主な人口密集地では、利用可能な土地が少ないため、価格は高くなり、各フロアの賃貸可能な面積は一般的に小さくなります。そのため、高層ビルに垂直的な市場ができます。

そのため、主なバリュエーション方法は関連するリースの有限条項に基づいたDCF法（ディスカウントキャッシュフロー法）になり、賃貸費用が主な継続的費用になります。総収入は全費用をカバーするほど、純利益は借地の利息を維持できるほど大きくなってはなりません。そして、配当も忘れてはいけません。

借地の価値は、施設の稼働状況と、その土地がグリーンフィールドかブラウンフィールドかによります。稼働状況は設備が評価されるとき、リース（とオプション）の期間が長いほど、借地の潜在的な価格が高くなります。

セルフストレージ事業者が、ストレージの利用率の維持と成長のために割引ではなく、プライスリーダーによ

## High-Level Leasehold Valuation

and hence ongoing gross and net incomes and maintainable occupancy depend upon these abilities.

In a vibrant and established market where sales of leasehold interests exist direct comparison of sale prices is possible providing the valuer can give due and considered weight to all of the particular issues involved with a property transaction ie the “when, why and how” it occurred.

Knowledge of and access to individual and background property data and general market “deals” is central to the analysis and interpretation of transactions and application into the valuation process itself, as at the date it is undertaken.

DCF modelling allows financial behaviour over a finite timeframe, keyed in to a specific lease term and option(s), to be made with some certainty. Allowances for typical occupancy issues within the timeframe as well as any end-costs appropriate (eg “make good” requirements, client relocations etc) can be factored in to calculations.

There is generally no residual end-value in a leasehold occupancy unless the business can sell any goodwill involved in its client base and records to another operator, or it can realise value in its depreciated fixtures and fittings.

Due care and detailed investigations are a necessity to produce such a value in the expanding, multi-faceted market that is the Asian self storage asset class today. [malcolm@malcolmcollins.com](mailto:malcolm@malcolmcollins.com)

る価格操作を試みる市場では、借地の価値はより継続的かつ透明になります。もちろん、このような価値は地域の貿易条件、需要と供給、競合他社の数と価格、施設の品質、平均ユニットサイズやその他の費用と収益に影響する要因に影響されます。

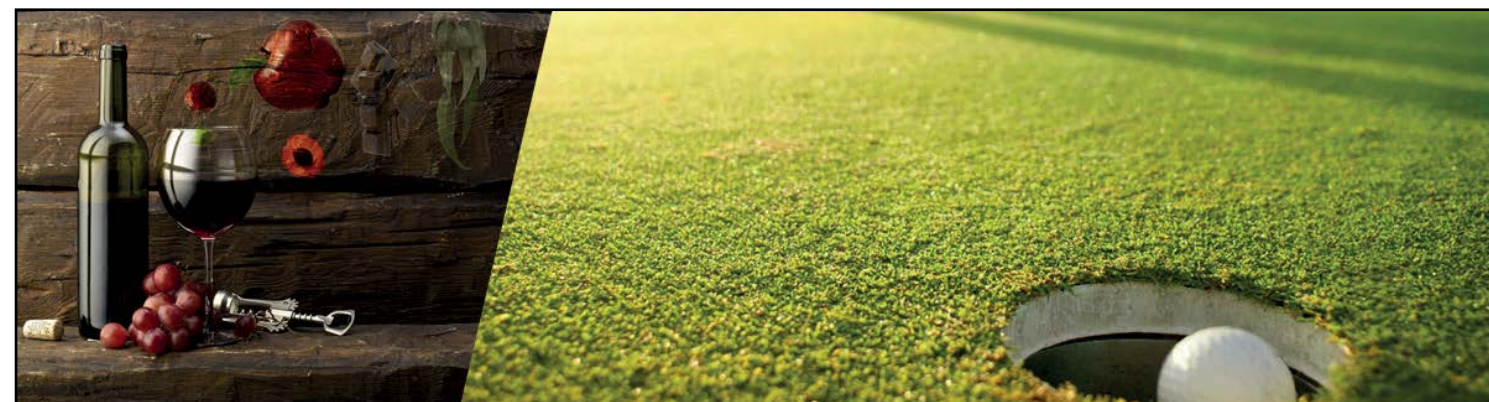
品質マネジメントは常に成功に不可欠な要因です。積極的で、商売に漸進的な事業者がもっとも価値を上げられます。これはフリーホールドでもリースでも言えることです。ダイナミックな価格設定と、ディテールへのこだわり、プレゼンテーションと清潔さ、施設の明るさなどは、優れたウェブサイトや小売志向の人材と同じくらい重要です。

価格査定官が公平に評価し、資産取引に関わる問題の全ての重みが考慮されている場合、活気ある確立された市場で、借地権利益の売り上げがある市上では、販売価格の直接的な比較が可能です。

DCF（ディスカウントキャッシュフロー）モデルは、ある一定時間内（特定リース期間とオプション）の金融行動を確実に実行することを可能にします。期限内の典型的な占有についての引当金と、エンドコストの割り当て（クライアントの再配置や良い要件定義など）は、は計算によります。

一般的に、借地権占有における残存価格は、顧客基盤や記録を他の事業者に営業権を販売するか、什器備品の減価償却を現金に換えないかぎり、残存価格はありません。

今日のアジアのセルフストレージ資産クラスのように、多面的な拡大する市場では、相当な注意と詳細な調査がそのような価値を生み出すのに不可欠です。



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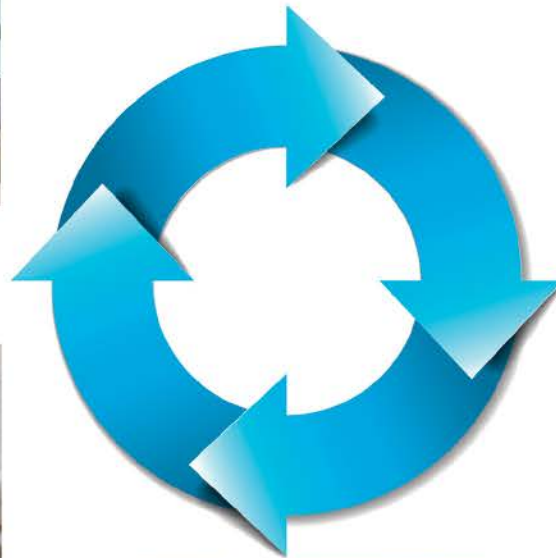
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One on One

## Confessions of a true professional

Jon Perrins, Executive Chairman - Steel Storage

Being in the business of self storage, one could fault me to be biased. I'm sure however that I'm not the only one that when they think of Jon Perrins, they think of one of the most enthusiastic and persistent people in the business. From being a provider, supplier, and true association supporter, both his and Steel Storage's presence is global.

Lots has recently been happening with Steel Storage including the restructuring of their company in the case of selling their European assets to Janus International as well as opening their production facilities in Malaysia and Australia – but this, is all in the name of the driving success in market leaders. Celebrating 25 years in the industry this year, with Australia and Asia in focus, Jon continues to be the persistent. “Selling Europe was a tough decision as we had a lot of great people in that business. Customers and staff included.”

While he's Australian, Jon is not fresh off the boat. Jon started on the supply side with general steel building products in 1983. With the sale of his business in 1992 to Pioneer International, he gave himself more room to focus on the self storage market for which inroads had already commenced since 1990 seeing the opportunity that his father encouraged him and his brother, Doug, to get into.

Much the same way as other business ideas are conceived, the self storage idea for the Perrins family was conceived in America and imported from his 'right always' father who saw the future in 1989 and requested Jon to build his storage site. Friends of the Perrins' family saw this concept and took Jon on to do theirs.

It was during this time that the pillars of self storage knowledge were hammered into Jon's personality.

It didn't take long for Jon to see the opportunity and by 1996, he had his building footprints in Australia, New Zealand, and the UK. The opportunity in the UK turned out convincing enough to necessitate moving the family from sunny Brisbane to foggy London thus giving birth to a pan European self storage supplier at the start of when most of the current and biggest self storage providers were also finding their own business inroads.

This gave Jon great experience abound on some of the

## Jon Perrins: 真のプロの告白



セルフストレージ事業の関係者なので、私が見解が偏っていると指摘する人もいるでしょう。しかし、Jon Perrins氏を、セルフストレージ産業でもっとも粘り強く、熱いビジネスマンである同意する人は数多くいると思います。プロバイダー、サプライヤー、そしてセルフストレージ協会の本当の支持者として、Steel Storageと彼自身の存在感は世界的です。

ペリス氏は、ヨーロッパでの資産をJanus Internationalに売り渡した後の事業再構築や、マレーシアとオーストラリアでの生産設備の立ち上げなど、Steel Storageは近年さまざまな変化を経験しました。しかし、全ては市場の牽引車としての成功に向けた彼の戦略です。「ヨーロッパのビジネスを売却するのは彼にとって苦しい決断でした。顧客や従業員など、たくさんのつながりがあったので。」と語っています。

ペリス氏はオーストラリア出身ですが、ヨーロッパには慣れ親しんでいました。スチール建築関係製品のサプライ側として1983年にこの業界に入り、1992年にPioneer Internationalに事業を売却し、父親に兄弟のダグ・ペリスと一緒に勤められ、セルフストレージ市場

best and most creative projects across Europe, thus solidifying their depth in the business and creating some of the ‘most exciting times in my life’.

### Persistent Perrins

In 2003, with a strong management team in place in London, the Perrins family returned home and focused on business in Asia with their off the ground project in the StorHub Changi and Kalang, Singapore facilities.

Three years later, with the imminent retirement of his Steel Storage business partner, Brian Perry, he brought Lazards Private Equity in to acquire enough capital to start up self storage facilities in Singapore. Buying and filling up buildings under the name of Extra Space came as second nature to Jon who eventually also exported it into South Korea and Malaysia. At the end of 2012, Jon enjoyed being bought out once more by a UK property group which allowed him to in turn buy Lazards’ share in the Steel Storage business. He was once again full owner of Steel Storage’s global operations with the pre Europe sale reputation as the biggest self storage building systems provider outside of the US specializing in emerging markets. [We do this because] we enjoy the experience and we see the value in getting to know the operators and understanding them right from the start. We have customers we’ve done over 70 projects for [from the first one!]. We build long term relationships, having now been involved in over 1,000 projects worldwide.’

### Two decades in: How has and will the industry changed?

‘The basic product has never changed but the styles and mechanization has.’ Design and custom colours, styles, technology, looks, and locks are now in the fold. Adding to the product range includes PTI technology which allows for people-less facilities thus adding automation to the facility.

Jon has seen the changes through the years, and while different styles, models, and building designs have been tried, like your old jeans, the classic is still the best. Customer experiences however will always trump satisfying their desires for innovation and technological advancements will be important. ‘I see buildings being more user friendly, 24/7 access, climate control, building closer to the customers and not on the fringes, and smaller self storage sites with enhanced access.’

Jon also doesn’t discount the need to keep marketing and communication digital (Start to compare the success of the airline website model and how shopping will be done for the better dynamic pricing comparison.) Digital marketing has blown the Yellow Pages (Yellow what?) out of the water and nearly all business will be done online going forward

に集中する余裕を得ました。ちなみに、1999年には、彼はすでにセルフストレージに参入を始めていました。

セルフストレージのアイデアは、ペリス一家がアメリカにいたとき思いつきました。「いつも正しい」彼の父親が、セルフストレージ産業に将来性を見出し、ストレージ施設を作れとペリス氏に依頼し、その後、彼の友人がセルフストレージのコンセプトを知り、彼らのセルフストレージを作るように依頼しました。

ペリス氏がセルフストレージに関する多くの知識を得たのはこのころです。

ペリス氏は、セルフストレージというビジネスの可能性とビジネスチャンスを見出し、1996年にはオーストラリア、ニュージーランド、イギリスに建物の敷地を持ちました。イギリスでのビジネスチャンスがあまり大きかったため、家族でわざわざ天気の良いオーストラリアのブリズベンから霧の都ロンドンに引越すほどの結果、当時最大のセルフストレージ事業者たちがロンドンへの進出をまだ計画しているときに、いち早くヨーロッパのセルフストレージサプライヤーとして進出することができました。

そのおかげで、セルフストレージという新事業を確立するというヨーロッパ全域でもっとも革新的なプロジェクトを運営する経験ができました。彼の人生でもっとも刺激に満ちた体験です。

2003年、ロンドンに優れた経営陣を残し、一家で母国に帰り、シンガポールの、ChangiとKalangのStorHubプロジェクトに取り掛かりました。

3年後、Braian Perry氏（Steel Storage事業のパートナー）が退職し、ペリス氏はシンガポールにセルフストレージ施設を節利するのに十分な額のLazard未上場株を得たので、Extra Spaceというブランド名で建物を購入しました。このビジネスはのちに韓国とマレーシアにも導入されます。2012年の終わり、もう一度イギリスのプロパティグループに売り渡し、スチールストレージのラザード株式を購入しました。その後、ふたたびアメリカを除き、新興市場をターゲットとした世界最大のセルフストレージ施設のプロバイダーというヨーロッパでの前評判をもったSteel Storageのグローバル事業のオーナーになりました。ペリス氏は70以上のプロジェクトを共に終えた顧客を持ち、長期的な関係を築き、世界中で1000以上のプロジェクトに関わってきました。事業者たちと最初から関わり、彼らを知っていくという経験が何よりも変えがたく楽しいと語っています。

### セルフストレージ業界はこの20年間でどのように変わりましたか？

主な製品はまったく変わりませんでした。スタイルと機械化は変わりました。デザインとカスタムカラー、スタイル、技術、ロック（錠前）は現在、節目にありま



– where people (aside from digital marketing and social media-philies) will disappear from the process. ‘This can mean that there will be little room for small operators that aren’t part of a group, a management group...but in the market on his own will be difficult as he’ll find positioning very hard (in the crush of ad and search dollars).’ Establishing this and taking risks into new markets – particularly in the vast opportunities available in Asia, will drive the next kings of storage in the region.

This will however come at the expense of more education in the industry for financial institutions and lenders needing to understand the valuation and appraisal process among other leading ‘key factors’ as to what makes this industry so lucrative. ‘Self Storage is a capital hungry industry – and unless the industry invests in this (Unless improvement in education are made for institutions about the industry and all it entails) it will slow the business down because you just won’t be able to get the credit. As a matter of fact, this should be the number one focus for the association going forward.’ ‘No worries Jon,’ I noted, ‘I’ll get somebody on it!’ (Knowing, cheekily of course, who that somebody is...)

す。今後増えていく製品の中には、設備に自動化設備を追加し、より少ない人員で倉庫を管理できるPTIテクノロジーもあります。

さまざまなスタイル、モデル、建物のデザインが試されました。それらを見てきましたが、伝統的なデザインが未だにもっとも優れています。しかしながら、イノベーションと技術革新は常に重要であり、これらがカスタマーエクスペリエンスの切り札になるでしょう。24時間毎日利用可能、空調、近所にある、小さいけれどよりアクセスがよいなど、より使いやすいセルフストレージ施設などもあります。

マーケティングやコミュニケーションのデジタル化にも妥協しません。ペリス氏は航空会社のウェブサイトモデルと、そのよりダイナミックな価格比較システムなどの成功例などを比較から始めました。デジタルマーケティングは、電話帳を完全に過去の遺物にし、多くの取引がオンラインで行われるようになりました。- デジタルマーケティングとソーシャルメディア嫌いの人を除き、多くの人々が取引プロセスからいなくなるでしょう。「これは大企業やグループに所属していない零細業者にも参入のチャンスが生まれるということでしょう。しかし、ポジショニングが難しいでしょう。ポジショニ

Been there, done that

While many people may be shy to confess, Jon isn't and will proudly state he's been around...the industry. He has helped shape and create what self storage is now having worked on different projects in different continents, the latest being the formation of the SSAA, for which he is very proud of. As a matter of fact, his achievements in shaping the way different self storage associations around the world have succeeded are the achievements he most reveres as these projects have encouraged the growth of the industry world wide.

He also reflects as a proud father over his baby, Steel Storage, and confesses that while it has had its times, he can't be prouder of the success Steel Storage was able to achieve and the great people he's been able to work with and incorporate into his life along the journey. In his reflection, and while hindsight is 20/20, he understands that there have been times that escaped him – namely selling Extra Space earlier than he wished he had.

Another missed opportunity he feels is his (mis) understanding of the Asian market. 'The Asian market is very here and now' relative to the durability of products that companies in European and other markets demand and depend on for longevity and investment.

He does however see the road ahead as fantastic to grow into and be a part of for anybody who wishes to be. Having taken the big leap into the industry, it has provided great opportunities for him and his family – 'It changes your whole life and had I not done it, I would have kicked myself. It changes everyone around you. You provide the motorway for people to drive down and this is why I do it. All these people in my company are having world experiences thus creating activity for everybody.'

Where would I go from here?

'I could see myself opening a new brand of self storage in Asia, in a new market region – without any conflict with the activities of Steel Storage of course – hopefully opening the market opportunity for other people to come in behind me to grow the market.'

So that's when I inquisitively piped in... 'So Jon, where is this next market?' 'Can't tell you that mate – haven't got to it yet.' – he says with a wry smile that I can hear over the phone, 'But what I can say is there is a lot of greenfield out there – and even where self storage currently is, there is little awareness of self storage there anyway.'

So while he's not giving up trade secrets, being the mentor that he is, he still encourages everyone to be their own creator and take advantage of the challenges and opportunities that lay ahead – no matter how daunting they may seem

ングを確立し、新しい市場（とくにアジアには大きなビジネスチャンスがあります）でリスクを覚悟すれば、その市場のリーダーにもなれるでしょう。」

金融機関がセルフストレージ事業を高利益なビジネスにする要因に関する要因など、さまざま主要因の中で評価プロセスを理解する必要があるため、業界内での教育が必要になるでしょう。「セルフストレージは資本が必要が産業です。そして、産業がこれに投資（つまり、産業全体がセルフストレージ産業とそれに関する全てについて金融機関を教育すること）をしない限り、事業が停滞するでしょう。なぜなら、信用を得られないからです。実際に、協会にとって一番の優先事項であるべきです。」

ペリス氏は、今日まで、多くの国で多くのプロジェクトに関わり、セルフストレージというサービスの基本形を作りました。最近ではアジアセルフストレージ協会の立ち上げも手伝いました。ペリス氏はこのプロジェクトのお手伝いができたこと、心より誇りに思うと語っています。他の国々でも、セルフストレージ協会の設立を手伝い。これらの協会が、業界の発展に貢献していることについても、ペリス氏は誇りに感じています。

Steel Storageの父としても彼は誇りを持っています。一時はSteel Storageが彼の手から離れましたが、Steel Storageを通してさまざまな出会いを経験したことも、Steel Storageが大きな成功を収めたことも、とても大切な経験だと語っています。失敗は成功の母といいますが、Extra Spaceを早く売ったことを後悔していました。

アジア市場の理解が甘かったのも少し悔やんでいます。アジア市場は、今もとても旬な市場です。アジア市場では製品の耐久性が物を言います。製品の耐久性は、ヨーロッパや他の市場のセルフストレージ業者が必要としているけど、投資に依存している部分です。

しかし、やる気と能力があれば、誰でも成功できます。ペリス一家はこの業界に飛び込んだとき大きなビジネスチャンスを得ましたが、もしこの事業に全てをささげていなければ、大失敗をしていたと語っています。

「事業は人生を変えます。自分の人生だけではなく、他人の人生も変えます。ユーザーが使いやすい、従業員が働きやすい環境を作ることが大切です。」

「私自身も、新興市場アジアでの新しいブランド確立の可能性を模索しています。もちろん、Steel Storageの事業と矛盾しないように行います。可能であれば、後続の人々が市場に参入しやすくし、産業を成長できたらいいですね。」

「では次の市場はどこですか？」

「まだ決めていませんが、魅力的な市場はたくさんあります。すでにセルフストレージ産業がある国も含めてです。まだセルフストレージの認知度は低いですが

at first. With a sigh, reflection, and the smile on his face I can hear through the phone, he admits proudly he has few regrets and would do it all again. Having learned the rich history about the man, it would seem 'Persistent Perrins' could actually have the strength to do it all again if he so chose to. After all, true professionals die hard.

ら。」  
ペリス氏は商売の秘密は教えませんが、メンターとしてみなさんをサポートし、どんなに最初は不可能に見えてもチャンスをつかんで欲しいと願っています。電話口でペリス氏はため息をひとつついて、「後悔することもあったし、やり直せるならやり直したいこともある。」と言いました。「粘り腰のペリス」と呼ばれる彼のような、真のプロフェッショナルはタフなのでしょう。



New General Manager  
Steel Storage Australasia  
Mr Stephen Boxall

### Market news: Changes for the Steel Storage Group

Steel Storage Group has announced the sale of Steel Storage Europe Ltd to Janus Inc. of Georgia USA. As the market leader for self storage fit-out and construction systems in Australasia, Asia and Europe this sale has enabled Steel Storage to focus on supporting and developing the self storage market in Asia and its Association.

The sale has resulted in a restructure within the Steel Storage Group, with the appointment of a new General Manager for Steel Storage Australasia Mr. Stephen Boxall. Reporting to Stephen Boxall is the newly appointed General Manager for Steel Storage Asia, Mr. Neil Waterman. Neil has been with the Steel Storage Group for 11 years and working in Asia for the last 2. This restructure allows Steel Storage Asia to fully focus on delivering world class fit outs, product and designs to the burgeoning self storage market in Asia. With dual manufacturing facilities in Australia and Malaysia, Steel Storage will be able to provide a fast turnaround and installation on products and with its sales office based in Singapore deliver fast quotes, designs, and consultancy services.

Jonathan Perrins, Founder of the Steel Storage Group commented:  
"The sale of Steel Storage Europe allows us to focus on the development of self storage in Asia plus help support and grow the Self Storage Association. We continue to have incredible capacity to produce in two manufacturing facilities and have new patent registered products to release in the second half of this year".

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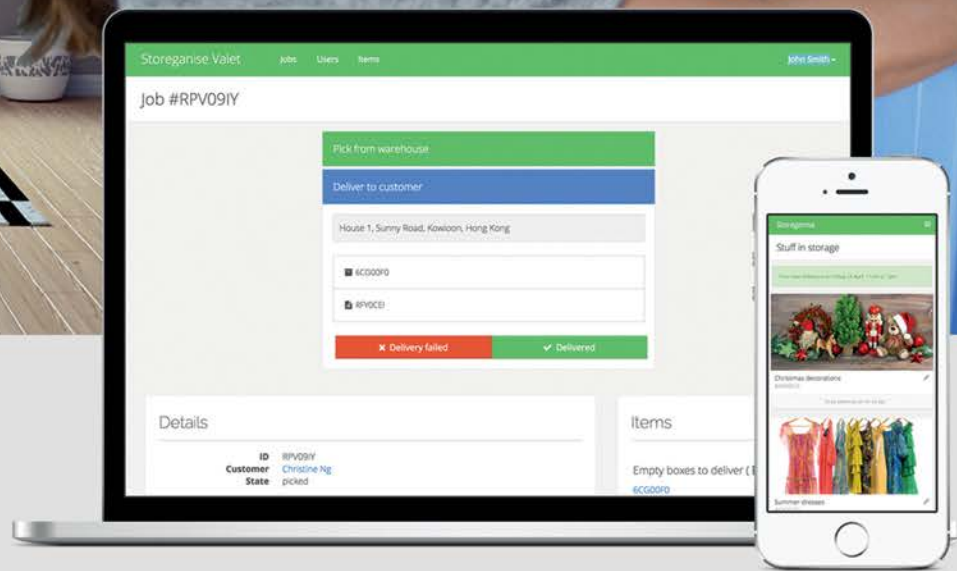


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## Members Directory

Introducing: Your SSAA members! The SSAA member directory helps our members get to know one another all in the name of opportunity and business. This contact information can also be found on our website: [www.selfstorageasia.org](http://www.selfstorageasia.org)

SSAA 會員のご紹介：SSAA會員名簿を活用してお互い知り合いになり、ビジネスチャンスにつながられます。會員の連絡先の情報はウェブサイトでも提供。會員の種類には正會員・サプライヤー會員、暫定會員およびアジア外會員があります。

The categories are split up between Full Operator, Supplier, Provisional, and Overseas memberships.

Current Self Storage Members

Current Supplier Members

## Full Operators



## 3S Self Storage Sdn Bhd

Representative See Lay Ching  
 Position Director  
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 Email lcsee@sittat.com  
 Website www.3s-selfstorage.com  
 City Penang  
 Country Malaysia

Company Profile 3S Self Storage is the first self-storage operator in Penang. Its facility is situated within Georgetown city, which is easily accessible from main roads and highways. The first phase of the facility consisting of normal temperature storage units was launched in November 2013. The second phase expansion is presently underway and upon completion in the 3rd quarter of 2014, the facility will have unit sizes ranging from 12sf to 112sf. 3S is also planning to build air-conditioned rooms and wine storage rooms with target completion in the 4th quarter of 2014. By then customers in Penang will have more than 250 storage units of various sizes and types to cater to their personal and business needs. 3S is a subsidiary of SittTatt Company Sdn Bhd with more than 50 years of experience in the warehousing and logistics industry.



## Arealink Co. Ltd

Representative Naomichi Hayashi  
 Position CEO  
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 Email hayashi@arealink.co.jp  
 Website www.arealink.co.jp  
 City Tokyo  
 Country Japan

Company Profile The storage business: In addition to Hello Storage and the provision of storage space, the Company provides space for the storage of daily living and general items on a nationwide basis under such brand names as Hello Trunk and Hello Bike Box.



## CBD Internatinal Self Storage Limited

Representative Tso Siu Lun Alan  
 Position Founder  
 Telephone +86 10 5920 8149  
 Email alan@cbdmnc.com  
 Website www.cbdmnc.com  
 City Beijing  
 Country China

Company Profile CBD International Self Storage Limited ("CBD Self Storage") is a subsidiary of China Mini Storage Limited. Headquartered in Beijing. As the leading high-end mini storage brand in Beijing, CBD Self Storage consists of a team of professionals equipped with the expertise, knowledge and skills that are required in delivering the most reliable and flexible one-stop shop storage solutions as well as logistic support to the downtown household and business communities in the Capital.



## Cube Self Storage

Representative Mark Hendley  
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 Website www.cubeseelfstorage.com  
 City Hong Kong  
 Country China

Company Profile Cube Self Storage is originally formed in England and has now come to Hong Kong, extending its business in Asia Pacific. Cube has a wide variety of storage units available including climate control storage for its customers to store items that are sensitive to temperature, dust, mould and humidity. Cube provides a wide range of professional, one-stop services. The team is experienced in storage and logistics. The team can give advice to customers on the appropriate size of rooms and packing. Cube also offers a delivery and collection service between customers' location and its storage facilities around Hong Kong.



## EBC

Representative Elaine Yee  
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 City Singapore  
 Country Singapore

Company Profile Founded in 2009, EBC Self-Storage is a full service self-storage company providing personal, commercial, wine & special storage facilities to customers around our vicinity. Our self owned building is situated in the prime area of Upper Thomson Road and is less than 10 minutes away from the town area. It can be accessed easily from the three major expressways in Singapore. With our 24/7 clean, secured and brightly lit self-storage facilities, storing your personal or business items with EBC Self-Storage would be a charming experience.



## Go N Live Storage

Representative Mark Sims  
 Position CEO  
 Telephone +852 5970 4316  
 Email mark@gnlstorage.com  
 Website www.gnlstorage.com  
 City Hong Kong  
 Country China

Company Profile Go N Live helps you reclaim your living space one box at a time! We provide first class valet storage by the box and by the item. Book an appointment, and we will rush our high quality water resistant industrial plastic packing boxes to you. You pack your stuff. Then tell us when to collect them. We come to you so you don't ever have to visit a storage facility again. We will store your stuff in a safe and secure, environmentally controlled warehouse - until you need it again. When you want your stuff back, simply let us know and we will return it to you whenever and wherever you need it.



## Hongkong Storage

Representative Bobby Chung  
 Position Chairman and Managing Director  
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 City Hong Kong  
 Country China

Company Profile Established in 1997, Hongkong Storage pioneers in self storage services, introducing the "household storage service". Starting up as a small-scale self storage in Hong Kong, the company has now developed into a professional enterprise that manages over 2 million cuft. of storage facilities in Hong Kong. Hongkong Storage strives to provide services to cater for the needs of both household and commercial customers. The company also operates related value added service, such as "Document Storage" services for commercial clients, and the "Yes-Storage" service, a revolutionary storage concept, which is a point-to-point storage service, providing a flexible alternative storage solution apart from traditional self storage.

## LOCK + STORE Lock + Store

Representative Helen Ng  
 Position CEO  
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 Website www.lockandstore.com.sg  
 City Singapore  
 Country Singapore

Company Profile Lock+Store, a subsidiary of Singapore Post Ltd, is a one-stop self-storage hub in Singapore offering flexible short-and long-term storage facilities and office space for households, wine collectors and distributors, start-ups, SMEs and large corporations. The storage facilities at Ayer Rajah Crescent, Chai Chee, Serangoon and Tanjong Pagar DistriPark are accessed via a unique passcard system that gives company employees and individual users convenient access while maintaining the security of their belongings. Lock+Store has acquired a new facility in Glenmarie Malaysia, scheduled to open in September 2014.



## Locker Locker

Representative Charlotte Sun  
 Position Managing Director  
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 Email charlotte@chinaselfstorage.com  
 Website www.chinaselfstorage.com  
 City Shenzhen  
 Country China

Company Profile Locker Locker is located in the heart of the Futian district in Shenzhen, China, right across the border from Hong Kong. Our prices are affordable and our professional staff is here to assist with any personal and business storage needs. All of our units are equipped with 24hr climate controlled Panasonic air conditioning so all goods are protected from the hot and humid Shenzhen weather. We are a proud member of the UK Self-Storage Association and now we are a proud member of SSAA. Locker Locker Self Storage, alongside another dozen early competitors, essentially are pioneers introducing the concept of self-storage to China.



## MiniCo Asia Ltd

Representative Mike Hagbeck  
 Position CEO  
 Telephone +852 2342 3042  
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 Website www.minicoseelfstorage.com/  
 City Hong Kong  
 Country China

Company Profile MiniCo Self-Storage opened the first American-style self-storage facility in Hong Kong in June 2002. MiniCo Self-Storage facilities offer outstanding amenities including air conditioned and humidity controlled spaces, free parking, retail centers, and free use of loading docks and moving carts. Select locations feature MiniCo Supreme, an array of deluxe amenities such as ground floor access, 24/7 air conditioning, a hospitality area offering free tea and coffee, a dedicated work area, and free wireless Internet service. Security features include individual keypad entry systems, security cameras and monitors, and high-tech motion-activated lights and fans.



## MyCube Self Storage Co Ltd

Representative Emma Feng  
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 Website www.mycube.com.cn/en/  
 City Beijing  
 Country China

Company Profile MyCube Self Storage is one of the earliest self-storage operators in Beijing and is aiming to be the leading self storage company in China. Started in 2013, MyCube has become an international member of both the SSA(USA) and the SSAUK and the first Full Operator Member from Mainland China of the SSAA. Facility Specifications: NLA: 530 sq.m. (ca. 5700 sq.ft.) GFA: 825 sq.m (ca. 8900 sq.ft.) Number of units: 269 (all non-climate controlled) Unit sizes ranging from 0.3 to 19.8 cu.m. Security: ADT alarm systems, Access control, CCTV video surveillance, etc.



## Pattaya Self Storage Co., Ltd

Representative Jan Olav Aamlid  
 Position General Manager  
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 Email coin@loxinfo.co.th  
 Website www.pattayastorage.co.th  
 City Chonburi  
 Country Thailand

Company Profile Pattay Self Storage (PSS) has now been operating for more than a year and is conveniently located on Thappraya Road Soi 13 between Pattaya and Jomtien. Pattaya Self Storage is a real family business, owned and run by the Aamlid family. It offers lockers from 0.27 sq meters suitable to fit one suitcase and a couple of bags. Pattaya Self Storage also has 24 hour security guards on duty. This service is provided by the world well known company SECURITAS. There is also camera monitoring, CCTV, and finger scanning to get access to the storage units for your security.



## Quraz

Representative **Stephen Spohn**  
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 Website **www.quraz.com**  
 City **Tokyo**  
 Country **Japan**

Company Profile Quraz was founded in 2001 and headquartered in Tokyo. As of the end of 2013, Quraz operates 48 locations in ten cities from Sapporo to Fukuoka, and has been independently ranked as the top self storage operator in Japan. In the marketplace, the Company differentiates itself by offering a uniform, convenient, comfortable and secure product within well-located properties that command a local presence. Within the Japanese self storage industry, the Company differentiates its business model by repositioning otherwise underutilized properties, leveraging size at both the property and national levels, and offering a scalable investment platform for a growing asset class.



## RedBox Storage Ltd

Representative **Matthew Chee**  
 Position **Director**  
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 Email **matthew.chee@redboxselfstorage.com.hk**  
 Website **www.redboxstorage.com.hk**  
 City **Hong Kong**  
 Country **China**

Company Profile RedBox can become an extension of your home, whether for a few weeks, months or years – providing an accessible storage solution for items you simply don't need everyday. Your RedBox storage unit can act as a business warehouse, big or small – providing an accessible extension of your office space for storing items that only need to be accessed periodically.



## Safehouse Storage Philippines

Representative **Carlo Coronel**  
 Position **Part Owner**  
 Telephone **+632 211 9992**  
 Email **carlo@safehouse.com.ph**  
 Website **www.safehouse.com.ph**  
 City **Taguig**  
 Country **Philippines**

Company Profile Founded in early 2010, Safehouse Storage is the first of its kind to offer comprehensive self storage solutions in the Philippines. Safehouse Storage operates under its umbrella company, CCMC Development Corporation (CCMC), highly regarded in the real estate industry for its warehousing services. Our two in Taguig and Quezon City (both near the central business district of Metro Manila) house a wide range of units in various sizes. We also provide services that complete our clients' storage experience, from transporting and packing goods, in-house auctions, insurance, and file inventory.



## SC Storage

Representative **Kevin She**  
 Position **CEO**  
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 Website **www.scstorage.com.hk**  
 City **Hong Kong**  
 Country **China**

Company Profile Founded in 2001, SC Storage is Hong Kong's leading low cost self storage provider. As a pioneer of international standard self storage in Hong Kong, we have consistently grown in both number of locations and customers served, and now have over 49 convenient locations in Hong Kong and Macau, and more than 18,000 self storage units ranging from 20-200 sq. ft. We provide general self storage services for both personal and commercial use as well as specialist wine and bicycle storage. Our in-house transportation service division also ensures a One-Stop-Shop service to meet all our customer's needs.



## Singapore Godown Pte Ltd

Representative **B W Hidajat**  
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 Website **www.SingaporeGodown.com**  
 City **Singapore**  
 Country **Singapore**

Company Profile Singapore Godown has traditionally been in the warehousing business since 1973. Headquartered in the heart of Singapore, at Tagore Industrial Estate, the company moved into its own 180,000 sq ft facility in 1998 and has complemented its traditional warehousing business with self-storage operations. Customers now have a complete range of warehousing space from less than 10 sq ft up to 17,000 sq ft to choose from. In recognition of the company's commitment to excellence, the facilities received the National Safety & Security Watch Group Commendation Award from the Singapore Police Force in 2013.



## Spacebox

Representative **Lewis Cerne**  
 Position **CEO**  
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 Website **www.spacebox.com.hk**  
 City **Hong Kong**  
 Country **China**

Company Profile Infinite Storage at Your Doorstep: Access everything you store without ever leaving your home. Spacebox is on-demand storage. We bring boxes to you - just pack and we'll pick up your items and store them securely. Use our mobile app to track what you've stored, Check-In items into storage and Check-Out to get them back. With Spacebox, we deliver your things back to your doorstep with just a tap.



## Storage Works

Representative **Philip Mugglestone**  
 Position **Director**  
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 Website **www.storageworks.com.hk**  
 City **Hong Kong**  
 Country **China**

Company Profile Designed and constructed to provide customizable storage solutions to cater for both personal and business requirements, Storage Works Limited is a new and privately owned, premium self-storage facility based in Kwai Hing. Storage Works utilizes build-material of the highest quality safeguarded by state-of-the-art security system integrated to every individual rental unit. We are committed to delivering reassurance, accessibility and excellent service ensuring our customers complete peace of mind.



## Store Friendly Self Storage Group

Representative **Kevin Chan**  
 Position **Chairman**  
 Telephone **+852 3576 3666**  
 Email **kevin@store-friendly.com**  
 Website **www.store-friendly.com**  
 City **Hong Kong**  
 Country **China**

Company Profile Established in 2002, Store Friendly Self Storage Group is a License Provider of self-storage rental services. With a daily operation capacity of 120 branches, 300 staff with total 1,200,000 square feet service area (50% of the service area are self-owned properties), our service scale and convenience provide us with high market competitiveness. Customers are welcome to choose size of storage, short or long term self-storage tenancy period (one month minimum) depends on their needs. We offer magnetic cards and multi padlocks to customers for their convenience to access to our storage facilities in 24 hours of 365 days. No additional charge or reservation requires.

## Store Friendly Self Storage Group Pte Ltd

Representative **Jes Johansen**  
 Position **Managing Director**  
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 Email **jes.johansen@store-friendly.com.sg**  
 Website **www.store-friendly.com.sg**  
 City **Singapore**  
 Country **Singapore**

Company Profile Established in 2002 in Hong Kong, and quickly becoming the largest self-storage provider in Asia, storefriendly provides a one-stop solution to householders and business owners seeking a solution to their home or office congestion problems. Storefriendly is the Asian pioneer of a franchise-based approach to self-storage, with more than 120 branches throughout Greater China and South East Asia, encompassing approximately 40,000 self-storage rooms and more than 60,000 customers served. Storefriendly works as an extension of the customer's house, apartment or office. Storefriendly branches are open 24 hours a day, 365 days a week, are fully air-conditioned with intelligent security.



## Store It!

Representative **Fadhly Sim**  
 Position **Service Manager**  
 Telephone **+65 6850 5030**  
 Email **fadhlysim@lovestoreit.com**  
 Website **www.lovestoreit.com.sg**  
 City **Singapore**  
 Country **Singapore**

Company Profile Now celebrating its tenth year of operation in Singapore, Store It! self storage provides secure and affordable storage space for rent to both personal and business users in the western part of Singapore. We strive to offer the best self storage service in Singapore to all of our customers and our strong level of customer retention is a great testament to our success.



## StorHub

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 Website **www.storhub.com.sg**  
 City **Singapore**  
 Country **Singapore**

Company Profile StorHub is Singapore's first, largest and friendliest self-storage operator in Singapore. In 2003, StorHub was the first to introduce the self-storage concept to Singapore. Since then, its operations have grown from a single self-storage facility in Kallang to 11 self-storage facility. StorHub now boasts over 10,000 storage units, making StorHub a leading company in the industry. With the success and experience of StorHub in Singapore, we aim to expand StorHub's self-storage network to the Asian region, beginning with our flagship facility in Shanghai that has been serving the self-storage needs of the growing local and expatriate population since 2012.



## StuffGenie Limited

Representative **Miles Davison**  
 Position **Director**  
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 Email **miles@stuffgenie.com**  
 Website **www.stuffgenie.com**  
 City **Hong Kong**  
 Country **China**

Company Profile StuffGenie is an on-demand storage provider based in Hong Kong. StuffGenie's key differentiator is its technology platform which provides customers with an online inventory of everything they put into storage including detailed descriptions and photos. Its back-end and front-end systems are fully integrated providing a seamless experience not just technically but physically too. StuffGenie was established in late 2014 and has already gained significant traction by providing individual consumers and businesses alike a hassle free storage solution which comes direct to their home or office at the touch of a button.



### Taipei Mini Storage

**Representative** Smith Lu  
**Position** Managing Director & Founder  
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**Website** www.ministorage.com.tw  
**City** Taipei  
**Country** Taiwan

**Company Profile** 成立於2010年，台北迷你倉是台灣領先營運的五星級迷你倉儲公司。本公司使命就是引進美國都市化自助倉儲概念，推廣使用迷你倉庫能提升國人的空間居住品質(Sell an extra space for you)。迷你倉Taipei Mini Storage始創於2010年，由具有知名連鎖餐廳、連鎖旅館(城市商旅)、建設公司、電子公司背景的海霸王集團所成立，股東實力堅強。迷你倉Taipei Mini Storage主要產品是您方便的個人小倉儲，提供專業迷你倉儲存及搬運服務。迷你倉Taipei Mini Storage以集團式經營，全部倉庫高規格的保安措施，員工受嚴格訓練、紀律嚴明，100%確保您的物品存放安全。



### The Box ME

**Representative** Wadih Haddad  
**Position** CEO and Founder  
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**City** Dubai  
**Country** UAE

**Company Profile** Covering 5 countries, 10 cities and having nearly 15000 of customer, the Box Middle East is now a storage, moving, international relocation, and document & information record systems service provider in Dubai and UAW. Aspired to be globally by exceptional customer service and want to be the preferred choice in storage, moving and value added services, there are 3 corporate value drivers in driving to these goals: customer service, entrepreneurial spirit, integrity and teamwork. The Box Middle East will live up to customers' expectation or even exceed it, and focus on providing the best service for customer.



### The Store House

**Representative** Gary Beadell  
**Position** Founder  
**Telephone** +852 2548 4049  
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**Website** www.thestorehouse.com.hk  
**City** Hong Kong  
**Country** China

**Company Profile** Established in 1999 to meet the growing demand for storage space from both individuals and small businesses in Hong Kong, The Store House is today the leading self storage group in Hong Kong, operating out of three storage facilities on Hong Kong Island and one facility in the New Territories in Tuen Mun. We pride ourselves in providing outstanding customer service. We operate all of our own Hong Kong storage centres so that you can be guaranteed a consistent quality product and first-class service whenever and wherever you choose to store.



### Your Space Pte Ltd

**Representative** Andrew Browne  
**Position** Group Managing Director  
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**Email** andrew@yourspace.com.sg  
**Website** www.yourspace.com.sg  
**City** Singapore  
**Country** Singapore

**Company Profile** It is our vision that our customers will use Your Space Mini Storage Singapore as an extension to their home or office space. To achieve the vision it's our mission make our customers' lives easier by offering private storage rooms with 24-hour access, convenient offices hours as well as online reservation and bill payment options. We employ caring and professional staff who we regularly train and evaluate in order to provide our customers with the best possible customer service in the mini-storage industry in Asia.



### Your Space Tsuen Wan Limited

**Representative** Andrew Browne  
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**Telephone** +852 3157 0828  
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**Website** www.yourspace.hk  
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**Country** China

**Company Profile** It is our vision that our customers will use Your Space Mini Storage Hong Kong as an extension to their home or office space. To achieve the vision it's our mission make our customers' lives easier by offering private storage rooms with 24-hour access, convenient offices hours as well as online reservation and bill payment options. We employ caring and professional staff who we regularly train and evaluate in order to provide our customers with the best possible customer service in the mini-storage industry in Asia.

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Contact us for more information

T +61 (0)7 3216 5524 E sales@ptisecurity.com.au





## Supplier

 **Aimetis Corporation**

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 Country **Canada**

Company Profile Aimetis Corp. is a Waterloo, Canada-based software company offering integrated intelligent video management solutions for security surveillance and business intelligence applications. Founded in 2003, the company is a global leader in intelligent video technology and is propelling the adoption of video analytics as an integral component of video management solutions. It's unique in providing a single platform for easily migrating customers from simple analog systems to intelligent IP video systems; offering the highest levels of service and support; and providing the industry's easiest to use products. Aimetis has distributors and certified partners in over 100 countries and serves a variety of industries, including retail, transportation and others.

 **Baker Tilly Hong Kong**

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Company Profile Baker Tilly Hong Kong is one of Hong Kong's leading firms of certified public accountants and business advisors. We are also delighted to be an independent member of Baker Tilly International, the number 8 accounting and business advisory network worldwide. We listen, consider, and deliver solutions. Our service teams pool experienced managers with the energy of our young professionals. Integrity and objectivity in all our engagements is considered essential, as is a commitment to the community in which we live and work. As an employer, Baker Tilly Hong Kong offers a friendly, collaborative environment, with excellent career development opportunities.

**CBRE (K.K.)**

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Company Profile CBRE is proud of its premier position as the largest international real estate service provider in Japan; founded in 1970, and now with 750 professionals in 10 offices nationwide. CBRE's highly regarded Valuation & Advisory Services team is comprised of dedicated and experienced professionals who each day provide quality valuation and consulting services since 2000.

 **CBRE Limited**

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Company Profile CBRE Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services and investment firm (in terms of 2013 revenue). CBRE serves real estate owners, investors and occupiers through more than 350 offices worldwide. As the global leader in real estate with more than 200 years of experience, CBRE can offer thousands of possibilities through a single strategic advisor. CBRE has an intimate knowledge of the Hong Kong market and provides an unprecedented scope of services to institutional, corporate, public and private sector clients in the territory.

 **Centreforce IT**

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Company Profile Centreforce Technology Group is Australia's most experienced Technology company, supplying industry leading products to the Self Storage Industry. Representing SiteLink Software (www.sitelinksoftware.asia) Internationally, Centreforce has experienced professionals to assist with site setup and database creation and support for SiteLink Web Edition. Centreforce also provides Sales for District Manager and RapidStor, both well known add on products for SiteLink Web Edition. WebStor (www.sitelinksoftware.asia) is Centreforce's web division. Active in leading edge Web design, graphics photography and ebook design for Self Storage. Centreforce Technology Group is headed by Dallas Dogger a Self Storage industry veteran with more than 25 years of Self Storage experience.

 **Colin Ng & Partners**

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Company Profile Colin Ng & Partners LLP (CNP) is a full-service Singapore-based law firm with a talent for cross-border business. With more than 120 staff, including 50 lawyers, and a strong network of international contacts, the firm has the capability to deliver legal solutions in Singapore and beyond. Our expertise includes domestic and regional cross border real estate, corporate finance and investment transactions across the different asset classes. CNP is consistently recognised amongst the top law firms in Singapore by leading legal publications such as Asia Pacific Legal 500, International Financial Law Review 1000 and AsiaLaw Profiles.

 **Collins & Associates**

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Company Profile Collins & Associates provides consultancy and valuation advice to individual clients, banks, corporations, property trusts and financial institutions in markets throughout suburban, provincial and country Australia. The practice undertakes reporting for first mortgage security, public prospectus, property portfolio and asset value purposes. Advisory roles, which form an expanding part of the Australasian practice, include provision of advice to purchasers, vendors, developers, investors and potential industry entrants needing detailed background on the industry and/or assistance with site, property or catchment selection.

 **Cushman and Wakefield**

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 Country **UK**

Company Profile Cushman & Wakefield is the world's largest privately owned real estate services company with 250 offices in 60 countries. Our Global Self Storage team was at the forefront of developing an industry accepted valuation approach and methodology and today provides advice across the world. Last year our self storage team, based in the UK, valued £2.8 billion of self storage globally. Our firm is distinguished by its combination of experience, global coverage, local market insight and responsive service. Our professionals can draw upon the diverse disciplines available from other Cushman & Wakefield service lines including leasing and brokerage.

 **GE Consumer Products Japan Ltd**

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Company Profile GE was born from the invention of the world's first affordable incandescent lamp. More than a century later, our Lighting business still brings light to the world, helping advance new technologies such as fluorescents and light-emitting diodes (LEDs), that operate with more efficiency, less cost and less environmental impact than ever before. GE Lighting Japan provides not only products, but also "One Stop Service" which includes proposal making, cost simulation and installation work to support customer to reduce cost with LED lightings. "Finance solution" operated by GE Capital is also available on request.

 **GMS Tradings (HK) Limited**

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 City **Hong Kong**  
 Country **China**

Company Profile Global MinSelfstorag, GMS Tradings (HK) Ltd was established in Hong Kong year 2012. GMS specialized in Self Storage design, manufacturing, build with options of site installation for Asia Pacific region. GMS also established a Shanghai office for the sole purpose of serving Self Storage operators in China. Our factory is located at Dongguan, PRC. Our aim is to provide first class and high quality products by deploying our state of the art technologies and at the same time to drive cost down using china as our manufacturing base. We have also build a team to provide fast and high quality installation with the region such as Beijing, Shanghai, Shenzhen, Guangzhou, Nanjing, Taipei, Hong Kong, Korea, Singapore and Malaysia


**Groveland Financial Services Ltd**

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 Country **China**

Company Profile Groveland Financial Services Limited ("Groveland") is a financial planning and insurance brokerage firm registered in Hong Kong, and is a member of the Professional Insurance Brokers Association ("PIBA"), and is a registered Intermediary with the Hong Kong Mandatory Provident Fund Scheme Authority. Our licensed professionals have strong academic credentials. We have graduates specializing in finance, business administration, accounting, auditing, insurance management, research, etc.


**Harvey Law Group**

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Company Profile Founded in 1992 by Jean François Harvey, the Montreal based Harvey Law Group (HLG) has maintained a presence throughout Asia, South America, and the Middle East since early beginnings. Today it has evolved into a leading Canadian multinational immigration and business law firm that has developed a worldwide reputation of excellence by providing sophisticated legal representation to businesses and individuals.

**IPSO Business Consulting**

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Company Profile **A leader in fact-based consulting, Ipsos is trusted by top businesses, government sectors and institutions worldwide. We support domestic and international businesses using our fact-based market analysis, as they endeavour to Build, Compete and Grow in emerging and developed markets.**

**Janus International UK**

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Company Profile **As the leading supplier of self storage solutions around the world Janus International is the supplier to Trust. We have a wealth of knowledge and experience in many different markets and as a result a wide range of products and solutions. With an emphasis on innovation, we continually develop self storage solutions that improve both the operational and customer experience of a self storage facility.**

**NAGASHIMA OHNO & TSUNEMATSU****Nagashima Ohno & Tsunematsu**

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Company Profile **Nagashima Ohno & Tsunematsu is widely known as a leading law firm and the foremost provider of international and commercial legal services in Japan. We represent domestic and foreign companies and organizations involved in every major industry sector and in every legal service area in Japan. Nagashima Ohno & Tsunematsu has 338 attorneys and its offices are located in Tokyo, New York, Singapore, Bangkok and Ho Chi Minh.**

**Palma Co., Ltd.**

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 Country **Japan**

Company Profile **Palma Co., Ltd. is Business Process Outsourcing (BPO) service provider for a self-storage management company in Japan. Our main business is cash management service for the self-storage management company, which is the rent collecting and the advances of delinquent rent. In addition, we operate a call center and work on contract management for our customers. We keep producing new various service for the self-storage business operation, such as reservation service, rent settlement service on the Web and so on. We are a unique company which is specialized for the BPO service of the self-storage management company. We can supply any kind of essential services for self-storage business.**

**PTI Australasia Pty Ltd**

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 Country **Australia**

Company Profile **As a leader in Access Control Security in the self-storage industry for nearly three decades, PTI offers quality equipment built and designed specifically for self-storage combined with excellent customer service. With over 25,000 systems installed worldwide and in over 30 countries PTI is the world standard for self-storage security. We control over 10 million tenant access codes to self-storage facilities worldwide. With new mobile applications, both operators and customers can now control your property from anywhere at any time directly from your smart phone the industry's first ever customer-based access control app. We have been and will continue actively servicing/supporting all our customers in Asia.**

**RADical Systems**

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Company Profile **Founder Rip Bucks, began writing self-storage software in 1989 and RADical Systems is now the market leader in Europe, supplying our unrivalled space management and sales accounting system - Space Manager. With customers throughout Europe, the Middle East and Latin America, Space Manager and our expertise are now available in Asia. We continue to lead the UK and European markets with ever more versatile and feature-full versions and by providing additional tailored customisations, scripting and reporting services. We match a high quality individual service, with an in-depth knowledge and direct customer access to our developers - giving an unparalleled self-storage solution and after-sales service.**

**Reason Global Insurance**

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Company Profile **With some of the longest serving insurance brokers to the self-storage industry on our team, Reason Global provides an essential service to self-storage companies. As the only Lloyds of London broker solely dedicated to this industry, our unique knowledge and experience of the market means that we are perfectly placed to help self-storage companies in dealing with increased competition and adverse economical pressures, at the same time as adding real value to self-storage businesses around the globe. Our Customers' Goods insurance for self-storage companies incorporates a number of attractive benefits to make it one of the best-value products of its kind.**

**Sanei Planning**

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 Country **Japan**

Company Profile 

- Planning and sales of steel partitions
- Planning of steel partitions for rental storage operators
- Sales of products manufactured by partner factories in Japan
- Rental storage planning
- Planning, design and measurement for conversion of vacant space to storage

**Schneider Electric**

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Company Profile **As a global specialist in energy management and automation with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in Non-residential & Residential Buildings, Industries & Machines Manufacturers, Utilities & Infrastructure and Data Centers & Networks. Focused on making energy safe, reliable, efficient, productive and green, the Group's 170,000 employees achieved revenues of 25 billion euros in 2014, through an active commitment to help individuals and organizations make the most of their energy.**

**Self Storage Concepts Pte Ltd**

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Company Profile **We are an all-round self-storage service provider and have 30 years of combined experience in self-storage, which covers: · equity raising · sourcing real estate · project management · operational set-up · training on self-storage access and security as well as self-storage management systems · facility management and · marketing. We can help existing operators with any expansion plans they may have, staff training or management support. For anyone interested in self-storage in Asia, we offer: · Property search, feasibility study, project management, basic operational set-up. · Facility management training and self-storage marketing services. · Full facility management services, which can either be done under your own brand or using our brand 'Your Space'.**

**Self Storage Thinking**

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Company Profile **With over 26 years' experience, Doug Perrins is an expert in the development, set up, management and operation of Self Storage facilities. To date, he has established over 50 self-storage facilities globally and developed over 3 million sq/ft of purpose built space, including 7 Ready Steady Store facilities which were developed and operating all within 14 months and 33 Big Yellow stores. Doug's most recent venture has seen him head the development and management of Takhzeen Self Storage in Bahrain, one of the world's largest purpose built facilities, which has over 1600 storage rooms equating to approximately 180,000 sq/ft net lettable space.**

**Signlink Limited**

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Company Profile


**Steel Storage Asia PTE Ltd**

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Company Profile **Steel Storage has been a driving force in the development and growth of the self storage industry in Asia, Australasia and Europe and the partner of choice for the leading brands in these regions. Since the 1990's we have helped our clients from initial market entry through to expansion and market exit and our market leading consultancy services. Our aim is to create lasting value to our clients and their stakeholders through our experience and knowledge. By providing our clients with information, recommendations and self storage designed products we create value and improve business performance at any stage of the self storage investment.**


**StorMan Software**

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Company Profile **StorMan Software are creators of award-winning self storage management software for Mac and Windows. StorMan formed in New Zealand in November 1992, providing sales, support, training and consulting in the niche market of self storage software products. In this first year it became apparent that the StorMan Software had the potential to take the market by storm. StorMan is reliable, accurate & user-friendly and our range of self storage software manages your units & customers, it bills rent, sends letters, invoices, reminders, emails, TXT's (SMS's) and issues late notices - automatically. With decades of industry experience & many happy customers under our belt, StorMan Self Storage Management Software is often regarded as an industry leader.**

## Provisional


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# SSAA Events

These are among a few of the events we have held in Hong Kong and Singapore throughout the year; more to come!



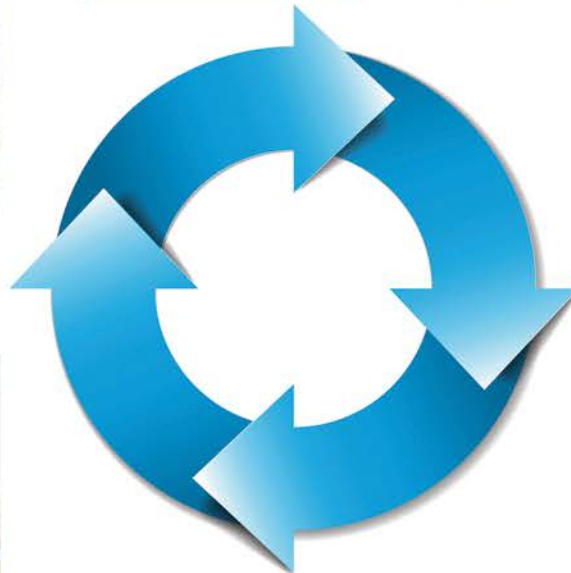
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