

The Colliers logo is located in the top right corner. It consists of the word "Colliers" in a white serif font, positioned above a horizontal bar with a rainbow gradient (red, orange, yellow, green, blue, purple).The background of the entire page is a photograph of a modern office interior. It features a multi-level atrium with glass railings and a prominent staircase. In the foreground, a woman in a dark business suit is walking down the stairs, carrying a black briefcase. In the background, two other business professionals are standing on an upper level, and two men are seated at a small table in a lounge area, engaged in conversation.

# Expert Talks

A lens on Asia Pacific real estate

Accelerating success.



## Michael Bowens

Managing Director & Head  
Enterprise Market Solutions  
Asia

In this latest edition of Expert Talks, the head of Colliers' Asia Enterprise Market Solutions business explains why collaboration is the essential ingredient in meeting evolving client demands for flexibility and strategic support.

With close to two decades of experience and an extensive knowledge of Asia Pacific markets and cultures, Michael Bowens is an expert in providing transaction management and strategic planning services to corporate occupiers across the region.

In his career, he has managed numerous exclusive accounts, including Fortune 500 clients in sectors such as technology, financial services, aviation and consumer goods. He also led multiple projects to help some of these esteemed clients establish large regional headquarters campuses. Michael joined Colliers in Singapore 10 years ago and now leads the Enterprise Market Solutions (EMS) business in Asia, which is responsible for providing services to clients who prefer the flexibility of working with sector- or market-specific best-in-class consultants.

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What would you say is unique about Colliers' Enterprise Market Solutions approach, in terms of the strategic value it provides to clients?

What makes Colliers' Enterprise Market Solutions approach unique is our culture of collaboration and the connectivity that seamlessly links our teams regionally and globally. To ensure transparent communication as a team and a business, I connect with all of our teams based in Asia regularly. During these calls, constructive exchanges of information and collaborative discussions take place, and they go a long way towards supporting our clients across geographies.

As compared to some competitors, our ability to function seamlessly across our offices in the region is what really defines and differentiates us. Our success is based on our ability to understand the aspirations of our clients, and effectively communicate those insights across our teams to deliver the best advice for our clients across multiple markets.

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It is evident that the industry has been dealing with some extraordinary shifts in the last few years. How have you seen client needs change and how is your team evolving in response?

Cost always has and always will be a key consideration, this remains a constant. These days, we are seeing many clients reassessing their workplace strategies to meet the demands of an evolving workplace and employee experience. We work closely with our clients to create holistic solutions that can help them navigate the ongoing changes and thrive in this new era of work. There's no one-size-fits-all approach, but our clients really value strategic advice on these issues, as it also helps them optimise costs.

Clients always prefer the flexibility to choose and not be constrained by having to work with an exclusive real estate consultancy. Many prefer what we term the "best-in-class" model: to appoint the best provider for each market or industry they are focused on. We established the Enterprise Market Solutions team to work with just those types of clients and that has become a big part of the business with massive potential.

At the same time, many organisations are now placing a strong emphasis on the future of work, health and safety of their people at workplaces, as well as corporate sustainability efforts. These are areas where our Enterprise Market Solutions team in Asia can offer our expert advice to realise the objectives of these clients.





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### How do you establish trust and nurture long-term relationships with your clients, given the non-exclusive nature of your work?

It is all about learning and building an understanding of our clients, and to demonstrate that understanding on a practical level. Our relationship with a particular global management consulting group is a fantastic example of how this works in practice. Working closely with their team in Shanghai on a project provided us with the opportunity to really understand their business operations, preferences and considerations.

This in-depth knowledge of their business and processes enabled us to subsequently provide the client's offices in Singapore and Taiwan with speedy and effective solutions that were in line with their needs and expectations. This would not have been achievable without the close communication and collaboration between our offices across the markets.

Colliers' clients can expect this level of service, regardless of the market they are operating in. And that is what drives true client satisfaction and sets the stage for a fruitful long-term partnership.

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### You put a lot of emphasis on collaboration, which is increasingly essential for any business. What's your approach to ensuring effective collaboration across diverse international teams, especially now that so much of it has to happen virtually?

I believe that positive influence and transparency are key to achieving successful collaboration. Over the years, we have studied our data and the results clearly show that when you collaborate with your colleagues in other markets and approach a client with a warm referral, you would

increase your win rate significantly. We share our successes internally and showcasing examples of fruitful partnerships between teams further encourages everyone to follow this approach and walk the talk.

Collaboration is in our DNA and comes naturally to us. I believe this is what sets Colliers apart from others, and helps us attract and retain clients as well as industry-leading talent.

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### How do you see your team contributing to Colliers' overall Enterprise '25 Growth Strategy?

Our greatest contribution will come from winning more business for the company and continuing to strengthen our role as a trusted advisor. We have doubled our business revenues year on year since the team was established, and the team has grown significantly in the last year. We are also expanding and diversifying our service offerings, such as flexible workplace and industrial advisory, to deliver even more integrated and holistic solutions for clients, regardless of their company size, industry or geography.

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### More immediately, what are your priorities for the new year?

My focus in 2022 will be to continue to drive more collaboration across the regions, not only within Asia but also with our offices in Europe and the United States. Having witnessed how collaboration has accelerated our business in Asia, I cannot wait to see the successes that will emerge, as we partner with our teams in the other regional markets at a truly global level.

Look out for our upcoming editions of Expert Talks, as we bring you more experts and insights into the Asia Pacific real estate market.

Our Occupier Services experts are here to help you get ahead of change to accelerate your business's success in the future of work. Talk to our experts for a discussion today.