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Media Advisory

16 January 2015

**Connected Living Conference 2015 Press Conference Invitation**

The Canadian Community Service Association, Canada China Business Council, Urban Land Institute of British Columbia, and Modern Green Development cordially invite you to a press conference regarding our upcoming events: The Connected Living Conference 2015, and the 13<sup>th</sup> Annual CCSA Chinese New Year Gala.

**Press Conference: Friday January 16<sup>th</sup>, 2:30pm-5:00pm, Richmond City Hall**

The Connected Living Conference brings together BC businesses with Chinese investors, and will showcase ten projects curated by Modern Green, provide a platform for exploring the Connected Living concept in real estate and digital technology, and facilitate networking between Chinese and BC businesses

The 13<sup>th</sup> Annual CCSA Chinese New Year Gala is a longstanding tradition of bringing in the Chinese New Year with song and dance, and this year invites top *basso cantante* talent Hao Jiang Tian and well-known North American talents to perform in style for a China-Canada cultural extravaganza.

We look forward to your attendance. Refreshments will be provided.

Sincerely,  
CCSA Organizing Committee

For further details, please contact:

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Conference Host Organizations:



Canada China Business Council  
Conseil d'affaires Canada-Chine  
加中貿易理事會



Urban Land  
Institute  
British Columbia

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## CONFERENCE CONNECTS LOCAL BC BUSINESSES WITH CHINESE INVESTORS

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The Canadian Community Service Association, Canada China Business Council, Urban Land Institute of British Columbia, and Modern Green Development will be hosting the Connected Living Conference on Tuesday, February 10<sup>th</sup>, 2015 at the Convention Centre in Downtown Vancouver, providing an opportunity for local BC businesses to connect with interested Chinese investors. The event is an afternoon conference that will discuss the importance of green building and digital technology. Connected Living is a concept that will explore the relationships between residents, businesses, and services within a real estate development context in China and BC.

The conference organizers will be holding a press conference in both English and Chinese at Richmond City Hall on Friday, January 16<sup>th</sup>, 2015 at 2:30pm to discuss the platform and goals of the Connected Living Conference.

On why a conference like this is important for local BC businesses, a senior Modern Green executive says, “We hope to start a dialogue about connected living here in BC. We want to put Chinese investors in touch with local projects that share the same values that we do about green living in a digital age.”

The organizers have curated a selection of ten projects that exemplify the ideals of sustainable living and the potential to affect positive global change. The keynote presentation will introduce the topic of green, digital, and senior care-related connectivity. “Our peers in China realize the potential of real estate development in British Columbia and are eager to connect with like-minded professionals in Vancouver,” says a representative from Modern Green’s organizing team.

The conference will include: pitch sessions, networking opportunities, and a cocktail reception. Guests are also invited to attend the 13<sup>th</sup> Annual CCSA Chinese New Year Gala afterwards at the Chan Centre, featuring an operatic performance by world-renowned *basso cantante*, Hao Jiang Tian. The show will also feature vocal performances accompanied by Katherine Chu, Director of Music Administration at the National Centre for the Performing Arts in Beijing.

Note to Editors:

Modern Green is an award-winning real estate development group that believes in advanced building innovations to rethink the way we live, while positively affecting global change. The Modern Green team is proud to provide sustainable luxury homes via progressive urban planning, abundant health and wellness opportunities, high-performance living spaces, and site-specific green building technologies and standards.

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