



臺北市西區門戶計畫臺北車站特定專用區
C1/D1 (東半街廓) 土地開發委託專業服務顧問案

地主座談會

簡報單位：仲量聯行股份有限公司

民國106年6月15日

仲量聯行 Jones Lang LaSalle 簡介

- 1783年成立於倫敦，紐約上市公司
- 專業服務範圍
 - 市場評估 • 租賃與招商
 - 財務分析 • 投資買賣顧問
 - 開發策略 • 物業管理 (全球3.2億平方米)
 - 專業估價 • 基金管理 (540億美金)



Ethics Everywhere

Jones Lang LaSalle stands for uncompromising integrity and the highest ethical conduct. We are proud of – and are determined to protect and enhance – the global reputation we have established. The integrity that our brand represents is one of our most valuable assets. The Jones Lang LaSalle Code of Business Ethics, found on the Ethics Everywhere Delight site, contains the ethics policies that everyone who does business on behalf of our firm must follow.

A GUIDE TO ETHICAL BEHAVIOR

- Is the action legal?
- Does it respect others?
- Will it be honest and truthful?
- If you did it, would you tell your close supervisor?
- Does it conform to the company's policies?

TO ASK A QUESTION OR TO REPORT A CONCERN contact your Human Resources representative or one of our Ethics Officers.

TO MAKE A REPORT IN ANY MAJOR LANGUAGE call our 24-hour multilingual hotline at +1 877 549 9888. All reports will be handled confidentially by the company's Ethics Officers. Reports may be made anonymously.

Jones Lang LaSalle | LaSalle Investment Management

Ethics Everywhere

仲量聯行 全球公司分布

全球280餘個服務據點，60,000餘名專業顧問
臺灣仲量聯行有30餘年不動產顧問經驗

Atlanta
Baltimore
Boston
Buenos Aires
Chicago
Cincinnati
Cleveland
Columbus
Dallas
Denver
Detroit
Ft. Lauderdale
Houston
Los Angeles
Memphis
Mexico City
Montreal
New York
Orlando
Orange County
Philadelphia
Phoenix
Portland
Sacramento
San Diego
San Francisco
São Paulo
Seattle
Salt Lake City
St Louis
Toronto
Washington, DC

Amsterdam
Antwerp
Barcelona
Berlin
Birmingham
Brussels
Bucharest
Budapest
Dublin
Düsseldorf
Edinburgh
Frankfurt
Glasgow
Gothenburg
Grenoble
The Hague
Hamburg
Leeds
Lisbon
London
Luxembourg
Lyon
Madrid
Manchester
Milan
Moscow
Munich
Paris
Prague
Rotterdam
Seville
Stockholm
Tel Aviv
Utrecht
Valencia
Vienna
Warsaw
Wiesbaden
Zaventem

Adelaide
Auckland
Bangalore
Bangkok
Beijing
Brisbane
Canberra
Chennai
Dehpasar
Glen Waverley
Hong Kong
Jakarta
Manila
Mascot
Melbourne
Mumbai
North Sydney
Parramatta
Perth
Seoul
Singapore
Surabaya
Sydney
Taiwan
Tokyo
Wellington

美洲地區

歐洲地區

亞太地區

仲量聯行 Jones Lang LaSalle

- 富比士白金 400 強、財富100大最佳企業
- 財富雜誌票選全球最受尊崇的公司之一
- 2008-2017 連續十年榮獲**全球最具道德企業**



臺北雙子星：西區門戶開發契機



資料來源：西區門戶計畫第一、二階段專案報告，臺北市政府，民國106年4月

六鐵共站的首都交通樞紐

- 每日50萬旅運人次
- 塑造臺北新地標
- 快速串聯全臺與國際城市
- 機場捷運首站，觀光商務門戶



本案招標成功關鍵因素



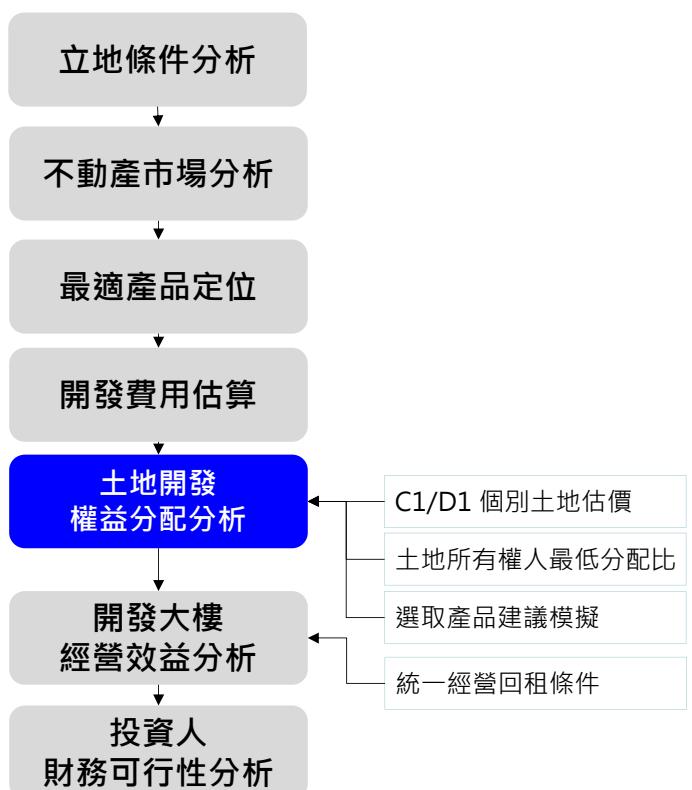
產品規劃須符合市場需求



註：上圖僅供參考，實際以未來開發為準

財務計畫須確保地主合理權益

- 公平合理財務分析
- 訂定合理地主分配比率，
納入招標條件
- 公私地主分配比例一致
- 藉由吸引眾多投資人
競標創造地主最佳權益



積極推動國內外招商行銷



工作時程



成功達成招商目標，實現西區門戶願景



地主 意見交流