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Dictionary.com defines the word Awakening as Adj: 1) Rousing, Quickening || Noun: 2) The act of waking from a sleep 3) A revival of interest or attention 4) A recognition, realization, or coming into awareness of something 5) A renewal of interest in...a community. Thank you Dictionary.com, I couldn't have said it better myself.

If the industry wasn't paying attention to international best practices, since the self storage fire in June 2016, it is now and should demand better from industry members. This one incident shed a light on the industry for all stakeholders, showing that when challenged, governments will react and the responsibility of the industry is to not only work alongside them to help them achieve collaborative goals, but to stand up for everything we, as **responsible industry leaders**, and not race to the bottom competitors, believe in for the long term endurance of the industry.

A safe *and* sustainable industry in Hong Kong and Asia is our line in the sand and we stand by this. As the industry grows in the region, more and more will look to equip their facilities to make them competitive. Stand by building, fire, operational, and ethical standards and we'll stand by you, as a strong, vibrant, informed, world class, and growing self storage community!



*Luigi La Tona
Executive Director
Self Storage Association Asia*

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Luigi La Tona, Executive Director, Self Storage Association Asia



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TO OUR HONG KONG STRATEGY TEAM
FOR THEIR CONTRIBUTION TO HELP
FINDING SOLUTIONS FOR THE
HONG KONG SELF STORAGE INDUSTRY



Country Insights:

HONG KONG



Oliver Leung
Chief Operations Officer
RedBox Storage

What is your current view of the self-storage industry in Hong Kong given the ongoing situation?

It depends on which side of the fence you sit (i.e whether you are an investor or operator) and your general appetite for risk. I think the SSAA has identified an inherent need for self-storage in Hong Kong, but a harmonious relationship between the industry and the various government bodies is still under discussion.

Unfortunately politics has taken hold of the situation which is making it difficult to negotiate a reasonable middle ground for safe and sustainable long-term growth of the industry in Hong Kong, but progress is definitely being made.

Like many of our competitors, RedBox Storage is heavily invested and we are thus working hard with the SSAA to protect that investment.

What does the future hold for the industry and how are current government concerns shaping this?

The recent election in Hong Kong removes some uncertainty. Chief Executive Carrie Lam’s political manifesto is (among other matters) to deal with the dire housing issues in Hong Kong. The increasing development of ‘mosquito’ apartments and escalating costs of home ownership highlight the fundamental need for self-storage as a complementary service to those needing more space. The opportunity still exists for the industry to align itself with the government’s housing plan to deliver a regulated, safe, and healthy self-storage industry for the Hong Kong community to satisfy both the government and the self-storage industry’s long-term objectives.



Hong Kong’s multi-generational family

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

The biggest challenge for us is trying to manage business operations (and expansion) during this period of uncertainty. With 40-50 facilities closing in the last 6 months we have seen a massive increase in the number of dislodged, frustrated customers looking for new space. We need more space to satisfy customer demand, but without regulatory certainty, we are forced to turn customers away because the risk of expansion with not yet determined rules is just too great.

Advice for people exploring the SS industry in Hong Kong

Be well informed and ensure you are a member of the SSAA to glean the benefit

of the great work that it is doing. Whilst demand is high, at the time of writing, we still have not found the magic formula to satisfy the demands of the various government departments, but we are getting close!

We have not seen demand fall off, in fact quite the opposite, with 40-50 facilities closing in the last 6 months has increased the number of dislodged, frustrated customers looking for new space.

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Self Storage and the Law



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.

CAP 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. Steve Corbin, Harvey Law Group. Email: scorbin@harveylawcorporation.com



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Country Insights:

Taiwan



Jodi Chen
Founder and CEO
Easy Storage Taiwan



Taipei

What's your current view of the self storage industry in Taiwan and what is the ongoing situation?

The self storage market demands have continued to rise in Taiwan. The total number of facilities throughout the island has grown from 79 in 2015 to 82 in 2016.

For the emerging industry to flourish in Taiwan, there are many parties who need to be educated about self storage including governments, facility suppliers, consumers, and the general public. Like any other emerging industries, many opportunities and hurdles lie ahead as the industry fledges.

Taiwanese operators may be hindered by the lack of policy and legal awareness. Moreover, the governments themselves have not yet drawn out clear rules for the industry. While the national government has a very clear view on how to regulate self storage operators, city governments have issues in their own jurisdiction. This may cause operators to make costly mistakes. Taiwanese operators have been lobbying governments in different levels, calling for fair and long term regulations.

What does the future hold for the industry in Taiwan and how

are current government concerns shaping this?

The self storage industry's long term development outlook still goes back to the basics such as urbanization and the rise of more sophisticated consumers, which Taiwan is totally qualified.

The local operators are fully aware that the current government regulatory issues are just a mid-term problem that operators need to solve as the industry slowly builds its legal and business infrastructure.

One good thing is that the current top brands in Taiwan have worked closely together to play a major role in developing the definition and regulatory infrastructure with the government. This will help to build a viable industry in the long term.

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

The lack of legal awareness for the early enterers may have caused some costly mistakes. At the same time, because of the mixed use nature of Taiwanese buildings, it seems that the Taiwanese government has imposed harsher regulations for the

purpose of safeguarding against so called "public safety and environmental risks".

However, our stance is that the mixed use nature of Taiwanese buildings is a long existing condition, hence it's not rational to single out the self storage industry. Operators in Taiwan are speaking with a collective voice to governments and on issues affecting self storage business growth and sustainability.

Advice for people exploring the SS industry in Taiwan

While Taiwan may have a high market potential, and the level of competitiveness in the market is still few, be prepared to commit long term investment. Cultural differences from your home country, in both governmental and civil level, can bring hidden cost to an otherwise simple model of business.

Domestically political and economic environment are quite stable in Taiwan yet the regulatory climate in areas such as industry standards and local zoning and building regulations can far vary from your home country.

Choosing a local partner may be a good way to start when entering the Taiwanese market.

Country Insights:

Philippines



Sam Peterson
President
Loc&Stor 24/7

What is your current view of the self storage industry in the Philippines?

We are optimistic with regards self storage demand. Supply is growing and starting to get crowded. The industry is about 6 years old and we are approaching 10 providers. And as a result, customers have a good choice of providers ranging from very basic offerings to world-class offerings.

Based on economic and regulatory development, what does the future hold for the industry in the Philippines?

The Philippine economy remains strong, but there has been some concern about how things will progress with so much political/leadership change and turmoil both locally and globally.

What are some of the positive points about the development of the industry in the Philippines?

At 6 years old, it is still a baby wrt to development. We believe there will be continued opportunity well into the coming 10 years.

We believe/hope the market will continue to seek a high-quality provider like ourselves.

What are some of the past and current hurdles you've had to face in starting and running the business? Where do you see future hurdles?

1) Availability of building - nearly all multi-story buildings here are designed for office or commercial and are not considered safe for self storage due to insufficient floor loadings, i.g., well below 5kN.m2. For the operators not willing to "take a chance" with this potentially dangerous situation, we need to build our own sites from scratch.

2) Permitting and Licensing -- Sadly this aspect of business remains extremely



Manila skyline

slow and complex.confusing. Most Local Government Units responsible for issuing such approvals are unmanned, bureaucratic, and "complicated." We are hopeful that under the new administration, they start to streamline these aspects to encourage the development of more SMEs

3) Regulation -- At the moment Self-Storage is not a recognized real estate sector and thus codes and regulations are not geared to provide a clear picture wrt to building and fire code. We seek to help develop these standards with the government.

Advice for people exploring the industry in the Philippines?

More than anywhere I have worked, which includes US, Europe, Hong Kong, Thailand, Malaysia, Singapore, and Indonesia, I find a need for a watchful eye and close engagement with all our providers. We insist on a world-class solution and we spend a lot of time

teaching our various provider/partners (from construction to marketing) what this looks like. We enjoy this and I believe our suppliers (or at least the ones we continue to work with) also enjoy the challenge. Likewise, there is little knowledge of self-storage design, construction, and operations here, so be prepared to bring a full basket of knowledge that ranges from design, construction, electrical, fire prevention, security systems, and operations. If one has all this, it is a fun and challenging market. ■

The industry is about 6 years old and we are approaching 10 providers.

迷你倉發展： 不是一帆風順



Jes Johansen
*Former CEO and Co Founder
Store Friendly Singapore*

近年來傳媒不斷報導迷你倉業務發展的好消息...的而且確，行家曾見識過風光的日子，但5年後的今天已今非昔比。正如去年獲得諾貝爾文學獎的Bob Dylan也唱過，這是變革的年代。進軍這個行業之前，你需要了解這個行業的現況，2009年的盛況已不合時宜。

我需要了解迷你倉行業的真實面貌。各個行業都有起有落，迷你倉亦不例外，我想知道這個行業低潮時的情況。所以我需要一個說話直接，不會避重就輕，又願意分享個人意見、想法的識途老馬，為亞洲迷你倉商會的成員提供具啟發性的建議。新加坡儲存易的行政總裁Jes Johansen是最適合不過的人選，他的分享也沒有令人失望。

行業表面上的誘惑

我相信沒人會將迷你倉和誘惑混為一談。我也是第一次這樣形容，但事實的確如此。行業的誘惑在於那種觸手可及、門檻不高的感覺。想要進軍這個行業的人普遍覺得：「業務簡單、成本不高，會有多難？」Jes 滿懷熱忱，亦曾投身這個行業一段日子。同樣地，他欣賞能夠了解行業價值並願意為此付出的人。很多人覺得：「我有一項物業，有地方，就可以開迷你倉啊——而且比一般租出去多3倍收入呢！幹嘛不賺啊。」你以為只需要少量投資和幾名人手可以在這個行業賺到錢...？才不是。

相比起很多其他國家及地區，的確愈來愈多亞洲消費者開始認識迷你倉。雖然迷你倉愈來愈常見，但業務增長不及預期。迷你倉的日常營運、倉庫、保安及隨時變化的室內溫度、濕度控制等都需要兼顧。Jes表示：「之後很多人意識到沒想像中般容易而放棄這個念

頭。他們發現要成功不單是在報紙上賣廣告、在門口掛招牌這麼簡單。」

很可惜，很多投資者還是有這個美麗的誤會。不是有個地方，客人就會上門，那麼之後怎麼辦呢？「他們就跟其他行業低潮時一樣，壓價吸引顧客。之後再次低潮又再次壓價，不斷重覆。」

很多投資者都以為只要有個地方，加上合適的間隔及優質的搜尋引擎就可以。過去可能有這樣的例子，甚至未開業就有生意，但現在嘛，先去聽聽Bob Dylan的歌吧。

競爭是正常現象

競爭很正常，但有些人不願意有競爭，更坦言會盡他們所能避過競爭，其實是不切實際的。直接面對競爭才是正途，Jes有他自己的一套。

「每間公司都想盡量增加自己的市場佔有率，並且打敗所有新加入的競爭對手。不過有好的新競爭對手其實是件好事，最重要的是他們的營運手法正當，不會破壞整個市場。如果是個(以成本戰、無聊廣吞破壞行規的)新手那就麻煩了。我反而擔心有這種新手，他們給予顧客錯誤的訊息，令他們一味只着重價錢，要求更多優惠。他們只會以免費作招徠，以本傷人，非常令人困擾。」

創業容易守業難

沒錯，進軍這個行業的門檻較低。Jes也說：「你隨便找個員工，買個軟件，把空間隔開，設計一下標誌，再掛在門口就可以開業了！創業的確不難，但要取得一席位才是真正挑戰。」





他說得沒錯，還引用了足球作比喻。足球只是一個圓球，你只需要把它踢進龍門，目標簡單明確。不過美斯跟我們一般人的腳法就有明顯分別了。

Jes 補充，不只是取得一席位很難，「要做得正確也不容易。要吸引到合適的目標顧客，要用正確的方法推銷、處理顧客查詢，並要確保做法合乎法例和行規。」如果有某些公司不遵從，「那些只管抄捷徑，走偏門的公司，對我們其他公司都會有影響。」

這個行業發生了什麼變革？

每個行業都有起有跌，迷你倉也不例外。迷你倉行業興盛時，吸引更多競爭者蜂擁投資，亦因此令這個行業由盛轉衰。Jes表示：「新加坡由2004年至2008年見證着高速增長，物業市價仍然不高，還有很多在生產業沒落後留下來的工業用地，所以土地供應非常充足。之後迷你倉開始發展，並選用了上乘的位置。行業龍頭已站隱陣腳，並維持市場領導地位至今。」

那麼2008年之後呢？當時剛好碰上



全球經濟低迷。Jes表示：「當時金融危機令投資驟減。」物業投機活動令金融危機雪上加霜，投資者開始將目光放在主要工業用地。行業龍頭的發展也因此減緩，直至2011年才開始有轉機。「我在2011年成立公司時，行業龍頭在前兩三年(自2008年起)已沒有太大

增長。我想既然沒什麼增長，市場可能會有空間容納新競爭對手嘗試新事物。」Jes所指的新事物是他迅速為儲存易設立及推出的新專利模式。不過Jes指這個新專利模式引來行業龍頭注意。除了行業龍頭，市場還出現其他新對手仿效：「突然間市場人頭湧湧。」競爭環境也因此變得更加激烈。

之後呢…？

有見於房價高企但成交量低(正如現時的香港)，新加坡政府之後開始壓制物業市場，推出印花稅及各類稅項，同時壓制海外投資，令投資者減少將資金外流。

競爭加劇，市場幕後推手減少，貸款下降及迷你倉公司爭相推廣，業務相應下跌。對欠缺想像力及創意的公司來說，要改善就只能靠減價戰。

低潮會持續嗎？關鍵在於…？

很多人以為是金融問題，但其實不然，「金融不難應付。2012年起，資金大量流入。」重點在於物業。「全部好位置已經出售，只剩下條件沒那麼好的地方。香港工業用地已不多，還要價格高



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昂，交通不便。」話雖如此，儘管成本變高，但「作為副線投資也不錯。你有工業用地的話，可以比一般租出去多2.5倍收入。有很多人都是以這種心態投資的。

有轉機嗎？

有，但首先你要有這樣的市場配合投資者，不然回報不會令人滿意。那麼就回到那個老問題了：「你需要大眾認知、接受這個行業，才能[最終]令大家得益。如果市場增長不夠…」

那麼一起擴大市場吧！藍海策略就可以了？（如果不知道什麼是藍海策略，請參考2005年出版的經濟學著作《藍海策略》）

之前說到市場有機會，有資金但難以找到好位置，前幾年又多了一堆新競爭者，行業龍頭也持續發展。

在這情況下，增長開始放緩，但開拓新市場進展亦未如理想（可以想像為陷入瓶頸的作家要很久才寫好一本書，但靈感一到就非常流暢。迷你倉行業的話，就是不乏土地和投資者，但關鍵在

於如何吸引顧客）。

Jes說：「奇怪的是大家都在互相競爭，搶對方生意，只看重短期利益，而不是開拓市場。例如上個月業績普通，公司就加大宣傳力度，推出首個月免費優惠，卻不會去尋找新顧客及新潛在用家。」

「每個行業都會有公司是市場發展先鋒—主動利用公關宣傳活動，將行業的優點推薦給顧客。有些公司擅長運用各種媒體，如新興媒體、廣告等方式作直傳，但亦不乏只懂得踩在別人背上，榨取好處的取巧公司。如果只是買一個大空間，買輛推車有何難度？建立行業，做個負責任的商家，確保間隔合乎規例，與商會保持緊密聯繫等，才是真正難題所在。當然，一間公司可以只管得到好處，但不要忘記永遠都會有其他人想要跟隨其後，甚至超越別人。

可以怎樣做呢？

我昨晚（在新加坡迷你倉商會的活動）曾提過，可能是時候回歸推廣宣傳基本步。雖然是基本步，但意外地沒什麼人在做！我認為現時大家都在相同的地方

比較—搜尋引擎最佳化，搜尋結果排名及社交媒體知名度。不過較有「智慧」和「經驗」的管理層會告訴你之前從沒有試過別的方式，而且一直以來的方針也有良好成效。大家在不同的領域各佔鰲頭，巴士、電視、廣告板等，各領風騷。最好是那些宣傳會有效！「每間公司做的事都一模一樣，沒有噱頭，沒有標誌性，無聊至極。」

我斗膽問一句：「迷你倉業界可不可以攜手合作開個演唱會之類的，一起發展新市場？」

「當然可以。」（我想這個問題沒我以為的大膽）「當然，聯手推出電視廣告固然可以，多賺點令邊際效益上升，之後就可以推出優惠，大家再分享利潤。不過問題在於大家仍是競爭對手，所以合辦活動比較可行，例如演唱會或者...慈善活動。」

這種方式有可能重新帶動市場熱潮，而亞洲迷你倉商會正正就是在向這個目標邁進...也就是聯繫業界！我們需要大家聯手合作，重新宣傳推廣市場。商會非常樂意為大家擔當起領導統籌的

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物業問題怎麼解決？

跟其他國家不同，亞洲物業業權並非永久，而新加坡、泰國、香港、中國等地的相關法例也各有不同。法例問題加上各種因素，供應較為稀少，價錢亦因此高企不下。

「迷你倉在美國發展得最好，因為當地有一種業權：只要你擁有該項物業，就擁有全部相關權利。你出售某樣業務，而業務就是在該項物業裡發生的所有活動。資本還原率可以達5-8%，所以你得到的是營運收入的12-20倍。這種模式在美國很常見。」

「這一套在亞洲不太行得通，因為業權非常不同。通常擁有權只限於某段時期，可以是維持5年(至幾十年)的租借權。不過你有很多不能控制的因素：最後你能出售什麼？你能掌握現金流情況多久？」

「在美國出售(業務及業權)有永久有效期，而在新加坡及其他亞洲市場就有限期。問題就是出在這兒。在不同國家，不同物業情況不同，但起碼

在新加坡，永久業權貴得離譜。」

亞洲市場氣氛如何？

市場氣氛愈見冷淡，生意亦受影響。中國增長放緩，新加坡增長維持差不多的水平，馬來西亞則緩慢。「基本上，顧客手頭上的現金減少，所有行業皆受影響，包括我們迷你倉業界。經濟不景時，[我們的服務]不會是人們的首選。所以短期內我個人覺得不太樂觀，但長遠來說迷你倉仍然有很大商機，競爭對手亦不斷湧入市場。」

你需要大量儲備

「企業投資者要明白，顧客想要隨時(及即時)取得物品，但他們不懂。」

進軍這個行業需要大量儲備嗎？只得一年租金及資金足夠嗎？

Jes認為答案很簡單：空間愈大，投資愈多，但較小的空間也不見得會較快租出。投資較少管理上比較容易，但空間使用層面上肯定不是最好。

雖然如此，但迷你倉的現金流易於管理，直接從顧客手中收錢，一開始保守投資會較好。「你需要耐心等待。不

能依靠每個月的利潤，儲備是必須的一尤其是現時經濟低迷。[不要誤會]，這個行業很好...我出售業務也不是因為這個行業差。現在大家都在等待，傾向依賴儲備。我沒那麼多資金去持續等待最佳收支平衡的時機，但(對長遠投資者而言)這個行業值得投資。」

「這次訪談最重要的是希望你能知道實況，合理調整期望。這個行業不是想像中容易，但一旦正式加入這一行，對行業作出貢獻，人們通常願意留下一如果是運作正常，合乎行規的公司，行家會表示歡迎。[事實上]我沒打算離開迷你倉業界，而這項服務是人們嘗試後會喜歡上的。我會重返這一行，這個行業太美妙了。我已深深迷上這一行，大家通常都會一直逗留很久。」

Jes的說話完全是我心目中的直接意見。迷你倉固然有利可圖，但不是一直只進不退。發展這門生意並不容易，比創業更難，需要更多心血、承諾、新思維、對社區的貢獻、創意及常識。

如果你只是想坐著等待賺錢，就不要隨便給自己找麻煩。Bob Dylan和Jes已告訴你，現在正是變革的時期。

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It is all about conversions

Are you managing the sales process correctly or simply waiting for customers to find you. The landscape is competitive and wins are all about conversions.



Did the customer convert to a fan?



Tron Jordheim
*Business Development Manager
Storehere*

I come to you with many a bias. I have spent most of my life in North America. Although my parents are European immigrants to the United States, and I lived for 25 years in New York City, one of the capitals of the world, I am tuned to American sensibilities and perceptions. I had high school classmates from probably 30 or 40 different countries of origin who showed me some of their traditions, some of their sensibilities and some of their biases. This may allow me to be a bit of a cultural chameleon, but this does not give me sound judgement when it comes to sales and marketing.

I have sold and marketed many products and services. I have mentored and advised many business executives

and company founders. We have had many success and many failures.

One thing I learned from all of this is that only I buy the way I buy. When I project my shopping and decision making styles onto the people I hope to have for customers, I often fail. I learned to sell and learned about marketing when every success one had came from trial and error. Yes, you could copy certain things other successful companies were doing, but you had to test and retest every approach, every piece of sales language, and every advertisement personally. Data was hard to gather, difficult to aggregate, and a challenge to analyze. You were working with old data. You were working with broken data. And you were working with

very little data.

On the one hand, this was good, as you had to run tests in person with real people in real decision making moments. It was often difficult and tedious to find the right approach. But when you found the right approach, it often worked very well for very large audiences. But that was then and this is now.

Today's world does share a few things across all cultures. We share the speed of technology. We share the pace of change. We share the mass and swift adoption of smartphones. Our news cycles have become instantaneous. We are addicted to social media sites. The marketing messages come at us in lightning speed from all directions with so much noise and so many flashing lights. We can buy and sell with a few taps on the screen in the palm of our hands. How on earth can you sell and market in such a crowded, fast paced and noisy environment?

You have to focus on conversions. In the personal days of sales and marketing, before marketing automation and big data, we focused on reactions. If a prospect reacted positively, we knew we had a winning approach. In today's world of big data, we call these positive reactions "Conversions". There are many, many conversion points in any sales process, decision making flow, or buying cycle. Did a contact convert to a shopper? Did the shopper convert to a lead? Did the lead convert to a customer? Did the customer convert to a fan?

Today's world also shares a common market place: the smartphone screen. This is where the shopping happens, the buying action takes place, and where your business will stand or fall. This is why conversion science is so crucial. On such a small screen, with such a short period of time to make a positive impression and to make a sale, you have to be superior. It is not enough to be there. It is not enough to be good.

It is my challenge to you to become conversion scientists. Assemble all the people who are responsible for your smartphone presence and your sales cycle. Determine all the ways you can collect data on the user experience, the buying patterns, and the conversion points on your mobile sales platform.

Know that every data point comes with an asterisk. Even good data can be flawed or incomplete. Know what the exceptions are to each important piece of data. Know how reliable or unreliable each data point is. Your job is to know your data, not to trust your data.



Add on services can drive more business...but you still have to convert

Then become a tester. Look for important decision points or conversion points in your cycle and test a new hypothesis. Test a different approach. Testing self storage mobile sales platforms is tricky because you do not have enormous user volume. Some tests may be inconclusive. Some results will be ambiguous. So you must also become a great mimic.

Look at the sites of larger operators with bigger budgets and bigger teams of data analysts than you have. What are they doing? Why do you think they are doing that? How do these approaches translate into your local cultures or clash with your local cultures? Test some of the things you see them doing. What can you tell from those tests?

You have a great opportunity masked as a great difficulty in the many nations of Asia. Self storage is a newer concept in many places. How will it change and develop to suit each local culture and economy? Certainly self storage has been enormously successful for many levels of entrepreneurs in North America. One

must assume there is a place for self storage everywhere there are people. But everywhere is not like everywhere else, and local operators will have to get very good at understanding, tracking and stimulating conversions in order to make the business work in each local economy.

When you are busy with the many complexities of running your self storage business, remember that it is all about conversions.

One thing I learned from all of this is that only I buy the way I buy.

Legal Boot Camp



Simone Hill
Legal Counsel
Self Storage Association
Australasia

The Self Storage Standardized Licensing Agreement is the single most important piece of paper you can have in your business. If you're not on this program yes, speak with the Self Storage Association Asia. It is worth the price of admission alone. With special thanks to the Self Storage Association Australasia and our affiliation with their esteemed industry body.

In this article we go back to basics. Although the topics covered here may appear rather basic to some, they make up a huge part of the day-to-day legal enquiries we field here at the SSAA. If you read this article and dismiss it because you are already doing everything – good for you! Give yourself a gold star and a pat on the back. For everyone else, hopefully a quick revision of some basics will set you off in the right direction and help you to avoid legal calamity down the track.

Agreements not including the facility's business name

The SSAA agreements allow space for individual members to include their facility's logo and Business Registration Number. It is important that this information is included so that it is clear with whom the Storer is contracting. This becomes particularly important when there is a sale of the business, (where defining the "Facility Owner" for ongoing legal liability is critical) or when there is a legal challenge to the agreement and it is necessary to clearly define the litigating parties.

Agreements not signed

This one is really important. No one should ever be able to move goods into a self-storage unit without first signing an agreement. This includes repeat storers, storers who want to start filling in the agreement while the removals staff unpack the truck, or anyone else.

Frequent "unsigned agreements" occur for staff, friends of staff and owners of facilities. It is important to have a completed agreement for each unit that is occupied, even when the person may not be paying market rent.

As an aside, it is recommended that anyone offered reduced rental storage (such as staff, family of owners, etc) sign a fixed agreement with the rent free or reduced rent period clearly identified and a note made on the contract that after that initial time the rent rate will return to standard pricing. This protects the facility when the staff member leaves, or the family member outstays their welcome.

Without a completed agreement there is no legal proof that the Storer accepted the terms and conditions of the storage agreement, so you compromise your rights under the agreement, including the right to sell. The golden rule: no signed agreement = no storage.

The golden rule:
no signed agreement = no storage

Agreements with no end date

Storers generally do not know how long they will require storage, so storage agreements anticipate this. The front of the agreement includes a section that MUST be completed in full, indicating from when and until when the Storer needs storage, but then anticipates that the relationship will continue after the "end" date. It reads like this:

*Storage Period From:
..... To:
..... and then
extended automatically until
days notice is given by either party.*

The number of days required for notice is left blank so that facilities may determine their own notice period. The notice period may be 7 days, 14 days or longer, depending on what is considered reasonable in your business.

The storage period MUST include a "from" and "to" date – this is usually one month, but can be longer or shorter. This initial period becomes the "fixed" contract period, and within that period the contract can only be terminated for breach of contract. Note that this applies for both the Storer and the facility.

Furthermore, the storage fees cannot be increased during the initial fixed period. It is only once the agreement moves to "continuing" that you can give notice of a fee increase and enforce that increase.

Where an agreement does not have an



Under current consumer laws it is important that the Storer is given an opportunity to assess the suitability of the space for their needs and accept or reject the space.



Review Your contracts and make it bullet proof

end date there is also an argument that the agreement may create an ongoing interest in land. This could in turn see leasing laws applied to the storage relationship – something we as an industry are keen to avoid.

It is the SSAA's preference to see the initial fixed period reflect the payment amount. For example, if a storer would like to fix the contract for two months, then they should pay two months' storage fees in advance.

Agreements where insurance choice is not clear

The most recent version of the Standard agreements in many countries in Asia includes an option of opting out of insurance. The Storer should circle the option they want and sign. This section of the agreement helps to demonstrate that the question of insurance was raised with the Storer and they understood that they carry the risk for goods in storage. Failure to clearly record which option the Storer has elected is a problem we have dealt with frequently at the SSAA.

Option to view the Space before finalising the agreement

This one is often overlooked by facilities. Under current consumer laws it is important that the Storer is given an opportunity to assess the suitability of the space for their needs and accept or reject the space. This is to ensure that there can be no argument about whether or not the space is fit for purpose, or that you (the facility) have held the space out for being suitable for the Storer's specific needs. For example, where the space is not air conditioned or temperature controlled, should the Storer not be given the opportunity to view the space before they accept it, they could argue that you held it out as suitable for all storage, including storage of items such as wine, etc. Note that in that instance you need only give the Storer the opportunity to view the space to check it is suitable – they can elect not to view the space. If the Storer has had a chance to view the space before they store their goods (and the facility has not made any claims about the suitability of the space for such storage) there can be

no argument that the facility has breached that aspect of Consumer Laws.

I want to move to an online sign-up system

Great! Anything that streamlines your business and makes it easier for your customers to deal with you is good for you and good for your Storers. Just ensure that the system you use allows you to meet the above criteria. For example, when use of the hard copy of the agreement requires the Storer to initial the terms and conditions, an online version may require the Storer to scroll through the terms and conditions and click an "I accept" button or similar at the bottom.

A further note for online storage sign-up is to ensure that you make it a conditional sign-up – conditional upon the Storer presenting their ID at the office AND the option to view the space.

Hopefully most people are already doing these "basics". If you are not, or you don't understand any aspect of the advice provided in this article, please contact the SSAA or an SSAA preferred legal firm.



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Risks and Rewards of a Growing Industry

*Interview with Kevin Chan
Chairman – Store Friendly*

Kevin Chan started in self storage quite some time ago and while in a past SSAA In Store article we've discussed the beginnings of his business and what it took to get to where he is, we wanted to revisit his situation now that industry growth has taken a detour in two countries where he is invested in heavily – Hong Kong and Taiwan.

L: The fire that happened in Hong Kong last year has turned the self storage industry in Hong Kong on its head with the whole industry facing major reparations. Because of this, it has had a trickle down effect in other countries that has

also shaken the foundation of the business, namely in Taiwan. Given this – is this something you ever anticipated (ie, dealing with the governments/regulations) and how are you dealing with these issues?

For me, during June, I faced different Issues. It started in Hong Kong and then trickled to Taiwan. The news reached Taipei, China, and the government became more alert about potential problems for general public. Immediately there were issues in Taiwan – including dangerous goods that were store.

Every single business has their challenge. Some have money problems,



Kevin Chan



Fire in Hong Kong



Industrial buildings in Hong Kong

some have market problems. If the government steps in, and if there is no need for the industry, the industry would break up. Months later however, we are still working with the government and they see the need for this industry in Hong Kong and Taiwan. [This is not the end of business and while it stings, its not a bad thing so] we need to set up new directions [and strategies].

We forget what we have run a successful industry and many businesses for the past 15 years and now we have to do something different [in order to keep I successful]. Every industry goes through this. I have really enjoy what I did for 15 years of business but it may now its time to shape the business to the future.

Editor's note – Store Friendly has over 100 sites in Hong Kong, 8 in Taiwan, 1

"Once we achieve this we can achieve anything"

in Shanghai and 6 in Macau serving over 150,000 customers pan Asia with over 35,000 units.

L: Agreed. So you've seen the good times and now you see government intervention. How are you handling it? You went for the reward, are these the associated risks?

As an entrepreneur, every time we trick ourselves. We have 5 year plans, 10 year plans, but being an entrepreneur you need to do something that you haven't done before. Before we needed to understand self storage staffing, managing, accounting, but now we need to understand and get deeper involved in government affairs like understanding lands issues, authorized persons, and fire engineering.

But, we are just doing self storage, we are not a developer, so why do we need to learn this? Now, not only do we have to, but we have a chance to learn something more instead of just self storage. This is the reality [of business].

For the past 15 years we have relied on small stones to hop across in order to transverse the river, but now [the business and industry is big] so we need to build

our own bridge. This only means that there will be an even bigger market in the future.

L: So our success is the reason why we're getting so much pressure?

Yes, we have a lot of pressure and we need to find solutions in order to make an even bigger industry for the future. For example – previously, our industry had more than 100,000 units in HK. What if in the coming 10 years, we have 10 times this amount. If we're not regulated, how could we get to 10x this amount?

So now is the time [in our industry in Hong Kong] that we overcome a lot of things in order to achieve a bigger growth. A lot of people now will wrap up their businesses, will decide not to continue. However, if I moved to another industry, the same issues will happen, particularly as industries grow and may have troubles, including potential regulations.

Yes, there is trouble now but there is an opportunity to learn...and grow It gives us an opportunity – we need to look forward. We need to evolve as an industry [and as a self storage entrepreneur]

L: The industry body encouraged best practices for the industry but

now the industry is being forced to improve. Is this a good thing?

When the SSAA was set up, there was going to be PR, events, research...same as other associations. But now, the SSAA is working with regulations and issues concerning the survival of the industry. As an industry body, and industry in general, we're learning so much right now. Once we achieve and finalize this, we can achieve anything, because every trading association, if you're relevant, will be regulated by the government. So how do you tackle all the issues, including politics, regulations, etc, and still keep your business afloat...you have to learn how to juggle. Doing business is just like juggling. People say you need money, guts and opportunity. It's a matter of taking that opportunity and going forward.

L: Ok. So just like the GFC in 2008, companies suffered and many closed. Government intervention came, reworked the industry, intervened to save the industry, and now businesses are still prospering.

Exactly. Without pressure, this industry could never grow like they have in the US. Here the industry is like a high school student but in the US it is like they have a PHD because they've been through all the issues, including regulations, and they are even more understanding about the business.

'Being an entrepreneur, you need to do something you've never done before....Now we have a chance to learn something more than just self storage. This is the reality.'

We're tackling this issues even harder however because all the information is even more transparent so once the news is out, everybody will know what's happening which puts even more pressure on the industry body and industry to meet government and member demands.

We're dealing with this situation like developers deal with it – Lands, Fire, and Building Departments, we're learning and working with the foundation of the business in order to build it.

During this exercise, we see we can participate in the growth of the industry much more and we see that the government has an interest not to kill the industry but to help it grow in a manner that it won't affect stakeholder as aversely as it has this time around. Hopefully then the government will see the importance of self storage and allow us to thrive in industrial buildings.

L: So in both of these countries you're in, we're be given an opportunity for re-birth. The industry is getting bigger and the government is working with the industry as they see the demand from the public so they don't want to kill it but they need to control it before it gets too big. How about China? The government by now is recognizing the growth and knows about the incident in Hong Kong. What do we, as an association, anticipate how much they may weigh into the industry?

In China there are a lot of entrepreneurs and they are setting up their own storage but the government is aware of different fire safety issues. You won't be able to control every government and their behavior, and enforcing is difficult and until the industry gets big enough, then government may not have interest to step in. [The self storage industry is not mature in China as it is a nascent industry.] Until then they won't likely pay a lot of attention but in the meantime, the industry body can continue to encourage best practices and regulations that we've learned in Hong Kong.

We need to take time to grow the industry but governments may not fully understand the need of self storage. Without the industry body working with the government and pushing to find solutions, the last 6 months would have been lost. But now we have solutions. A lot of operators are panicked at the moment but the experience they are getting is training themselves for more knowledge of the industry.

We need to fight for the industry and upgrade ourselves especially if we want to grow in it. Based on our learning of this, and the risk of this happening in other countries, especially if we grow from it, is a reward in it of itself.

From the SSAA's standpoint, we've certainly learned a lot. My gray hairs attest to it. We will continue fighting for the growing in the industry because indeed, we've learned a lot from it. Our members understand not to run away because the industry will be reborn – stronger.

While you set up, there may continue to be risks, but as long as you continue to be informed and are focused on growing and continually learning from the process, it is a reward of its own. Especially seeing that the governments want the industry to thrive, that should be incentive enough to not only invest, but invest smart.



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業界成功までの道は多難

Luigi La Tona
Executive Director
Self Storage Association Asia



The fireman continue to put out the Ngau Tau Kok fire on June 24 2016

アメリカでの当業界の成長軌道に比べ、アジアでのセルフ・ストレージの概念が浸透するのに少々時間がかかっている。日本では1990年代初期にこの事業が始まり、香港では1990年代後期、シンガポールでは2000年初期になってじわじわと始まった。

何百万もの人口を抱える都市は垂直方向に成長を続け、生活環境が過密であるのは普通になってきている。収納スペースは、以前は農業地域であった場所に建てられた住居ビル、販売・商業施設にとって便利なスペースとして先じた。特に香港では、工業地域周辺や、元の目的である製造現場として使用されていない場所で拡大した。心と生活に余裕のある中級階層が増加し、自宅外収納スペースに理解と注目が高まり(!) (検索ワード: 香港のモスキートアパート)、アジアの海岸地域へ投資が増加した。当業界が世界的に成長するに伴い、2000年代後期には中国、台湾、タイ、

韓国等他のアジア諸国で広がりを見せ、最近ではインドネシア、インド、ブルネイ、その他中東や西アジア地域の多くの地域でも広まりつつある。

規制への道

業界と投資家に人気が高まる一方、規制機関は当業界に対し、比較的あいまいな立場をとってきた。業界の更なる成長のために取り上げるべき重要な問題について規制機関と交渉するため、SSAA(アジアセルフストレージ協会、業界の地域団体)が設立された。会員への特別サービスを豊富に用意するとともに、SSAAは収納スペース産業が活発な国にそれぞれ国別特別委員会を設置し、メンバーが直面している問題や取り扱いたい基本的な問題について話しあえるようにした。委員会は主に各国の特別行動規範に従う組織で、セルフ・ストレージ業務の行動規範を高水準に維持す

るよう、会員は自己規制目標の設置が奨励されている。

このような状況下、SSAAは業界を成長させることに成功する一方、会員には高水準で行動規範を維持するよう奨励している。前述のとおり、政府や規制機関はまだ十分に当業界に関与しておらず、(いくらか後ろ向きな姿勢で) 取り組もうとしていたところであった。しれが2016年6月下旬の悲劇的な事故前の状況だった。

火災と無用の長物

香港の代表的なセルフ・ストレージ施設の一つで起こった、空気調節機の配線ミスを原因とする火災は、過去50年で最悪のものとなった。108時間燃え続け、2人の消防士の命が犠牲となった。この悲劇で業界と香港は震撼した。(詳細はgoo.gl/jf3RM4のサイトをご覧ください)。

この火災により業界には赤信号が灯り、政府は即座にある対策を講じた。最初にしたことは、賞賛に値するが、業界をまず理解しようとしたことだった。政府は様々なメディアの報道を通じてSSAAを知り、すぐに連絡をとってきた。SSAAは政府と良好な関係を築き、その後も関係は更に深まった。政府は業界を理解するため、セルフ・ストレージ施設全てを訪れ、SSAAの記録さえも逃れ、SSAAが掲げる安全なセルフ・ストレージの行動規範を明らかに満たしていない箇所を発見した。最小の規制によって次の火の粉に対する最大限の効果が得られるよう、どのようにこの非常に需要の高い産業に対処することができるか、政府はじっくり取り組むこととした。

しかしそれ以上に、別の工業用ビルでの火災(収納スペースとは関連なし)が1週間後発生したことに加え、メディア独自の調査によって、空間の巨大な問題—工業用ビルの管理不行き届きという大きな問題に注目が集まった。セルフ・ストレージの火災(1週間後の別の火災も)問題は、1963年以前に建設された工業用ビルではスプリンクラーの設置が免除されていたという事実によって更に悪化した。今



Fire exit

回の建物に似たスプリンクラー未設置の建物は香港中に400以上も点在する。セルフ・ストレージ業界はそのような建物内に収納スペースを設置することを目標にしているが、常に住居・小売・商業用施設を取り合っている都市にとって、こういった不動産は全て「工業用ビル」となりうるもので、使えるものは使う、という状態だ。

空間有効活用の解決策、あらゆる階級の人々が適切に利用できること、工業用ビルに関する「新たな」問題が、政府の注目してきた事項だが、セルフ・ストレージの収納スペースでの火災発生や、規制機関が特にこの業界に注目をし始めたことで、セルフ・ストレージ業界は今後の業界の成長のあり方という新たな現実を目を向けることとなった。

一歩後退・・・

当業界はこの悲惨な事故を教訓とし、顧客の利益の為に何をなすべきか調査をした。そして顧客安全性が最優先課題となっている。調査は継続され、ストレージ施設の管理不行き届きな点が更に発覚し、本来不動産所有者に課せられた適切な運営基準を下回っていることが指摘され、これらは次の優良業界、参入者が現れるまで続いた。

メディアの監視という好ましくない注目を集めるだけでなく、顧客の関心も売上も次第に減少し、業界も沈黙を守り、何百万も投じた広告も控えるようになった。投資家には疑問が残り、政府機関はセルフ・ストレージ会社を個別に調査し、極めて厳しく規制に関する回答を要請していた。火災事故から2ヵ月後、その影響は、現場周辺の他の行政機関にもおよび始め、周辺地域のセルフ・ストレージ業界の調査も開始された。業界の逃げ道は断たれ、元の軌道に修正するために深刻に反省し、重要戦

略をとっていくところであった。

・・・二歩前進するために

政府、メディア、ステークホルダーは皆これに対する解答を模索し、SSAAはこれに従事する機会を得た。

協会は今後も継続的に、数の力を認識しながら各地域で宣伝活動を行っていく。物理面でも、知識面でも、いつでも協力が得られる数を確認するためである。SSAA会員はすばやくその力を利用した。1グループに1つの意見、1つの目的がある。

香港セルフ・ストレージ委員会を通じて、SSAAの先導のもと、SSAA会員はすぐにメディアや政府に関する戦略と目標を設定した。以前では決して考えられなかったことだが、地域コミュニティは共同で課題に取り組み、100年以上あるセルフ・ストレージの歴史、数字、意見を活用した。誰もが最善の取り組みとするための貴重な情報が眠っていることに驚くことだろう。

ご想像通り、香港政府は当業界の複数の会員と（そして多くの非会員とも）積極的にかわり、どのように様々な建物と火災対策を調整するか、違反金を設置するかなどについて助言を受けている。SSAAはSSAA香港委員会と共に、会議や手紙を通じて政府と直接かかわってきた。当初は業

界が直面するような重大な変更について何度も高官会議を行っていたが、次第に政府からの変更提案事項の重さは軽減してきた。SSAAは、政府に業界をより理解してもらい、香港の人々・保管品の安全性、そして業界自体にとって何が意味のあることなのかを理解してもらうため、政府と共に仕事をしてきた。SSAAが直接関与し、政府と公式・非公式の会議をすることで、SSAAは今、理想のモデルを獲得しつつある。法規に従った、香港全体に一般的に受け入れられるようなモデルで、ステークホルダー全体が歓迎するようなモデルである。

私は実のところ、大変真面目に規制は歓迎だと考えている。香港は他のどの地域よりもグレー・エリアとして有名で、セルフ・ストレージ業界においても然りである。実際のところ、多数の規制や行政機関が関係してくるとグレーにも濃淡がでるが、これらのグレー・エリアを明るくすることはよいことだ。特に投資家は火災の発生によって手を引いており、今後の答えを欲しがっている。何が起っていて、今後どうなっていくのか、答えを出されなければならぬ。

規制の内容が固まれば、投資家やサプライヤーは注目するだろう。多くの投資家が再び業界の上昇を待ち望んでいると



Self storage units



Hong Kong flats are small and dense

いうことを信じてほしい。この商売が好きな人はずっと好きであり続けていて、現在の不安定な状況の中でも機会を伺っている。

しかし規制は一方向的には決まらない。SSAAはあらゆる機会を捉えて、メディアやSSAA会員、政府に対し、行政と手をとりあい、取りくみ、支援することを表明してきた。これらの規制が業界、香港の人々、政府にとっても適切なものだということを明らかにするために。そしてこれまでのところ、現政府との共同作業はうまくいっている。香港の政府団体はSSAAを業界のリーダーと認識し、様々な質問を投げかけてくれるだけでなく、会員以外からも問い合わせが来るのだから、なんという共同効果だろうか！

SSAAは、香港の周辺諸国とは時間をかけ、直接、各国の国別委員会の会員と話し合っ、火災事故と香港委員会の対応方法について周知している。これらは、業界の長期的未来にとって健全かつ安全で持続的な成長のための貴重な教訓となっている。

火災事故の件を聞き、自国内でも小規模火災があった台湾・シンガポール政府

は、セルフ・ストレージについてより知りたいたいとの騒動にすぐ関心をもった。そのおかげでSSAAは両政府と直接関係をもっている。

まだ多くのなすべき段階があると同時に、それらはすごいスピードで押し寄せてくるかもしれない。しかしこの動きはSSAA会員にとってセルフ・ストレージの長期的成功のためには高く評価するものであり、業界も価値を置くものである。



希望の光

このような悲劇が起こるとき、希望の光を見つけることは難しい。2名の消防士が命を落とし、多くの人々が愛する人と大切な物を失った。

光があるとすれば、今、この、SSAAが懸命に取り組んでいる活動、この業界を継続させるための活動にある。そのような悲劇は発生する必要はない。産業革命以後、世界中のどんな産業も、よくなるために懸命に働いた。そうでなければ消滅した。世間も、政府も、善意なる産業界も、世界中も、それを望んでいる。

セルフ・ストレージ業界の支持者、政府、投資家、一般関係者の間で、SSAAが現在および今後100年間、この業界をどう導くことができるのかについて、意義ある対話を持ち、更に意義ある活動を行えるかどうかは、現在の、業界成功への厳しい道のりにかかっている。

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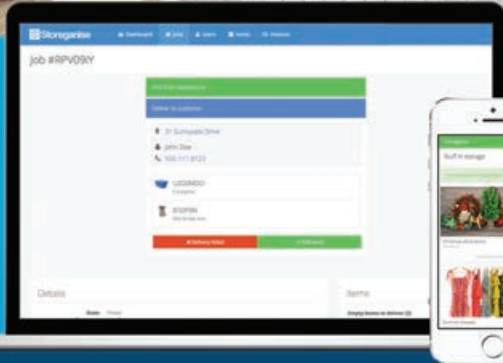
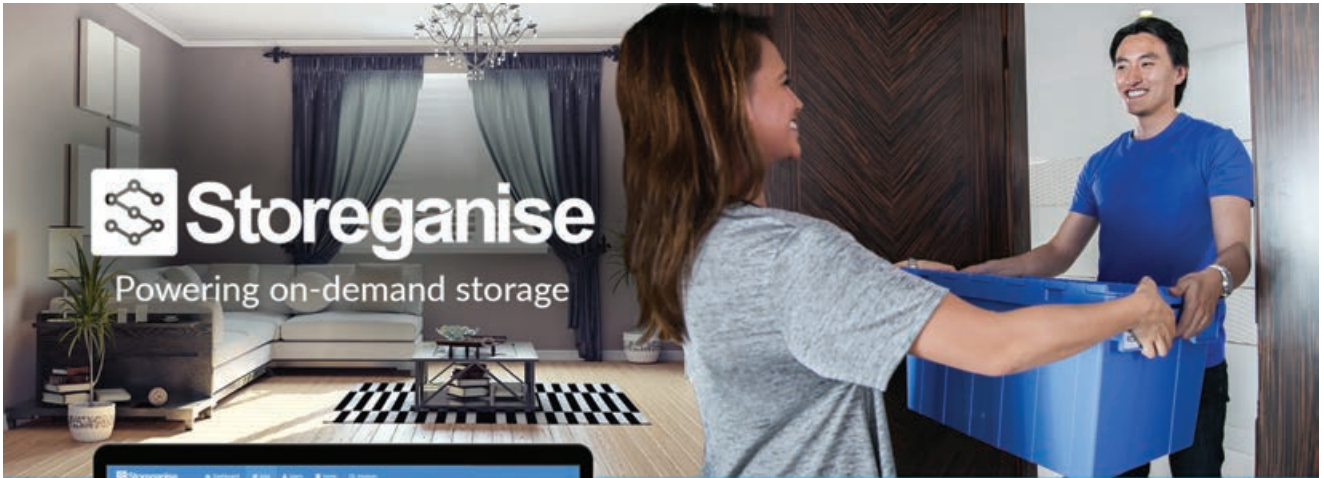
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Welcome

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Tuesday May 16

9:00-12:00

Jes Johansen – Former CEO and Cofounder Store Friendly - Self Storage Group in Singapore.

Self Storage Set Up and Run 101

Key Issues to Include: Structural Considerations, Key Issues to Avoid, Did you think about...?, Different Set Up Models, Advantages and Disadvantages, Funding Options and Approaches + Benefits of Each, Market Approach, How to Analyze the Market, Self Storage Past Present and Future.

13:00-17:00

Facility Tour

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19:00-21:30

PTI Welcome Cocktail

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9:30-9:45

Jon Perrins - Steel Storage | Kevin Chan - Store Friendly

Why we need to professionalise self storage and what needs to happen in order to do so.

Jon Perrins has built self storage around the world and was the founding chairman of the SSAA. Kevin Chan has self storage around Asia and is a stickler for strong policies. With standing room only, they succinctly discuss why, especially now in this moment of industry growth in the region, we need a professional industry. The self storage industry in Asia is growing and through the great collaboration with SSAA members, the Hong Kong Self Storage industry is experiencing a rebirth.

9:50-10:00

Luigi La Tona – Self Storage Association Asia

The Difficult Road to Industry Success

The self storage industry in Asia is growing and through the great collaboration with SSAA members, the Hong Kong Self Storage industry is experiencing a rebirth.

10:05 - 10:35

Networking, Coffee, and Brain Break

Meet the vendors and each other

10:40 - 11:10

Jes Johansen - Former CEO and Cofounder Store Friendly - Self Storage Group in Singapore

It's not all roses and sunshine

Indeed. Investing in the industry is one thing and managing a successful self storage facility a whole other. Jes doesn't mince his words to get into the nitty gritty about industry questions and answers.

11:15 - 11:45

Mike Hagbeck - Blackstone, Jason Li - Vanke

Investment Growth in our industry: Asia Awakening!

Many investors are looking for the opportunities in Asia but simple measures won't be enough. To grow in this competitive field you need a smart and complete approach. These investors and developers know how and why in order to find success in their respective markets.

11:50 - 12:15

Bob Tan, Ollie Saunders - JLL

The Asia Self-Storage and Real Estate Landscape

Self Storage investment in Asia is gathering steam and the word is hitting the shores abroad for investors seeking to diversify and multiply their income in this very lucrative industry. JLL digs deep to talk about the who, what, where, and why of this growing trend.

12:15-12:30

Luigi La Tona - Moderator

Group Photo thank you to our great sponsors!

This event could not have been possible without the generous support of these great sponsors and exhibitors.

Wednesday May 17

8:00

Registration Starts

9:00-9:10

Andrew Work – Master of Ceremonies

Welcome to Self Storage Expo Asia 2016!

Here we go again! Self-storage Expo Asia has ventured south to the beautifully busy and bustling Hong Kong. For successive years, this Expo is the must attend event of the year if you have even the slightest interest in the industry in Asia. Network, learn, make friends, and strengthen your business plan.

9:15-9:25

Helen Ng – Self Storage Association Asia Chairman

SSAA Chairman Welcoming

As SSAA Chairman, Helen Ng has guided the self storage industry in Asia through unprecedented experiences and shares her vision for the future.

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 (+852) 2445 6608 (HK)

12:30-14:15

Space Manager - 25 Years of Supporting the Self-Storage Industry



Grab your lunch and take a seat for 30 minutes in order to learn more about Space Manager - the most successful and widely used self storage software in Europe!

14:20 - 14:45

Markus Scherer - Ipsos Business Consulting

The Official Self Storage Regional Report: Asia in the making

For 3 years running, Ipsos Business Consulting has masterfully assembled the regional report for the self-storage industry in Asia to great success. For those soon to be or currently in the industry, this research adds key insight for potential business development and extensive insight to the heart of the most important matters.

14:50 - 15:30

Tron Jordheim - Storehere

Tradigital Marketing

"Tradigital Marketing". What is it and why should Asian self storage operators care? Traditional marketing works: word of mouth, great stories, attractive promotions..but the world has become a digital place and this changes everything. How does this change what it means to do marketing? What highlights of the digital transformation are most important? How do you quickly become a master of Tradigital Marketing?

15:30 - 15:55

Networking, Coffee, and Brain Break

Meet the vendors and each other

16:00 - 16:50

Yuku Ng - Storage Select, Miles Davison - Storeganise, Tron Jordheim - Storehere, Ben Parsad - PTI Security Australasia, Justin Wiley - Space Manager

Tech To Know

Aggregators, assimilators, software, security...where is the market going and what is it coming to. Get ahead of the curve before you're left behind

17:00

Close

18:30-20:30

Store Friendly Dinner Celebration



A celebration dinner with great friends, food, and fun. Lets let our hair down and enjoy the great Hong Kong cuisine. Store Friendly also has a tasty surprise in store so don't miss out.

Thursday May 18

8:15

Doors Open

8:30 - 8:50

SSAA Annual General Meeting

Members only

The annual general meeting is strictly reserved for SSAA members in order to discuss the year that was and will be.

9:00-9:50 (Concurrent Sessions)

Desmond How - Flexi Storage - Malaysia | Sam Peterson - LocNStor 24/7 Philippines | Darell Lintott - Bangkok Self Storage - Thailand | Wadih Haddad - The Box ME- Middle East | Ameya Davda - Space Valet - India

Developing

Up and coming, these countries show tremendous potential for self storage investment but the learning curb may be steep.

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Susan Phillips - Self Storage Association Australasia | John Lindsey - Lindsey Self Storage Group, America | Paul Fahey - Self Storage Performance Management International - Europe | David Blum - Better Management Systems - South America

The World

The world is steeped with self storage experience and knowledge. Here, the biggest self storage geographies discuss all the current ongoing and future potentials.

10:00-10:50 (Concurrent Sessions)

Moderator - Tokuo Yoshida - Rental Storage Association | Hiroyuki Fujii - Keiyo-buturyu Co, Ltd | Naomichi Hayashi - Arealink Co. Ltd | Akihiko Enya - Your Space Inc. | Yasuo Hagiwara - Quraz

Japan

Are you interested in Japan self-storage market? Japan Forum will provide you with its latest market status, market distinction and uniqueness, major players and their growth initiatives. Join us and get connected!



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Moderator - Emma Feng - My Cube Self Storage - China | Charlotte Sun - Locker Locker - China | Alan Tso - CBD Self Storage - China | Jodi Chen - Easy Storage - Taiwan | Kevin Chan - Store Friendly - China and Taiwan

China and Taiwan

As other industries, the self storage industry is growing but there is a lot more that meets the eye so potential investors should be well aware of the prospects and pitfalls. Learn them here.

11:00-11:25

Networking, Coffee, and Brain Break

Meet the vendors and each other

11:30- 12:00

Angus Miller - Mandarin Self Storage

Your journey to debt collection: Goods Disposal and Auctions

Self Storage auctions may seem like a novel idea in Asia but in America it is all the rage. More than just a TV hit show however, it is a key function of debt collection. Disposing of your goods in a proper manner can yield great results while doing it wrong can yield the complete opposite and territory you want to avoid.

12:05-12:30

Denise Tom - Hill and Knowlton Strategies

The importance of Good Public Relations

Public opinion of each of our businesses is important and managing their perception is vital to longstanding positive rapport and communication. H+K Strategies has worked closely with the SSAA during the current activities and will provide insights on how organisations can manage their reputation during difficult times.

12:30 - 14:00

Lunch

Space Solutions?

Think inside the box!



Space Manager Software does just that!

Space Manager provides you with everything you need to build your system into a better business. Whilst running the facility and giving you control of operations, **Space Manager** also records the details which give you the knowledge and confidence to make informed decisions. We listen to our customers and do our best to ensure that the software does what you need it to do, offering real flexibility and adaptability to your needs - whatever shape your business takes.

Space Manager empowers your own website to connect you to your customers; it enables you to take reservations and manage accounts, helping you to maintain the vital communications that modern business thrives on. It is your 'all-in-one' business support tool; you can organise your operations efficiently by having **Space Manager** take care of reservations, billing and your space management itself. It also helps you to operate smarter. The highly flexible reporting systems in **Space Manager** allow you to create intelligent reports; reports that can guide well informed management decisions to take your business to the next level.

As the leading provider in Europe, with a first-class reputation for exceptional quality and remarkable support, we would love to combine our experience with your expertise.

Find out more from our website or call us today on +**(852) 2659 7555**.



RADical Systems making space work

RADical Systems (HK) Limited
Unit 2, G/F, Office Block 1, Office Building,
92 Siena Avenue, Discovery Bay North,
Lantau Island, Hong Kong
Tel: +**(852) 2659 7555**
Email: radical@radicals.com
www.radicals.com.hk

14:05 - 14:45

Alex Chung - Hongkong Storage | Peter Churchouse - Asia Property Services | Simon Tyrell - E3 Capital

After a Crisis: Considerations and Perspectives

Alex, Peter, and Simon will share with us their individual and well thought out considerations and perspectives for the future of self storage after a crisis. Coming from different backgrounds and focuses, this is sure to be a great discussion.

14:50 - 15:25

Networking, Coffee, and Brain Break

Meet the vendors and each other

15:30 - 15:55

Vincent Ho - Freevision

Self Storage Rules and Regulations in Hong Kong

The self storage industry has been focused on finding safe and sustainable solutions to meet the principles of the Hong Kong Fire Services Department. Vincent Ho and his staff have been at the forefront of advising the industry in order to help sail through the rough waters. A great and knowledgeable speaker.

16:00 - 16:25

Kevin She | Matthew Chun - SC Storage

Game Changers: What We've Learned

Kevin She and Matt Chun are successful entrepreneurs in the self storage industry. From nothing they built their self storage operations to the biggest in Hong Kong and on one June Tuesday, everything changed. Learn what they've learned, in all their reflections. You won't want to miss this.

16:30

Self Storage Expo Asia is Closed

18:30 - 21:30

Hawaii Theme Cruise

Aloha! Lets cruise Hawaii Style to celebrate the Expo that was. I le'ale'a kâu!

Friday May 19

9:00 - 15:00

Shenzhen Awakening!

Interested in the China Market? Don't miss this! A full outing to China inclusive of Bus to and from Shenzhen, Self Storage Tour of Locker Locker and Vanke Facilities, Lunch with China Market Discussion.

DO YOU WANT MORE **CLIENTS ?**

Support online payment

Don't worry if your website do not have an online payment option, we've got you covered! We allow clients to book and pay for your storage online via Paypal or credit card.

Professional videos and photos

We want to assure our website displays the best of your facility, therefore we hire professionals to make videos and photos for your storage at no cost !

Direct referral

What's better than receiving client directly? Receiving tons of clients from us ! Upload your information and start getting more business today.

More exposure

Not only you will get more exposure ,your listing will also be displayed on Google with stars.

Event Speakers



David Blum
President, Better Management Systems, LLC

David Blum is a business graduate of Boston University and holds a Masters Degree in Marketing Management from Fordham University in New York. After an extensive and varied career in retail and truck rental Mr. Blum entered the self-storage industry full time in 1996. A district manager for Storage USA, Mr. Blum went on to become Vice President of Operation for Budget Mini-Storage in South Florida. In 2003 he began his own consulting practice, with clients throughout the United States, Mexico, South America, Europe, Greece and Israel. In 1998 Mr. Blum co-founded the Florida Self-Storage Association.



Kevin Chan
Chairman, Storefriendly

Kevin, Kai Ho Chan is the Chairman and founder of Store Friendly Self Storage Group, which was founded in 2002. The company has over 120 branches all over Hong Kong, Macau, Singapore, Taiwan and Shanghai, which provide over 40,000 storages and 1,200,000 square feet. Kevin is determined to build up a "Brand" when he first started the business. He believed the motto of "Do it from heart", only the honesty and sincerity can sustain customer base. Store Friendly is heading to expand the business all over Asia - "Store Friendly, the No.1 Self Storage Network in Asia.



Alex Chung
Managing Director, Hongkong Storage

Mr. Alexander Chung officially joined Hongkong Storage, as Managing Director in 2014. Mr. Chung focuses on operational and facility management, talent development and customer services, and is committed to enhance the Self-Storage services and facilities to the leading international standards. Mr. Chung has more than 30 years of management experience in logistics and supply chain industry. Before joining Hongkong Storage, he served a number of well-known multinational companies, including DHL, DOW and Sumitomo. He also acted as external consultant for McKinsey, KPMG and some local companies in China from 2012 to 2013. Mr. Chung has a profound understanding in network development, process improvement, quality and service management, with an in-depth understanding of Greater China market, laying the foundation for the company to expand in the Mainland and overseas.



Jodi Chen
Founder and CEO, Easy Storage Taiwan

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



Matt Chun
Director, SC Storage

Matthew Chun, originally from Australia, has lived and worked in Hong Kong and China for over 20 years. He has primarily worked in investment in the infrastructure, telecommunications and mining sectors, and in 2001 co-founded SC Storage, a pioneer in modern self-storage in Asia, in Hong Kong. He holds a Bachelor of Commerce from the University of Melbourne and a CPA (Australia).



Peter Churchouse
Publisher, The Churchouse Letter

Peter Churchouse has been involved in Asian property and equity markets as an investor, financial advisor, practitioner and research analyst for 35 years. He spent more than 15 years at Morgan Stanley where he was Managing Director, regional strategist, analyst and head of research, before establishing a fund investing in Asian real estate and real estate securities. Prior to joining Morgan Stanley, Peter established and ran a property research department and consultancy function for international property consultants, Jones Lang Wootton (now Jones Lang Lasalle) in Hong Kong. He currently is author and publisher of the "The Churchouse Letter" (www.churchousepublishing.com) and is involved in property investment activities via private equity companies as well as private vehicles.



Miles Davison
Director, Storeganise

Miles Davison co-founded StuffGenie in 2014 providing valet-storage services in Hong Kong. Using their significant tech experience and real-life working examples from StuffGenie, Miles and his co-founder, Charlie, have now gone on to launch Storeganise - a complete valet storage IT solution. Officially launching here at the Self Storage Expo Asia, Storeganise provides businesses with a way to get started in the valet storage business within days rather than months. Storeganise also offers its solution for traditional self-storage users in the form of an interactive photo inventory management system. Prior to founding StuffGenie and Storeganise, Miles was the General Manager of LifeStyle Logistics based in Shanghai, managing over 500,000 sq ft of warehousing throughout China. He also spent a number of years with Goldman Sachs in Hong Kong and Tokyo.



Ameya Davda
Co-Founder, Space Valet

Ameya's field of work is Business Strategy and Sales. Having graduated from the University of San Francisco with a degree in Strategic Management, he worked for a Consulting firm as a Supply-chain and Logistics Consultant for VA hospitals, operated by the U.S. Department of Veteran Affairs. Ameya returned to Mumbai, India and joined the strategy team of The Weizmann Group, a listed company that deals in Foreign Exchange, Digital Payments and Remittances. In 2016, while helping with the sale of his family's Document Management business, Ameya realised the issue of lack of space in India, which fostered the creation of Space Valet: Your Storage Hub.



Akihiko Enya
President, Your Space Enya

Akihiko Enya is the president of Your Space Enya Co. Ltd which is one of pioneer companies of container storage service in Japan. That's company is one of franchise of Your Space group. Starting with just one facility under the brand name of Your Space since 1999. And grew in Yokohama, Kawasaki, Tokyo, Chiba, Mito and Fukushima Area with 16 facilities. And he is a chairman of JRS (Japan Rentalbox Society) from 2016.



Paul Fahey
Past President, FEDESSA

Paul Fahey has been a storage professional for over 35 years having worked initially in transport and storage and for the last 18 years in self-storage. He would consider himself a small operator of large facilities. He currently operates 2 portfolios, one in the UK (where he has previously established and sold 3 portfolios to national operators) and also EasyBox the largest operator in Italy. Paul is a past President of FEDESSA and past Chairman of the UK SSA and in his spare time has been an industry consultant to companies across Europe and the Middle East for 15 years



Emma Feng
CEO, MyCube Self Storage

As one of the earliest self-storage operators in Beijing, MyCube Self Storage (founded in 2013) has served more than 500 self-storage users and managed to break even by operating only one facility of 1000 square meters in the last year. With 3 more facilities on the way in 2015, MyCube aims to provide better and wider service for more communities and various businesses in Beijing. Before the founding of MyCube, Emma was an excellent investment director in digital broadcasting business. Now with the development of her company and the local self storage market, Emma is seeking venture capital which would certainly help to speed up the expansion of scale and diversity.



Hiroyuki Fujii
President/CEO, Maruzen group

Hiroyuki Fujii is the president/CEO of Maruzen group which is a global group companies conducting the chemical tank terminal business. Maruzen Group is known as the leading innovator and total planner of the chemical logistics in Japan. Starting with just two facilities, Hiroyuki has been leading self-storage division under the brand name of Private box since 2005 and grew the division to one of the major self-storage company in Tokyo Area with about 60 more facilities. He has been working on an aggressive expansion plan to gain more recognitions with the vision of self-storage becoming part of everyday life in Japan. And he is a director of RSA board member.



Wadih Hadad
Founder and CEO, The Box ME

The Box ME is the Middle East's first regional self storage operator headquartered in Dubai. Prior to setting up the first storage facility in 2006 he was serving customers out of his bedroom, which has grown to over 200,000 square feet in Dubai, Abu Dhabi, Beirut and Qatar. He is also the founder of Black Box, a leading document storage provider in Dubai. Wadih graduated from the American University of Beirut in 2003 and leading a team of over a 40 people contributing to the growth of the industry in the Middle East.



Mike Hagbeck
CEO, Minibox Self Storage

CEO of Minibox Self Storage, a partnership with Blackstone Real Estate Partners, formerly known as MiniCo Self Storage. Mike has 16 years of experience in self storage in Australia, Hong Kong, Singapore, Malaysia and South Korea. Mike was founder and CEO of Extra Space Self Storage from January 2007 to January 2014. When he left, Extra Space operated six properties in Singapore, two in Seoul and three in Kuala Lumpur. Before Extra Space, Mike was the Managing Director of Store-It! a storage business he founded in Singapore. Prior to moving to Singapore, he was General Manager of Millers Wine Storage, a wine storage and distribution business in Australia.



Yasuo Hagiwara
Senior Director, Quraz

Quraz is Japan's largest indoor self-storage owner and operator. Yasuo joined Quraz in 2002 and has been actively involved in the expansion of the business from its very first location in Tokyo to its current position as domestic market leader in both size and quality with over 50 locations across Japan. Yasuo is responsible for leasing and revenue management, and leads all customer facing operations including oversight of facility managers and staff, the centralized call center, online and offline marketing and collections. Prior to joining Quraz, Yasuo lived and studied in London, and is fluent in both English and Japanese.



Naomichi Hayashi
President and CEO, Arealink

Born in 1953 in Tokyo, Japan, and obtained science degree of Tokyo University of Science in 1978. Joined Chikuma Real Estate Co. Ltd. (current Starts Co. Inc.) in 1978. In 1995, Mr. Hayashi established Arealink Ltd., assuming an office of President and CEO (present position), and have led its self-storage business line to be one of the top position in Japan. Mr. Hayashi also has assumed the co-representative of JSSA (Japan Self-Storage Association) from its foundation in 2010.



Vincent Ho
Managing Director, Freevision

Sr Vincent Ho, Managing Director of Freevision Limited which was founded in 2005 providing a wide spectrum of building and property related surveying consultancy services. He was qualified in 1991 as a member of the Hong Kong Institute of Surveyors and the Royal Institution of Chartered Surveyors and since then practicing as Professional Building Surveyor and an Authorized Person under the Buildings Ordinance. Sr Ho has over 28 years' property and construction related surveying consultancy experience. He is active in serving and promoting the surveying profession and he has served as the President of HKIS (2014 – 2015) and Chairman of Building Surveying Division of HKIS (2010 – 2012).



Desmond How
Co-Founder, Flexi Storage

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



Jes Johansen
Former Managing Director, Storefriendly

Business entrepreneur whose venture is Catapult - a business accelerator business in Australia. With Catapult, Jes is helping businesses by taking a structured approach to growth and an equity share in the customers' business. Catapult is not a short-term solutions provider, but a long-term partner. Previously founder/CEO of Store Friendly Self Storage Group in Singapore. The business was sold in 2015 to SingPost having reached strong market presence in just four years by rapidly expansion through a franchise model. The franchisees were eventually bought out before the trade sale as a self-operated business. Before starting Store Friendly in Singapore, Jes headed up Steel Storage in Asia and as such was an integral part of the introduction of the self-storage industry to new Asian markets. Says Jes: In general I love 'simple' industries with an edge and self-storage has certainly offered a great opportunity for unexplored growth in Asia. Space is at a premium and people gather and collect more and more stuff; the impact of globalised values and greater wealth.



Tron Jordheim
Business Development Manager, Storehere

Tron Jordheim is the Business Development Manager for Store Here Management / RHW Capital Management Partners, and a consultant in sales, marketing and management. He was formerly the chief marketing officer of one of North America's largest privately held self storage companies, and director of the industry's largest call center. Tron has written three books, is a frequent speaker at global self-storage events and marketing conferences, and a contributor to industry trade journals. He started his first business in the sixth grade with a roll of paper towels and a can of window cleaner, put himself through college with a protection dog business, and ran North America's most successful Culligan Bottled Water franchise. Tron was a pioneer in search engine optimization, digital marketing, and social media. Tron's clients and employers have gained billions of dollars in asset value from what one self storage industry icon described as his "quirky brilliance".



Luigi La Tona
Executive Director, Self Storage Association Asia

Luigi La Tona has drawn wisdom from his previous global life and work experiences to energize the start and continued growth of the Self Storage Association Asia. Running a regional association is a process of not only understanding business and individual motivations but balancing perceptions, expectations, wants, needs, and budgets. Luigi can attribute much of this understanding to professional experiences including in the Canadian Chamber of Commerce, managing one of the largest business communities in Hong Kong, as well as with his work in commercial real estate at CBRE where he found success by driving business development activities by engaging business communities.



Jason Li
Director of Strategy and Business Development Vanke

MBA, Business School of Auckland University of Technology. Over 15 years professional strategy consulting and investment career experience, dedicated in high technology, finance, real estate and property management sectors. Started managing self storage business two years ago. We are aiming to improve our customers' home living standard, for business customers, we want to be their longer term strategic partner by reducing their cost and improving their productivities. We are focusing on customer experience, value creation.



John Lindsey
Co-Founder and President, Lindsey Self Storage Group

Co-Founder and President of Lindsey Self Storage Group, John Lindsey graduated from the College of Charleston with a degree in Business Administration with a Commercial Real Estate Development concentration. Licensed for nearly a decade, his only focus has been self storage as he has explored brokerage, development and management over the past seven years while working on various projects throughout the country. John is also on the Board of Directors of the North Carolina Self Storage Association, and is the Former-President of the Self Storage Association of South Carolina, where he is also head of the Membership Benefits Committee and is the Founder of the President's Circle of Excellence Program. John is also a member of the National Self Storage Association Young Leaders Group. In addition to his active role in the self storage industry, John is on the Board of Directors of the Durham Academy Alumni Board, YEScarolina (based in Charleston, SC) and Caring House (based in Durham, NC).



Darrel Lintott
Facility Manager, Bangkok Self Storage

Darrel Lintott is the Facility Manager for Bangkok Self Storage and has worked for the company since early 2005, when Bangkok Self Storage was the pioneering Self Storage company in Bangkok, Thailand. Bangkok Self Storage currently operates two facilities in central Bangkok, servicing a wide variety of private and commercial customers. This has given Darrel extensive experience in the introduction of the Self Storage business to virgin jurisdictions. Prior to working with Bangkok Self Storage Darrel worked in the United Kingdom for government led development agencies tasked with aiding SMEs in embracing the new opportunities for business and customer development that secure online credit card merchant facilities could provide for them.



Angus Miller
Chairman & Chief Executive Officer, Mandarin Self Storage

Angus Miller has developed a successful track record at developing, operating and selling self storage facilities in Australia, Singapore and Hong Kong. Angus led the 31 property Millers Self Storage in Australia. He founded and lead Big Orange Self Storage in Singapore & Hong Kong. Both companies were successfully sold in trade sales in 2004 and 2013. Angus is experienced in all aspects of the business. He has lead the acquisition and development of over 20 properties in Australasia covering 1.5m sq.ft of self storage. His operational experience includes leading Millers Self Storage for 5 years and the start-up of Big Orange's operations in Singapore & Hong Kong concurrently in 2007. Angus is now focused on his next Asian Self Storage start-up, Mandarin Self Storage.



Helen Ng
CEO, General Storage Company

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



Yuku Ng
Founder, Storage Select

Yuku never gives up. Having his IT company smashed by SARS in 2003 and GFC in 2008, he has only become stronger and more resilient. His inspiration for Storage-select comes from the uprising of air ticket compare sites and a frustrating experience of renting mini storage. With the knowledge of coding complex programs for local travel giants, he built the first online storage compare platform, which allow people to find, compare and rent storages all in one go.



Ben Parsad
General Manager, PTI Security Systems

Benjamin Parsad is the General Manager of PTI Australasia Pty Ltd, the leading brand and world standard for access control in self storage. Starting out as technical support officer, a very clear understanding of the product and exceptional customer service skills is required of which comes naturally to Benjamin. After two years with PTI and being exposed to the industry he left PTI to pursue further understanding of self storage by working for a family owned self storage business assisting in implementing software management systems, access control and overseeing operations. Ben managed this side of the business through a rapid growth period, from one location to four location in less than two years. With all the knowledge and experience gained in the self storage he returned to PTI in 2008 as head of sales and technical support, then progressed to running the full operation as General Manager in 2011. Ben has led the PTI brand global penetration and expansion in new territories in Australasia.



Jon Perrins
Executive Chairman, Steel Storage

Jonathan Perrins has been involved in the steel-building-products and property-related industries since the mid-eighties. His business interests include self-storage ownership in the United Kingdom and Australia; self-storage design, manufacture and construction in Australia, Asia, and Europe; along with industrial/commercial property development. He is the founder of Steel Storage Group worldwide. As one of the pioneers in the Asian self-storage market, Jon completed the sale of Extra Space in Asia during 2012 with his partners, Lazard, and was the founder of the inaugural Self-Storage Expo for Asia. He was also involved with the first Self Storage Association conference in the UK and is a past Chairman of the Self Storage Association of Australasia, following 5 years as a board member. In August 2012 he was presented with a "Lifetime Membership Award" from the SSAA, becoming the ninth person to receive this award.



Sam Peterson
President, Loc&Stor 24/7

Several years back, Sam shifted gears after 20-years managing businesses for the world's largest industrial gas company, Linde. From this large multi-national, he joined the legion of self-storage pioneers in Asia when he took on the MD role at Steel Storage Asia (SSA) in Singapore. Here, he learned from the best in the industry; covering: design, real estate, financing, construction, operations, and marketing. As his learnings grew, the allure of owner/operator was too great. So, four years ago he ventured into the Philippines on his own to create, from scratch, what is now the Philippines largest self-storage operator, Loc&Stor 24/7.



Susan Phillips
CEO, Self Storage Association Australasia

Susan Phillips was appointed as the CEO for the SSAA in July 2016. She has been involved in the self storage since 2005, constructing and operating her own self storage facility in northern Australia. Susan has held several board positions including the Townsville Hospital and Health Service that has oversight of 8 hospitals and more than 5000 staff. Her appointment to the Board of the SSAA in 2012 afforded the opportunity to see the whole spectrum of the self storage industry across Australia and New Zealand. Throughout most of Susan's career she has been involved in membership services and has worked to provide the best training for peer support groups with industry bodies.



Ollie Saunders
Lead Director - Alternatives, Jones Lang LaSalle

Ollie is the European Lead Director for Self Storage at JLL. He blends valuation professionalism with extensive market facing transactional experience. He has been involved in the industry since the late 1990s when he developed the accepted valuation methodology in the UK, and went on to broker a majority of the transactions in the UK which now total more than £400m. He has had an involvement with a number of European portfolios either from a valuation, due diligence or agency perspective. He led the publication of the UK Self Storage Association Survey from 2011 – 2014, and the FEDESSA Survey in 2015. He joined JLL in 2014, having previously been a partner at Deloitte where he was head of valuation and self storage.



Markus Scherer
Head of Consulting, Ipsos Business Consulting

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



Kevin She
CEO, SC Storage

Kevin She introduced the mini storage concept to Hong Kong, launching SC Storage in 2001. It is the biggest storage service provider in Hong Kong, with 18,000 rooms in 56 different locations providing storage, transportation, mail delivery and small offices services. SC Storage was the first in Hong Kong to develop a chain-store/retail format, opening new outlets near MTR stations and convenient areas to create strong brand consciousness, it aims at provide combined moving and storage services to customers. In 2009, Kevin She won the Innovative Entrepreneur Award and Young Entrepreneur Award of DHL/SCMP Hong Kong Business Awards in 2011. He established an education fund to promote a learning and sharing culture in company.



Charlotte Sun
Managing Director, Locker Locker

Charlotte Sun, CEO and founder of Locker Locker self-storage Company in Shenzhen. She is also the managing director of Ellis hardware products manufacturing company, which was founded 15 years ago in 2002, one of the leading manufacturer in China which supplies and exports hardware products worldwide. Since she started Locker Locker self-storage company, she has expanded her factory to manufacture all self-storage materials to build and construct storage units and facilities. Prior to that she was a senior Financial analyst of JP Morgan investment bank and was also a senior investment consultant of the world second largest US consultancy firm Hewitt Associates. Ms Charlotte Sun graduated from University of Westminster in London. UK.



Bob Tan
National Director, Alternatives (Asia Pacific Capital Markets), Jones Lang LaSalle

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



Denise Tom
Director of the Crisis and Training practice Hill+Knowlton Strategies Hong Kong

Denise works with executives to strengthen their communication skills, conducting media, crisis communications, spokesperson and presentation training workshops. She also works with companies to develop crisis communications plans, and test them in simulation drills to ensure the crisis management teams know how to respond in a crisis. Denise has worked with hundreds of senior executives and clients covering various industries including consumer goods, fashion, luxury brands, hospitality, airlines, financial services, government departments, healthcare, mining and oil and gas companies. Prior to joining Hill+Knowlton Strategies in 2008, Denise was a broadcast journalist, having worked in her native Canada before moving to Hong Kong, where she worked on an award-winning news magazine programme on TVB.



Alan Tso
Founder and CEO, China Mini Storage

Alan Tso is the founder and CEO of China Mini Storage Limited ("CMS"), the parent company of CBD Self Storage (www.cbdmnc.com) and StorageJoy (www.chu56.com) in Beijing. Prior to establishing CMS, Mr. Tso worked at HSBC, Merrill Lynch and Everbright Ashmore as a real estate private equity fund investment professional. Mr Tso is currently also appointed as an independent non-executive director of Kong Shum Union Property Management (Holding) Limited listed in Hong Kong. For community services, Mr. Tso has been appointed as a member of the Beijing Youth Federation, a member of the Beijing Overseas Friendship Association and the Beijing Group Convener of China Real Estate Chamber of Commerce in Hong Kong. Mr. Tso graduated from the Cambridge University with a bachelor's and a master's degree in Land Economy.



Simon Tyrrell
Managing Director, E3 Capital

Simon is the founding director of E3 Capital Partners (formerly Palmer Capital), which was established in Hong Kong in 2009. As managing director of the business, Simon has oversight of all transaction and portfolio management elements of the group's investment activity. Simon has 19 years of direct real estate experience across Asia and Europe, covering a diverse background from the corporate occupier, advisory and property investment fields. Simon started his career with Cushman & Wakefield in London in 1998 where he gained experience in the UK and Continental Europe markets. In 2001, Simon moved to Asia with CBRE before being appointed as regional Head of Asian Property for New Star Asset Management in 2005. During his time in Asia, Simon has been responsible for over US\$1 billion of real estate transactions throughout Australia, Singapore, Malaysia, Macau, Hong Kong and Japan. This investment work has taken place across both traditional and specialist asset classes (data centres and self-storage) for balance sheet capital, as well as retained institutional and high net worth clients. Simon is a Member of the Royal Institution of Chartered Surveyors. He is also an active member of the RICS Commercial Property Professional Group and holds a Bachelor of Science (Honours) degree in Real Estate from Oxford Brookes University (United Kingdom).



Justin Willey
Director, RADical System

Justin Willey has been involved with the development of software for the management of self-storage facilities for almost twenty years. He has a background in financial markets and the publishing of financial data in the UK and Asia before entering the software development business. Since the mid 1990's Justin's own company, IQX, has acted as technology partner to RADical Systems and together the partnership has established Space Manager as the leading self-storage management system in Europe. Justin says "We know just how important it is for our customers to have full confidence in the systems they use. From the outset our aim with Space Manager has been to offer self-storage operators the best service we can, combined with a product that reflects their needs in the markets in which they operate."



Andrew Work
MC Self Storage Expo Asia

Andrew Work has been providing insight, excitement and entertainment as an MC and auctioneer in Hong Kong, Canada and across Asia for over a decade. Mr. Work had his start in public speaking as a campaigning politician in his native Canada, speaking in front of audiences of up to 800 people, microphone free. In Hong Kong, he has led business organisations that required him to speak to media and business gatherings many times a week. He has hosted The Canadian Chamber Annual Ball as MC on more than 4 occasions in the past 10 years and been the auctioneer for the past three years, raising millions of dollars.



Tokuo Yoshida
Executive Director, Rental Storage Association

Born in Aichi-Ken in Nov.1946, 70years-old. Joined Oshiore Sangyo Co.Ltd in1992. And laid the foundation for profit structure and launched new business of Document Storage and Selfstorage. Cooperated for the establishment of RSA in 2003. 2003, 2010 Trunkroom(SELF STORAGE) committee member of the Ministry of Land, Infrastructure and Transport. Having had such experiences, and well-versed in the information of this Storage industry of Japan. Currently serving as the RSA Executive Director.



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■ PARTING SHOT

Luigi's Top Three Things to do in HK!

1) Culture: Hong Kong Museum of History. This is undoubtedly the best thing to take anybody to. Out of town guests, parents, heck, even a date (I took my now wife there!) Educate yourself on the amazing history this area has gone through. *Science Museum Rd, Tsim Sha Tsui East*

2) Meander: TST Promenade + Star Ferry. Tsim Sha Tsui Star Ferry to Hung Hom and back, get the full view of Hong Kong island while enjoying an ice cream or a casual drink. At 8pm every night catch the Hong Kong Island towers light show with funky music to boot! *Tsim Sha Tsui.*

3) Eat: Dai Pai Dong + Yum Cha. Forget a fancy restaurant and wine glasses. For dinner, at a dai pai dong, pull up a plastic stool, grab a Blue Girl, and order to your heart's content. For Lunch, nothing else but Yum Cha. Order a Pu-erh tea with Har Gow, Siu Mai, Lo Mai Gai, and Lo Bak Gou. Get Fung Zau if you really want to get into it. *Ask around, there are many around and you can't lose.*



Hong Kong skyline



Hong Kong Museum of History



Yum Cha

SHANGHAI

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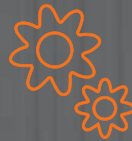
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