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MEDIA ALERT

For Immediate Release

EDITORS NOTE: The Hon. Kim Guadagno, past Lt. Governor of New Jersey – now partner at Connell Foley – will speak on *Advancing New Jersey's International Presence in Cross-border Business* on Tuesday, May 8 at 1:00 p.m.
Andrew Musick, Vice President, Taxation and Economic Development, New Jersey Business and Industry Association (NJBIA) will deliver opening remarks on *Promoting Business Growth for New Jersey* on Tuesday, May 8 at 9:30 a.m.

Connecting Bridges and Borders in Real Estate Property Management To Foster Global Trade and Commerce

***Cross-border Common Themes Are Focus of International Conference
Hosted at NJCU School of Business Institute for Dispute Resolution on May 8-9***

Jersey City, N.J., May 3, 2018 – The New Jersey City University (NJCU) School of Business Institute for Dispute Resolution (IDR) and the City of Jersey City will host an international conference on *Connecting Bridges and Borders in Real Estate Property Management* to advance commerce through innovation, May 8 - 9, at the NJCU School of Business, 200 Hudson Street, in Harborside Plaza 2, Jersey City, NJ 07311.

The program will be hosted at New Jersey City University School of Business in partnership with the Institute of Real Estate Management (IREM), the City of Jersey City–Department of Housing, Economic Development and Commerce, the Jersey City Economic Development Corporation, the Institute for Dispute Resolution (IDR) and the Peter Mangin Real Estate Institute at NJCU, and Burgos University, Spain.

This thought-leadership conference will promote international business by focusing on commercial property management practices around the world and cross-border common topics that those in the commercial real estate property management field should consider for next generation sustainability.

Speakers from Europe and the Middle East will complement those from the United States in sharing insights around the theme of *Connecting Bridges and Borders in Real Estate Property Management*. They will explore best practices, discuss the role of risk and conflict, and address policy trends that drive property management's operational and strategic decisions. Capital

markets, trade, and industry representatives will participate to foster regional and cross-border business opportunities.

The keynote speaker on Tuesday, May 8, will be **Hank Sheinkopf, Ph.D.**, president of Sheinkopf Communications Ltd., who has worked on more than 700 political campaigns in the United States and around the world. On Wednesday, May 9, the keynote speaker will be **Jeevan D'Mello**, the former property manager of the Burj Khalifa, the world's tallest megatall skyscraper in Dubai, United Arab Emirates, who is recognized as a pioneer of community management in the Middle East.

Speakers will share thoughts on the ways in which cities evolve in the 21st Century based on advancing ideas around real estate concepts in an international context.

This conference aims to bring together stakeholders from New Jersey and the New York-Metro area, as well as from overseas, to initiate new discussion on how real estate provides a nexus with local trade.

Visit <http://njcu.edu/realestateconference2018> for a complete conference program.

NJCU President Sue Henderson commented on the importance of the upcoming conference, saying, "We are excited to have NJCU host this international program. Through our Institute for Dispute Resolution, NJCU is a connector that is bringing the real estate community together to consider global issues that will ultimately promote trade and commerce for Jersey City and the State."

Dr. David Weiss, coordinator of the two-day conference and founding director of the IDR, stated, "NJCU's Institute for Dispute Resolution is uniquely positioned to effectuate the discussion on innovation for our State to grow business. This conference is a huge step in the right direction for our University community, Jersey City, and beyond."

"Jersey City has become a major force in the region, leading job growth and construction starts, as well as holding the title of most diverse City in the nation," said **Jersey City Mayor Steven Fulop**. "This is the perfect location for a conference that brings together industry leaders and innovative ideas that will help us continue to build a truly international City with a strong local economy and an impactful global reach."

International communications strategist **Hank Sheinkopf, Ph.D.** commented, "This conference is about change and innovation for global trade and commerce. Economics is the new diplomacy and thought leadership events applying cross-border themes such as real estate management help shape 21st-century cities into international stakeholders for business and commerce as Jersey City has become."

"As an organization that has a laser-like focus on property management as a professional service and the value that it brings to real estate investments, IREM is proud to be a sponsor of this event and eager to engage in exchanges with like-minded professionals from around the world," said **IREM President Donald Wilkerson, CPM**.

Conference participants may earn up to 10 CLE (Continuing Legal Education) credits provided by Justice Marie L. Garibaldi American Inn of Court for Alternative Dispute Resolution. The Justice Marie L. Garibaldi American Inn of Court for Alternative Dispute Resolution is an

accredited CLE Service Provider Accredited by the Supreme Court of New Jersey Board on Continuing Legal Education.

For more information about the program visit <http://njcu.edu/realestateconference2018>, email IDR@njcu.edu, or call 917-856-0437.

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