

EAS 4/7/11 Colloquium Speaker –
Professor Edward Bayone (IBS)

‘Chinese Real Estate Development’,
a discussion (overview)

TOPIC:

"Large-Scale Real Estate Development in China: Winners and Losers"

REQUIRED READING:

Please read ahead of time: "Chongqing Tiandi" (HBS case 9-207-019)
linked to Required Reading on website.

BACKGROUND:

In this case, we look at a plan by a prominent Hong Kong-based developer to participate in the redevelopment of an industrial city in southwest China, Chongqing. The city government has identified a downtown parcel of land. Located at the base of a steep hill in an extremely dilapidated area, the site contains a residential area that houses approximately 11,000 families and some light manufacturing. Once the government clears the site, the developer envisions building a destination retail entertainment area, bookended by two high-rise residential clusters to the west and an office cluster to the east.

The case highlights the opportunities and tensions in China relating to large-scale redevelopment. Without a doubt, there are winners and losers