

SHKP

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The Group's Greater Bay Area investments
set an example for premium living
集團投資大灣區 引領優質生活





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天匯廣場IGC

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以 心 建 家 Building Homes with Heart

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The *SHKP Quarterly* serves to provide updates on the Group's different businesses, with the aim of maintaining transparency and high standards of corporate governance. It is not intended as a promotional material.

本刊旨在為投資者提供集團業務的最新資訊，維持企業高透明度及良好的企業管治。本刊內容涵蓋集團業務的不同範疇，相關資料陳述並非用作宣傳推廣。

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The Group's Greater Bay Area investments set an example for premium living

The Group has participated in the construction of mainland cities in the Guangdong–Hong Kong–Macao Greater Bay Area (the Greater Bay Area) since the early 2000s. The first premium residential project was The Woodland in Zhongshan, whose first phase was completed in 2003. The portfolio was then extended to Guangzhou, Foshan and Dongguan, covering residences, shopping malls, offices, serviced apartments and integrated complexes. Excluding Hong Kong, the Group's current portfolio in the Greater Bay Area, including completed properties and properties under development, comprises 10 projects. Among them, the newly acquired commercial site in the Nansha Free Trade Zone in Guangzhou will be developed into a Transit-Oriented Development (TOD) integrated complex, injecting fresh impetus to Nansha.



The Group's current portfolio in mainland cities in the Greater Bay Area
 (The map is simplified and may not be accurate)

集團目前在大灣區內地城市的投資項目 (地圖經簡化處理, 不可作準)



Rendering 效果圖

Commercial sites in the Qingsheng hub cluster, Nansha will be developed into a premium TOD integrated complex with direct connections to the Greater Bay Area
南沙慶盛樞紐區商業地皮將發展為優質TOD綜合商業項目·與大灣區全面接連

Commercial sites in the Qingsheng hub cluster in Nansha

The Group recently acquired through a public listing a commercial site in the Qingsheng hub cluster in Nansha, Guangzhou, with a site area of 750,000 square feet, representing the first major integrated commercial site acquired by a Hong Kong property developer since the announcement of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area on 20 February 2019. This newly acquired site is adjacent to a commercial site acquired in May 2018. The two parcels of land, with a combined gross

floor area of about 3.3 million square feet, will be jointly developed using the TOD model. Given the Nansha Qingsheng Area's excellent connectivity to Guangdong, Hong Kong and priority cities in the Greater Bay Area, the project is destined to become a premium integrated complex, offering seamless transport connections, excellent city-industry integration and a good job-housing balance.

Well served by transport infrastructure

Located in the geographical centre of the Greater Bay Area, Nansha is supported by a port terminal, the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL), the Metro, expressways and other transport infrastructure to connect it closely to other cities in the Greater Bay Area.

Qingsheng Station, which is a key stop on the XRL, will benefit further as an interchange station for four lines. The new site adjoins the existing XRL Qingsheng Station and Guangzhou Metro Line 4 Qingsheng Station. In the future, the interchange station will also serve Metro Line 22 and the Zhinan Line, which are currently under planning.

Since the commissioning of the XRL Hong Kong section, travelling between Nansha and Hong Kong has become much faster. More people have now been drawn to the Qingsheng hub cluster area, which means

more business opportunities. On the XRL, it is only about 13 minutes from Qingsheng to the Guangzhou South Railway Station and only about half an hour to Shenzhen. It takes only about an hour from Qingsheng to XRL Hong Kong West Kowloon Station, which provides a direct connection to the International Commerce Centre. The project will also benefit from the established expressway network, as it is close to the newly opened Nansha Bridge, which provides a close link to the eastern cities of the Pearl River Delta.

Core of the Nansha Free Trade Zone

Nansha is a national free trade zone, which will be developed into Guangzhou's only sub-central business district under the Guangzhou Municipal Government plans. Nansha will thus benefit from relevant national, provincial and city policies. Nansha is also well positioned as a strategic spot for technology research and development in the Greater Bay Area, as well as a demonstration zone for comprehensive co-operation among Guangdong, Hong Kong and Macao.

According to the government plans, most of the areas in the Qingsheng hub cluster will be in the inner contours of the TOD, enjoying a competitive edge. In the future, the Qingsheng hub cluster will be a transportation node in north Nansha, providing convenient access to the Guangzhou Higher Education



The Qingsheng hub cluster integrated project in Nansha had its ground-breaking ceremony in this early June
南沙慶盛樞紐綜合項目剛於今年六月初舉行奠基儀式



Mega Centre, the Pearl River Delta region and Hong Kong. Its strong attraction to industry and talent will make it a cornerstone for artificial intelligence, Internet, innovation and technology, technology research and development and related industries. The Qingsheng hub cluster integrated project is entering the development stage.

TOD integrated complex

The Group will develop its Qingsheng hub cluster project into a major TOD integrated complex with quality business space, comprising offices, a shopping mall and a green leisure platform for the public. The commercial section consists of about 2.4 million square feet of office area which includes an approximately 250-metre-tall skyscraper as well as an approximately 860,000-square-foot mall for locals and visitors. The major mall will have seamless connections to the XRL and Metro Qingsheng stations. Public facilities, such as a transfer concourse, long-distance passenger terminal and public transport terminals, will also be part of the complex.

Given the Group's proven track record in building major integrated developments, the Qingsheng hub cluster integrated complex is poised to become another landmark in Guangzhou. The project will introduce innovation and technology businesses to the region and is expected to drive the urbanization process in the area.

The project will be developed in three phases. The first phase will include the shopping mall, transfer concourse and other public facilities. The second and third phases will include the offices. This signature Guangdong-Hong Kong co-operation project is expected to be completed in phases from 2023.

Completed properties

The Group has two major shopping malls in mainland cities in the Greater Bay Area. Both joint-venture projects are on Guangzhou's new central axis, namely Parc Central in the Tianhe central business district and Tianhui Plaza IGC in the Zhujiang New Town central business district.

Parc Central shopping mall features a unique exterior and an open garden terrace concept, a rare feature along the axis. The 900,000-square-foot mall has ample outdoor green space with a high greening coverage of 60%, resembling an urban oasis. The mall houses over 150 renowned retailers, including trendy international brands and popular restaurants serving international cuisines. The tenant list includes some of the first global flagship stores, as well as a number of retailers and 'Instagrammable' food and beverage outlets that have made their debut presence in southern China or Guangzhou.

Tianhui Plaza IGC is a trendy, one-stop international shopping centre in the landmark large-scale urban complex, spanning one million square feet, with a direct connection to Metro Liede Station for easy access. The mall has attracted about 160 international brands, including a number of trendy labels making their first appearance in southern China, the first flagship stores in Guangzhou, highly-sought after restaurants and an IMAX cinema. The shopping and leisure spot is popular with



In Guangzhou, Parc Central has introduced a number of popular brands for young people
天環為廣州引入多個深受年輕人歡迎的潮流品牌

high-spending consumers. Its top floor is a riverside, sky duplex for dining, with an unrivalled view of the Zhujiang River. The project also includes Top Plaza grade-A offices, the first Conrad Hotel in southern China, The Riviera luxury serviced apartments and an outdoor urban art park.

In addition, Forest Hills in the Tianhe North business district is also in a prime location on Guangzhou's new central axis. The project comprises seven high-rise residential towers and one office building named Guangzhou Commerce Centre, and is next to the Guangzhou East Station transportation hub, thus benefiting from the comprehensive transportation network. Forest Hills still has a few single floor residential units remaining for sale.

Projects under development

The Group has been developing a number of large residential projects in phases in Guangzhou, Foshan, Zhongshan and Dongguan. Some of the phases have been completed, with units handed over to buyers who have given high praise for the quality of the properties.

Park Royale is a large-scale premium residential development in Huadu, Guangzhou, which has a gross floor area of over eight million square feet. Some of the residential units in its second phase, which is under development, overlook the scenic Hongxiuquan Reservoir, with Wangzi Mountain in the distance. Park Royale is connected to a number of expressways. Residents can also take the shuttle bus service direct to Guangzhou Metro Line 9 Ma'anshan Park Station.

Oriental Bund is a mega integrated development in Chancheng, Foshan, comprising mainly premium residences with a panoramic view of the Dongping River. The project has a gross floor area of about 30 million square feet, with over 70% of the floor area residences and the rest a comprehensive shopping mall, premium offices and a hotel. The project is close to one existing and one future Guangfo Metro Station. The developing phase will provide four residential towers and two apartment buildings upon completion.

The Woodland is a low-density residential development in Zhongshan's city centre, with a total floor area of about 5.6 million square feet. Facing Zimaling Park, The Woodland is beside Qiwan Road and the Zhongshan 5 Road central business district. Its transport network is set to benefit from the opening of the Hong Kong–Zhuhai–Macao Bridge and the future Shenzhen–Zhongshan Bridge.



Forest Hills, which is close to the Guangzhou East Station transportation hub, is the Group's only residential project with units for sale in the Guangzhou city centre
峻林為集團在廣州市中心唯一可出售的住宅項目·鄰近廣州東站交通樞紐

Located in the business district of Shilong, Dongguan, Grand Waterfront boasts a gross floor area of about 4.5 million square feet. The project consists of 25 riverside high-rise residential towers and 30 low-density residential blocks, with most of them enjoying sweeping views of the Dongjiang River. The project is close to Guangshen Railway Dongguan Station for easy access. Four residential towers are now under construction.

The scenic Lake Dragon is in the Dragon Lake resort area, close to the Guangzhou city centre and Guangzhou Baiyun International Airport. Covering a gross floor area of over six million square feet, the low-density residential development is surrounded by a golf course, lakeside European-style entertainment village and starred resort hotel.

More quality living circles

Following the commissioning of the XRL, the Hong Kong–Zhuhai–Macao Bridge and other cross-region infrastructure, connections between Greater Bay Area cities have been enhanced, creating enormous business opportunities. The Group will continue to focus on land acquisition opportunities in key cities to expand its investment portfolio in the Greater Bay Area. More landmark properties will also be built to provide a premium living environment.

集團投資大灣區 引領優質生活

早於2000年代初期，集團已參與粵港澳大灣區（大灣區）內地城市的建設工作，而首個發展的優質住宅項目為中山奕翠園，項目第一期於2003年落成。隨後，集團相繼在廣州、佛山及東莞投資，發展住宅項目、商場、寫字樓、服務式公寓以至綜合商業項目等。現時，若不計香港在內，集團在大灣區已落成及發展中的投資項目合共有10個。當中，最新投得的廣州南沙自由貿易區商業地皮將發展為公共交通導向發展（TOD）綜合商業項目，相信可為南沙帶來一番新景象。

南沙慶盛樞紐區塊商業地

集團透過政府公開掛牌，最近投得位於廣州南沙慶盛樞紐區塊的一幅商業地皮，地盤面積達750,000平方呎，乃《粵港澳大灣區發展規劃綱要》於2019年2月20日公布後，首個由香港發展商取得的大型綜合商業用地項目。新增地皮毗鄰於2018年5月投得的商業地，兩幅地皮的總建築面積合共約330萬平方呎，將採用TOD模式開發。憑著南沙慶盛片區高度連接粵港和大灣區發展重鎮的優勢，該項目將創建為無縫連接、「產城融合」、「職住平衡」的優質綜合商業項目。

坐擁交通基建

南沙位於大灣區的地理中心，擁有港口碼頭、廣深港高鐵（高鐵）、地鐵、高速公路等交通基礎設施，緊密連接大灣區內各個城市。

慶盛站是高鐵的重要一站，將享有四線交匯的優勢。新增地皮緊貼已開通的高鐵慶盛站和廣州地鐵4號線慶盛站，而規劃中的地鐵22號線和知南線亦會在該處設站。

自從高鐵香港段開通後，往來南沙與香港的交通時間大大縮短，吸引更多人流進出慶盛樞紐片區，帶來重大發展機遇。在慶盛乘坐高鐵到廣州南站只需約13分鐘，到深圳只需約半小時，而只需約一小時即可抵達香港西九龍高鐵站，直達環球貿易廣場。在公路連繫方面，項目鄰近早前開通的南沙大橋，緊密連接珠江口東岸城市，公路網絡廣闊。

南沙自由貿易區重點區域

南沙屬於國家自由貿易區，而根據廣州市的規劃，將會建設成為廣州市唯一的城市副中心，換句話說，南沙將受惠於國家、省和市層面的多項政策。南沙亦屬於大灣區的科研發展重鎮，更是粵港澳全面合作示範區，發展優勢盡現。

根據政府規劃，慶盛樞紐區塊內大部分面積均位於TOD核心範圍圈，可享開發優勢。未來，慶盛樞紐區塊將成為南沙北部的交通樞紐，連繫廣州大學城、珠三角地區及香港的交通極之便利，並且具有較強的產業及人才凝聚力，是承載人工智慧、互聯科技、創意創客、科技

研發等產業的關鍵區域。慶盛樞紐區塊綜合項目現已進入開發建設階段。

TOD綜合商業項目

集團在慶盛樞紐區塊的項目將發展為大型TOD綜合商業項目，匯聚寫字樓、商場及公共綠化休憩平台，提供優質商業活動空間。商業部分可提供約240萬平方呎寫字樓樓面，當中包括樓高約250米的摩天大樓，另有約860,000平方呎商場，以服務區內居民及遊客為主。大型商場將與高鐵和地鐵慶盛站無縫連接，另設有交通轉乘大堂、長途客運站、公共交通總站等公共設施。

憑著集團發展大型綜合項目的豐富經驗，慶盛樞紐綜合項目勢可成為廣州市另一個地標。項目在引入科技創新業務的同時，可望推動區內的城市化發展。

項目將分三期發展：第一期為商場及交通轉乘大堂等公共設施，第二及三期均為寫字樓。這個標誌性的粵港合作項目預計可於2023年起分階段落成。



IGC is a trendy, one-stop international shopping centre in the landmark large-scale urban complex Tianhui Plaza. The mall's Basement One has direct access to Metro Liede Station

IGC為地標性大型城市綜合項目天匯廣場的一站式國際時尚購物中心，商場地下一層連接地鐵獵德站

已落成物業

集團在大灣區內地城市擁有兩個主要商場，同屬合作發展項目，均位於廣州新中軸線上，分別為坐落於天河中央商務區的天環以及位於珠江新城中央商務區的天匯廣場IGC。

天環購物中心建築外型獨特，罕有地以開放式花園為設計理念。商場總樓面約900,000平方呎，擁有超寬敞的戶外綠色空間，綠化覆蓋率高達60%，猶如城市中的綠洲。商場吸引了超過150個知名品牌進駐，涵覆國際時尚品牌及環球人氣美食，當中更包括全球首家旗艦店，另有眾多首次進駐華南或廣州的零售及網紅餐飲品牌。

天匯廣場IGC為地標性大型城市綜合項目旗下的一站式國際時尚購物中心，面積達100萬平方呎，可直達地鐵獵德站，交通便捷。商場匯聚約160個國際品牌，包括多間華南首店、廣州首家旗艦店等潮流品牌、人氣餐飲及IMAX影院，為高消費客群的購物、消閒熱點。商場頂層為臨江天際複式餐廳，可飽覽珠江一線景色。項目還包括甲級寫字樓天盈廣場、華南首家康萊德酒店、豪華服務式公寓天鑾及戶外城市藝術公園。

此外，位於天河北商業區的峻林亦位處廣州新中軸線上的優越位置。項目由七幢高層住宅大樓及名為廣質中心的辦公樓組成，毗鄰交通樞紐廣州東站，交通網絡發展完善。目前，峻林尚餘少量大平層住宅單位可供發售。

發展中項目

集團在廣州、佛山、中山及東莞正分期發展多個大型住宅項目，部分期數已經交樓，物業質素獲住客讚許。

御華園位於廣州市花都區，屬大型優質住宅項目，樓面面積逾800萬平方呎。項目現正發展第二期，部分住宅單位可飽覽洪秀全水庫及王子山山脈景致。御華園接駁多條高速公路，住客亦可乘搭專用穿梭巴士，直達廣州地鐵9號線馬鞍山公園站。

瀧景位於佛山市禪城區，是一個以優質住宅為主的大型綜合發展項目，可飽覽東平河景致。項目總樓面面積約3,000萬平方呎，當中超過七成面積為住宅，並配以設施齊備的商場、優質寫字樓和酒店。項目鄰近兩個廣佛綫鐵路站，其中一個已經通車。項目現正發展四幢住宅大樓和兩幢公寓。

奕翠園乃位於中山市中心的低密度住宅發展項目，總樓面面積約560萬平方呎。奕翠園面向紫馬嶺公園，旁為起灣路及中山五路中央商務區核心，交通網絡受惠於港珠澳大橋開通和建設中的深中通道。

瓏匯位於東莞市石龍鎮商業區，總樓面面積約450萬平方呎，由25幢臨江高層住宅大樓和30棟低密度住宅大樓組成，大部分住宅單位均可眺望遼闊的東江景致。項目鄰近廣深鐵路東莞站，交通網絡便利。項目現正發展四幢住宅大樓。



The Woodland in Zhongshan is the Group's first residential development in mainland cities in the Greater Bay Area
中山奕翠園為集團首個在大灣區內地城市發展的住宅項目



Park Royale in Guangzhou has received acclaim from users for its building quality
廣州市御華園的建築質素備受用家讚賞



Residential units in the Grand Waterfront, Dongguan enjoy a spectacular view
東莞市瓏匯的住宅單位景致開揚

玖龍湖位於九龍湖度假區，風景秀麗，鄰近廣州市中心及廣州白雲國際機場。項目總樓面面積逾600萬平方呎，為低密度住宅，毗鄰高爾夫球場地、湖畔歐洲式娛樂小鎮及星級度假酒店。

更多優質生活圈

隨著高鐵及港珠澳大橋等跨區基建投入服務，大灣區內各城市之間的連繫增強，發展機遇龐大。集團將繼續專注在主要城市物色增添新地皮的機會，拓展在大灣區的投資項目，並且興建更多地標物業，為居民帶來優質生活。



V Walk will house over 150 shops, offering star brands for dining, shopping and fun
V Walk匯聚逾150間商舖·為顧客帶來星級「食買玩」全新選擇

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V Walk mall opening in southwest Kowloon this summer 西南九龍全新商場V Walk將於今夏開業

V Walk is the Group's brand new flagship mall in the heart of the southwest Kowloon transportation hub. Thanks to the support of various brands, the mall is currently virtually full and the countdown has begun to its grand opening this summer.

Young and stylish icon

Situated above MTR Nam Cheong Station, V Walk will be the very first major flagship mall in southwest Kowloon, offering a chic, comfortable shopping environment with over 150 shops, covering some 300,000 square feet on two levels.

The comprehensive tenant mix will include trendy fashion, skincare and cosmetics, watches and jewellery, specialty restaurants, a cinema, supermarket and much more. To enhance its appeal to young people, there will be a number of new names. Over 50% of the tenants will be new to southwest Kowloon, with some making their debut in Hong Kong or Hong Kong shopping malls. All these surprises will be a magnet for young people, making the new mall a trend-setting landmark in the district.

Trendy brands and restaurants will make up the majority of the tenants, together taking up almost 70% of the total floor area. In the specialty restaurant category, there will be more than 35 highly sought-after eateries, featuring Chinese, Western, Japanese and southeast Asian cuisines, a popular ice-cream store, family restaurants, Taiwanese tea shops that attract frequent check-in on social media, popular refreshments and more. Nearly 60% of the specialty restaurants will be new to southwest Kowloon, providing broader food and beverage choices to the neighbourhood. As for trendy labels, the mall will introduce over 30 trendy fashion stars, popular shoe brands, and optical and accessory brands to enhance the fashion mix in the area. The new mall is poised to become a trendy fashion zone.

V Walk will leverage innovation and technology to deliver premium customer service. The latest trends and news will be made available on the SHKP Malls App to give a convenient shopping experience, drawing more young people to come to the mall for shopping, leisure and fun.

Convenient interchange station for two railway lines

Sitting atop MTR Nam Cheong Station, V Walk enjoys easy access to destinations across Hong Kong, Kowloon and the New Territories from this interchange station for West Rail Line and Tung Chung Line. And the project will have 24-hour all-weather indoor walkways and bridges that connect it to nearby major residential developments for added convenience.

集團座落於西南九龍核心交通樞紐的全新旗艦商場項目V Walk，備受各大品牌支持，現時接近全部租出。商場已進入開業倒數階段，快將於今年夏天正式開幕。

年輕時尚新指標

V Walk位於港鐵南昌站上蓋，為西南九龍區內首個大型旗艦商場，為居民提供別緻舒適的購物空間。商場樓面面積約300,000平方呎，共分兩層，設有逾150間商舖。

商戶組合多元化，包括潮流服裝、美容及化妝品、鐘錶珠寶、特色餐飲、戲院及超市等。為吸引年輕客群，商場引進不同嶄新品牌，逾五成商戶屬首次進駐西南九龍，甚至有全港首店或全港首間商場店舖，帶來全新驚喜，勢必吸引年輕人前來「潮聖」，成為區內最強潮流地標。

商戶以潮流品牌及餐飲食肆為主，合共佔樓面面積近70%。以特色餐飲為例，雲集逾35間潮流人

氣食肆，包羅中、西、日及東南亞各地名菜、人氣雪糕店、親子餐廳、打卡台式飲品店及熱門輕食店等，當中近六成為首次落戶西南九龍的特色食肆，為區內居民提供更多元化的餐飲組合。潮流品牌方面，商場引入逾30個星級時尚服裝、潮流鞋履及眼鏡配件等品牌，增強區內的時尚元素，勢將成為時裝潮流集中地。

V Walk將善用創新科技，提供優質顧客服務。商場會透過新地商場App向顧客發放最新潮流資訊，帶來方便極致的購物體驗，吸引更多年輕人來購物、消閒及玩樂。

匯聚雙鐵路優勢

V Walk位處港鐵南昌站上蓋，匯聚西鐵綫與東涌綫的兩鐵優勢，港九新界各區輕鬆可達。另外，項目將設有24小時全天候室內行人通道及天橋，連接附近多個大型住宅項目，四通八達。



V Walk, above MTR Nam Cheong Station, will have all-day indoor walkways and bridges conveniently connecting it to nearby major residential developments
V Walk位處港鐵南昌站上蓋，並設有全日開放的室內行人通道及天橋連接附近大型住宅項目，出入方便



SHKP Malls App enhances overall shopping experience

新地商場App全面提升消費體驗

The Group is committed to introducing innovative technologies to strengthen the value of its existing retail assets while extending exceptional service to customers. Following its launch in early 2018, the SHKP Malls App has integrated the latest information from over 2,900 merchants in 24 SHKP malls. Practical features covering dining, parking, shopping and promotions are made convenient all in one fingertip tap. By late May 2019, the SHKP Malls App recorded more than 500,000 downloads while the e-ticket page of its popular function Eat E-asy saw over 2,160,000 hits.

SHKP malls' integrated loyalty programme

To create an even greater convenience for customers, the SHKP Malls App has upgraded its functionality with the release of its second phase – The Point by SHKP integrated loyalty programme during the first quarter of this year. With it, the individual membership programmes of 14 SHKP major malls* are now consolidated into one, creating the largest cross-mall loyalty programme in Hong Kong, covering a combined retail floor area of over seven million square feet and over 2,200 merchants.

Members of The Point by SHKP integrated loyalty programme can earn bonus points, redeem fabulous rewards and free parking with bonus points, enjoy priority access to VIP events and workshops, as well as experience the privileged contactless hourly parking service and other exclusive benefits all on the SHKP Malls App.

All-weather electronic bonus point self-registration system

Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points for their spending across 14 SHKP major malls*. Earned points can then be registered using the all-weather electronic bonus point self-registration system to redeem a variety of rewards and privileges across 14 malls. Free membership registration is available at The Point by SHKP integrated loyalty programme website, the SHKP Malls App or 新地商場會員計劃 WeChat official account. Bonus point self-registration can be made through the SHKP Malls App or 新地商場會員計劃 WeChat mini-programme within 14 days of purchase for greater flexibility.

The first-ever contactless hourly parking service in Hong Kong

The Point by SHKP integrated loyalty programme members can enjoy the first-ever contactless hourly parking service in Hong Kong. Members are required to register and

validate their vehicle plate number to enjoy the fully automated benefits. After that, they can access any SHKP mall car parks that offer this service without any tapping or waiting in front of a gate. Parking fees can be settled through mobile payment. Redemption for free parking with bonus points is also available. Currently, there are seven malls that offer contactless hourly parking service: East Point City, Landmark North, MOKO, New Town Plaza, Park Central, V City and WTC. Other malls are expected to add this service by end of this year.

Well received by customers

The Point by SHKP integrated loyalty programme has received enthusiastic response since its launch in late March 2019. The membership is expected to exceed 400,000 by end of this year. After V Walk and Harbour North join the programme over the coming six months, customers can enjoy this premium experience at even more shopping destinations.



Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points across 14 SHKP major malls* and register bonus points via the SHKP Malls App and 新地商場會員計劃 WeChat mini-programme for rewards redemption. The Point by SHKP商場綜合會員計劃會員可在新地14個主要商場統一賺取消費積分，並透過「新地商場」App及「新地商場會員計劃」微信小程序自行登記積分，換領獎賞。

集團致力透過高新科技提升現有零售物業的資產價值，同時為顧客提供更優質的服務。「新地商場」App自2018年初推出以來，結集24個新地商場的最新资讯，匯聚超過2,900個商舖，提供多項實用功能，涵蓋用餐、泊車、購物及推廣活動資訊等，讓顧客一點盡享消費便利。截至2019年5月底，「新地商場」App的下載量已突破500,000，而其中一個熱門功能「搵食易」的用餐取票頁面使用量更超過2,160,000次。

新地商場綜合會員計劃

為使顧客享受到更便捷的消費體驗，「新地商場」App於今年第一季提升功能，推出第二階段計劃：The Point by SHKP商場綜合會員計劃，將新地14個主要商場*的獨立會員制度整合為一，成為本港目前最大型的商場綜合會員計劃，零售面積合共逾700萬平方呎，匯聚逾2,200間商舖。

The Point by SHKP商場綜合會員計劃會員，透過「新地商場」App即可統一登記積分、憑積分換領精美獎賞及免費泊車、優先參與VIP活動及工作坊，以及專享免觸式時租泊車服務及其他尊尚禮遇。

全天候電子化自助積分管理系統

The Point by SHKP商場綜合會員計劃會員現時在新地14個主要商場*消費，即可統一賺取獎賞積分，並運用全天候電子化自助積分管理系統登記積分，以換領集



Members of The Point by SHKP integrated loyalty programme can enjoy the first-ever contactless hourly parking service in Hong Kong for greater convenience. The Point by SHKP商場綜合會員計劃會員可專享全港首個免觸式時租泊車服務，省時省力。

合14個商場的多元化獎賞及優惠。顧客在The Point by SHKP商場綜合會員計劃網站、「新地商場」App或「新地商場會員計劃」微信官方賬號免費登記成為會員後，即可在消費14日內，透過「新地商場」App或「新地商場會員計劃」微信小程序自行登記積分，加倍方便輕鬆。

全港首個免觸式時租泊車服務

The Point by SHKP商場綜合會員計劃會員可享用全港首個免觸式時租泊車服務。會員登記及驗證車牌號碼後，登記車輛在進出任何提供有關服務的新地商場停車場時，毋須拍卡或將車輛在閘前停留，全程自動化。會員更可使用手機移動支付系統支付泊車費，甚至憑積分換領免費泊車。現時，共有七個商場提供免觸式時租泊車服務：東港城、上水廣場、MOKO新世紀廣場、新城市廣場、將軍澳中心、V City及WTC世貿中心。其他商場亦預計於年內陸續加入有關服務。

深受顧客歡迎

The Point by SHKP商場綜合會員計劃自2019年三月底推出以來反應熱烈，會員數目預期可於今年底超過400,000。在未來半年，參與商場將加入V Walk及北角匯，讓顧客在更多購物點享受到優越的消費體驗。



A series of promotions has been held for The Point by SHKP integrated loyalty programme. The Point by SHKP商場綜合會員計劃早前舉辦了一系列宣傳活動。



* The Point by SHKP integrated loyalty programme participating malls: APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza.

* The Point by SHKP商場綜合會員計劃參與商場：APM、東港城、上水廣場、新都會廣場、Mikiki、MOKO新世紀廣場、新城市廣場、將軍澳中心、大埔超級城、荃灣廣場、V City、WTC世貿中心、YOHO MALL形點及元朗廣場。



Office and retail space at One ITC and Two ITC deliver brisk performance

ITC一期及二期寫字樓及商場表現理想

Located in the core of the Xujiahui business hub, Shanghai, ITC is the Group's mega integrated development that spans across a gross floor area of 7.6 million square feet. Developed in three phases, ITC comprises over four million square feet of top-grade offices, more than three million square feet of prime retail space and a luxury hotel.

The project will provide easy access through the underground and skywalk. ITC's covered footbridges will connect to surrounding commercial buildings while the nearby Xujiahui metro station is an interchange station for three existing and two planned metro lines. Massive consumer traffic is expected to be drawn in, boosting its commercial value.

One ITC and Two ITC offices about 92% let

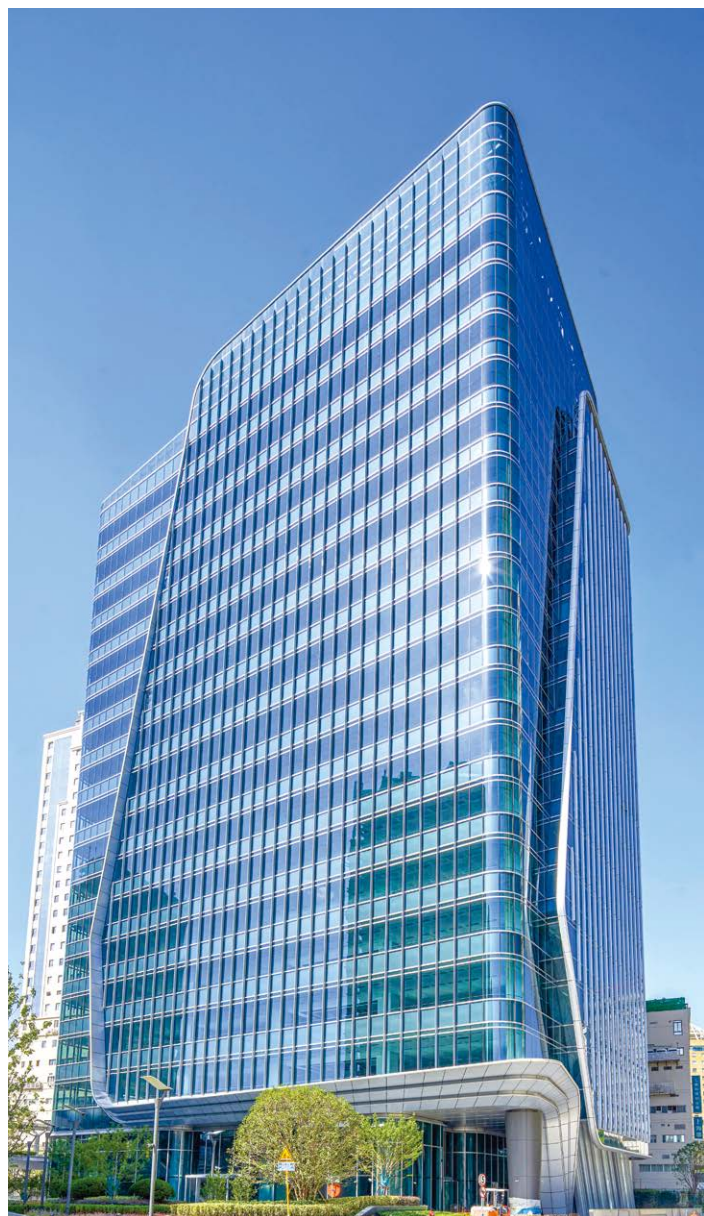
One ITC on Huashan Road and Two ITC on Gongcheng Road were completed in 2017 and 2018 respectively. The offices at One ITC and Two ITC boast a combined gross floor area of 490,000 square feet with occupancy standing at about 92%.

The two grade-A, nine-storey office towers at One ITC have attracted notable multinational corporations as well as mainland enterprises, including the multinational hospitality company Marriott and co-working space provider WeWork.

Currently, the 21-storey, grade-A offices at Two ITC have all been leased by renowned sports brand Adidas, serving as its Asia-Pacific and Greater China HomeCourt office which started operations during the first quarter of this year.

Shopping mall at One ITC opening in the second half

The grand luxury mall at One ITC will cover a gross floor area of about 340,000 square feet across five levels. The mall will offer international trendy brand flagship stores, all-day dining featuring a variety of cuisines, specialty outdoor dining, premium entertainment facilities, outdoor green spaces for leisure and much more to satisfy the needs of high-end millennials.



The entire office space at Two ITC has been leased by a renowned sports brand
ITC二期寫字樓整幢由著名運動用品品牌承租





The shopping mall at One ITC will introduce a number of new brands to Shanghai
ITC一期商場將為上海市引入不少全新品牌

The mall will open during the second half of this year. Pre-leasing commitment has been strong with occupancy nearly full and many of the tenants being newcomers to Shanghai.

Remaining phase progressing well

ITC's basement work at the lots on Hongqiao Road and Yishan Road N. are in full swing. The future 220-metre grade-A office building has now reached the ground floor. The completed Phase 3 will comprise a world-class shopping mall, luxury hotel and two grade-A office towers, including a 370-metre skyscraper which is likely to become the tallest building in Puxi.

Upon its full completion by late 2023, ITC is expected to introduce a brand new integrated development to Xujiahui that appeals to high-end businesses and trendy brand retailers while offering a unique shopping, entertainment and leisure experience for consumers. This project is poised to become one of the most sought-after landmarks in Shanghai, fuelling business activities nearby and further strengthening Xujiahui's overall competitive edge.

ITC為集團在上海商業區徐家匯核心地段發展的一個龐大綜合發展項目，總樓面面積達760萬平方呎，共分三期發展，匯聚逾400萬平方呎頂級寫字樓、超過300萬平方呎優質零售樓面及一間豪華酒店。

項目無論在地下及「空中」都四通八達，ITC將設有多條有蓋行人天橋，連繫鄰近商業大廈，加上毗鄰的徐家匯地鐵站為三條現有地鐵線及兩條擬建地鐵線的交匯站，勢將為項目匯聚龐大人流，提升商業價值。

ITC一期及二期寫字樓出租率約92%

ITC一期坐落華山路，ITC二期位於恭城路，分別於2017及2018年落成。ITC一期及二期寫字樓總樓面面積共490,000平方呎，出租率約92%。

ITC一期設有兩座樓高九層的甲級寫字樓，多間知名跨國公司和內地企業選址在此，包括跨國酒店管理公司Marriott及共享工作間營運商WeWork。

ITC二期的甲級寫字樓樓高21層，由著名運動用品品牌Adidas全部租用為亞太區及大中華區總部辦公室「主場」，並已於今年第一季遷入。

ITC一期商場將於下半年開幕

ITC一期的高端時尚商場總樓面面積約340,000平方呎，共分五層。為迎合新經濟千禧世代的高端顧客需求，商場將帶來國際潮流品牌旗艦店、全天候環球食肆、特色戶外餐飲、優質娛樂設施及戶外綠化休閒空間等。

商場即將於今年下半年開業，現已深受各大品牌歡迎，接近全部租出，不少商戶更是首次進駐上海。

餘下期數進展理想

ITC位於虹橋路及宜山北路的地塊，現正全速進行地庫工程，當中建成後樓高達220米的甲級寫字樓已建至地面層。第三期落成後，將設有國際級商場、豪華酒店及兩幢甲級寫字樓，其中一幢大樓樓高達370米，有望成為浦西最高的摩天大廈。

ITC預計在2023年底全面完成，為徐家匯引入嶄新的綜合發展項目，吸引一眾高端業務及潮流品牌進駐，令消費者可以享受獨特的購物、娛樂及消閒新體驗，勢將成為上海市深受追捧的地標物業之一，同時帶動周邊的經濟活動，進一步提升整個徐家匯的競爭力。



Alkin Kwong

鄭正煒

Vice Chairman and Chief Executive, Hong Yip
康業副主席及行政總裁

Alkin Kwong: Driving smart property management to transform the industry

鄭正煒：推動物業管理智能化 為行業帶來新面貌

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Established in 1967, Hong Yip Service Company Limited has been serving customers for more than half a century. Vice Chairman and Chief Executive Alkin Kwong said that Hong Yip has grown with Hong Kong's property management industry and made continuous improvement throughout the years. In recent years, as technology applications have become more prevalent, Hong Yip is also constantly innovating to provide a brand new service experience for its customers.

Leading the development of the property management industry

Hong Yip has dedicated every effort to elevate the industry's professional level by providing training programmes and promoting the qualifications framework while recruiting outstanding talent. In collaboration with the Vocational Training Council, it provides 100 placements every year for interns to gain hands-on experience.

According to Alkin, Hong Yip is committed to excellence with an aim to provide a better living environment, lifestyle and community for its customers. Hong Yip is dedicated to SHKP's core value of Building Homes with Heart and Hong Yip's service pledge of Serving Customers with Heart. The property management company blends its services into every detail of the residents' daily lives. "Hong Yip strives to build an excellent SHKP after-sales service team and become a trusted 'ambassador' for owners and occupants. We

hope that whenever they have any property management or household needs, they'll think of us right away," said Alkin. Hong Yip has transformed multiple times over the past 50-plus years to satisfy the ever-rising expectations of its customers. In pursuit of technological advancements, Hong Yip has developed its own software and mobile apps to achieve more effective use of resources and to enhance communication between customers and staff.

Driving smart management to keep pace with the times

"In addition to 'customers first', 'continuous improvement' is also essential in managing properties," said Alkin. In the past, security staff had to monitor different areas of properties through CCTV themselves. In recent years, Hong Yip has introduced an intelligent video system, which triggers an alarm in the control room as soon as any suspicious person moves into the picture. This technology has

significantly enhanced the efficiency and reliability of Hong Yip's security work.

Hong Yip has made every effort to introduce intelligent systems in different scopes. For example, using the Internet-of-Things (IoT) technology, information about lighting control, water leakage alarm and cut off, temperature monitoring and adjustment, magnetic doors and infrared sensors is immediately sent to the mobile phones of staff and the central control centre, which ensures prompt handling of any problem and helps reduce manpower in the long run. Furthermore, through a smart mobile patrol system developed by Hong Yip, called Nitrol, staff can 'check in' at every patrol point along preset routes with a specially-designed smartphone. If they encounter anything unusual, staff can take photos or make audio recordings instantly, and upload the files to the system for reporting and handling purposes.

Hong Yip has also proactively developed mobile apps to strengthen communication between customers and staff for better work efficiency. An integrated estate mobile app, called SoProp, enables owners and occupants to keep abreast of the latest information about their estates, pay their management fees and book clubhouse services. Owners and occupants can also receive their digital management fee invoices through email and customer web portal, which replaces traditional print invoices for greater convenience and eco-friendliness. This suggestion earned Hong Yip the gold award in SHKP's 24th Quality Raising Suggestion Scheme. In addition, a mobile app developed by Hong Yip in 2014, called WeCom, enables real-time delivery of internal training programme updates, staff event updates and messages from management, which helps bring staff closer together.

Innovation for a truly smart home

As Internet instant messaging technology has matured, Hong Yip has introduced chatbots to newly completed residential developments to respond to customers' enquiries in real time with prompt follow-up action. Multilingual chatbots are adopted, providing 24-hour support for residents from around the world.

Alkin said that the era of smart homes has quietly arrived, and Hong Yip is poised to take advantage of this. The SoProp mobile app offers various value-added services catering for the needs of different residential estates. For example, residents of Victoria Harbour, a luxury property development in North Point, can use the mobile app to order food from the clubhouse restaurant and have it delivered direct to their home. The mobile app has even got a 'Visitor Go' function. Residents can send a QR code to visitors who can use it to enter the estate and take the lift to the residents' floor, thus taking the visitors' privacy considerations into account and satisfying the security needs of the estate. In addition, the serviced apartments Victoria Harbour Residence features an intelligent home system, called Home Automation, which enables residents to control their home appliances, such as lighting, air-conditioning and TV, both at home and away from home.

Adding value to properties to maintain their timelessness

In addition to providing innovative property management services for new developments, Hong Yip regularly carries out improvement works in projects that were completed in early years to enhance their value, including eco-friendly and energy-saving facility upgrades (such as rooftop and vertical greening), fire safety enhancement of buildings and security measures.

Take Sun Hung Kai Centre as an example, which is almost 40 years old. As the Group's headquarters, with tenants including large corporations and foreign consulates, the building needs continuous improvements to meet the latest standards for grade-A offices. To put green management into practice, Hong Yip optimized the lift and air-conditioning systems of Sun Hung Kai Centre and installed smart dynamic sensors in the common areas to reduce energy consumption. Through continuous innovation and improvement throughout the years, Sun Hung Kai Centre recently achieved the Excellent rating under 'Energy Use' in the BEAM Plus Existing Buildings V2.0 Scheme.

Grooming talent and building positive team spirit

Property management is a challenging business, as it involves providing services for an extensive range of customers, and managing a large number of staff to ensure premium service quality. As senior management, Alkin has held many public service positions over the years (see table), which has allowed him to keep close tabs on industry development and peers, while steering the company forward along with the industry.

Alkin believes that having an innovative and confident team is the cornerstone of Hong Yip's success. "The times are constantly changing, so I need to build a team that is willing to move out of their comfort zone, dare to innovate and make changes. Hong Yip has an in-house echelon training programme to prepare future leaders for the company." Hong Yip established the People Development Academy in 2007, offering its staff a wide range of professional training courses to enhance their professionalism and customer service skills.



A confident and innovative team is the cornerstone of Hong Yip's success
富自信 and 具創意的團隊，是康業成功的基石

To foster a creative culture, Hong Yip encourages staff to think out of the box and put forward new, timely suggestions to address changes in real-life situations. Through the Innovative Suggestion Scheme Competition, for example, staff are encouraged to make bold and creative proposals to drive the company's continuous improvement. Furthermore, Hong Yip promotes a culture of service excellence through the annual Service Appreciation Scheme since 2015. The aim of the scheme is to recognize outstanding front-line staff, while facilitating mutual learning and healthy competition among them. "A mature team requires all members to perform their respective functions, while giving full play to their strengths, coupled with complementary support, and most importantly, open and sincere communication. Many great ideas can be put into practice only after the team goes through several rounds of discussions, as well as problem identification and resolution. Without a good communication culture, it is difficult to implement even the best concept."

To Alkin, 'colleagues' are not only close partners at work, but also companions who share common interests. He enjoys singing and ball games, and tries to join the company's weekly table tennis night. He said, "The Group's Chairman always reminds us to maintain a good work-life balance." By joining activities like ball games and singing, they can enhance their relationship with colleagues, learn more about each other's views and ideas, and build a stronger team. Working hard and playing hard with colleagues – this may well be the secret to Alkin's close relationship with his team.

康業服務有限公司成立於1967年，至今已逾半世紀。副主席及行政總裁鄭正煒表示，康業與本港物業管理行業共同進步，隨時代變遷而自強不息。近年科技應用日漸普及，康業亦不斷革新，為顧客帶來嶄新的服務體驗。

引領物管行業發展

康業致力透過培訓及推動資歷架構，提高行業的專業水平，並吸納優秀人才，同時與職業訓練局合作，每年提供100個實習名額，讓學員吸收實戰經驗。

鄭正煒表示，康業追求卓越，目標是為客戶提供更好的生活環境，創造更好的生活方式，並建立一個更好的社區。康業全力貫徹新地「以心建家」的核心價值，以及康業「用心待客」的服務承諾，務求將服務融入住戶生活每一個細節。「康業致力為新地建立一支優秀的售後管理服務團隊，成為業戶信賴的『親善大使』，希望業戶有甚麼管理及家居上的需要，第一時間會想到我們。」過去50多年，康業已經進行了多次轉型，以滿足客戶日益提高的期望。康業追求技術進步，開發自己的軟件和流動應用程式，更有效運用資源，並加強與客戶及員工之間的聯繫。

緊貼時代 實現智能化管理

「從事物業管理，不僅要『以客為先』，更要『與時並進』。」以往保安同事需要透過閉路電視，憑肉眼監察物業不同角落。近年康業已成功引入視頻分析技術，每當有可疑人物出現，控制室會即時收到警報，大大提升保安效率和可靠度。

康業積極在各領域引進不同的智能裝置。例如透過物聯網（IoT）技術應用，將燈光控制、漏水警報及截水、溫度監察及調節、門磁及紅外線感應等信息，第一時間傳送到同事手機及中央控制中心，方便同事即時處理，長遠亦有助減省人手。此外，康業透過自行研發的Nitrol「智能流動巡邏系統」，同事只需手執一部特別設計的智能手機，按照預設路線的每個巡邏點「打卡」。遇到特別情況時，可即時拍照及錄音，上傳至系統匯報及安排處理。

康業同時積極開發手機應用程式，以加強與客戶和員工之間的連繫，提升工作效率。SoProp綜合屋苑手機應用程式，專為業戶提供最新屋苑資訊、繳交管理費及預訂會所服務，業戶亦可透過電郵及網站（customer web portal）

接收電子管理費賬單，取代傳統實體賬單，方便之餘又環保。此建議更獲得新地「第24屆提升質素意見獎勵計劃」金獎。另外，康業於2014年開發WeCom手機應用程式，將內部培訓課程、員工活動、管理層信息即時發送，拉近與同事的距離。

敢於創新 邁向全智能家居

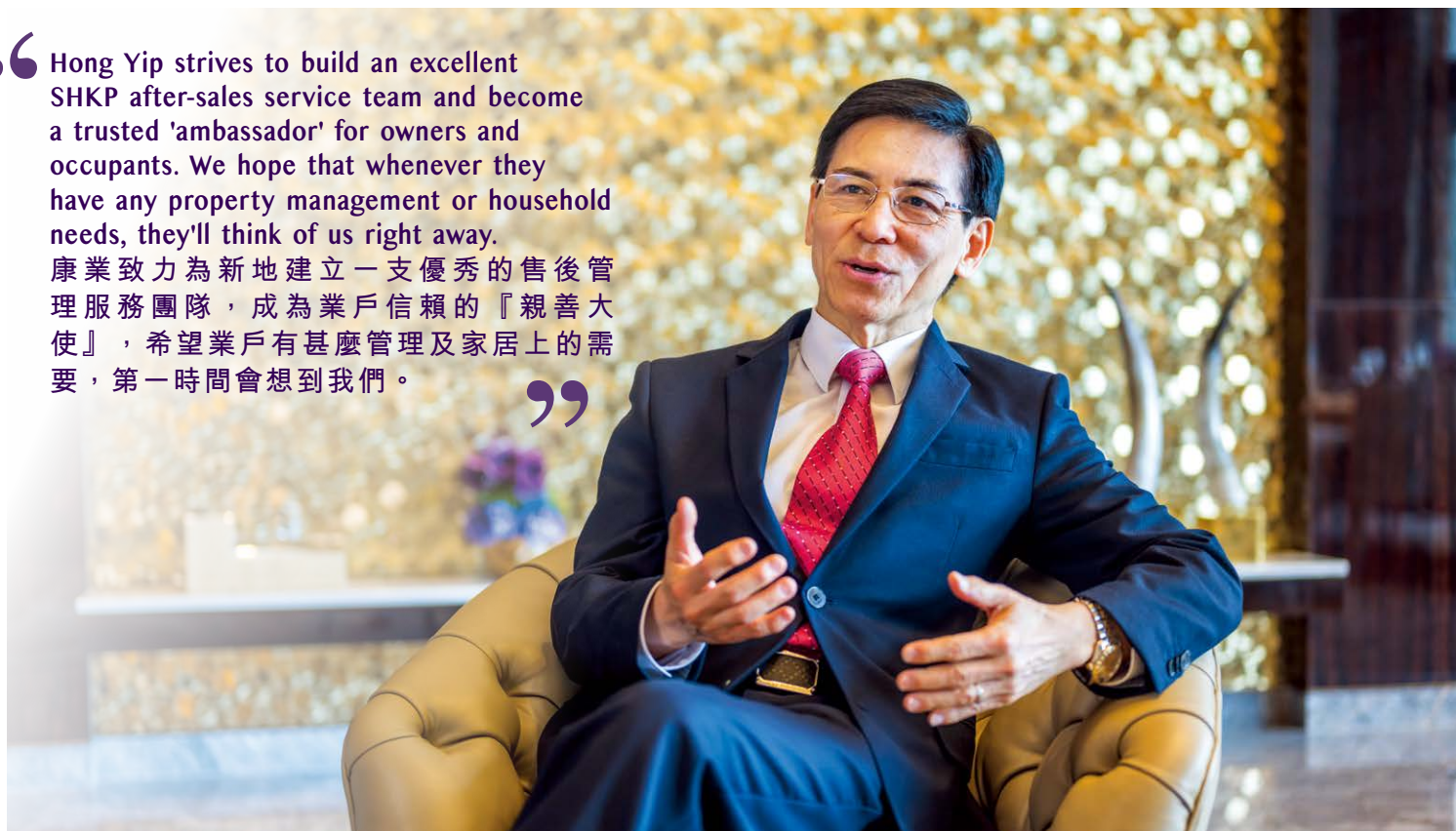
隨著網絡即時通訊發展成熟，康業於新落成屋苑引入聊天機器人，務求第一時間回覆客人的查詢，並及早安排跟進支援，聊天機器人更配備多國語言，為來自世界各地的住客提供24小時支援服務。

鄭正煒表示，智能家居時代已悄然來臨，康業已準備就緒，SoProp手機應用程式會因應各屋苑需要，提供不同的增值服務—例如北角豪宅項目海璇，住客可利用手機應用程式向會所餐廳點餐，並直接送到家中。手機應用程式更設有「Visitor Go」功能：訪客可憑著住客傳送的二維碼直接進入屋苑，並乘搭升降機到住客所屬樓層，既滿足訪客私隱上的考慮，同時亦符合屋苑保安需要。此外，服務式住宅海璇匯更設有智能家居系統

“Hong Yip strives to build an excellent SHKP after-sales service team and become a trusted 'ambassador' for owners and occupants. We hope that whenever they have any property management or household needs, they'll think of us right away.

康業致力為新地建立一支優秀的售後管理服務團隊，成為業戶信賴的『親善大使』，希望業戶有甚麼管理及家居上的需要，第一時間會想到我們。

”





Hong Yip set up an award scheme to encourage its team to constantly innovate at work
康業透過設立獎勵計劃，鼓勵同事在工作上不斷創新



Hong Yip is devoted to introducing new technologies to drive smart property management
康業積極引入新科技，令物業管理工作趨向智能化



Home Automation，令住戶無論身處家中或在外，也可以控制單位內燈光、冷氣及電視等設施。

重視「增值」 保持物業歷久常新

康業除為新項目提供嶄新的物管服務，亦定期為早年落成的項目進行改善工程，為物業「增值」—例如提升環保節能設施（如天台及垂直綠化）、樓宇消防安全和保安等。

以落成至今接近40年的新鴻基中心為例，作為集團總部，兼有不少大型企業和外國領事館進駐，當然需要與時並進，方能符合甲級寫字樓的最新標準。為實現綠色管理，康業優化了新鴻基中心的升降機及冷氣系統，亦在大廈公眾位置安裝智能動態感應器，達到節能效果。憑藉不斷創新，與時並進，新鴻基中心最近於「綠建環評既有建築(2.0版)評估」中，在「能源使用」範疇獲最高「卓越」評級。

培育人才 建立團隊正能量

物業管理是一門具挑戰性的業務，因為要同時為許多客戶提供服務，亦需要管理大量員工，以確保提供優質服務。作為管理層，鄭正煒多年來曾擔任不少公職（見附表），務求了解行業最新發展和同業動態，從而推動公司及行業向前發展。

鄭正煒認為，康業成功的基石是擁有一支富創意而自信的團隊：「時代不斷變

遷，我需要建立一支願意走出舒適圈、勇於創新及作出改變的團隊。康業有梯隊培訓計劃，就是為未來儲備領袖人才作好準備。」康業於2007年設立了人才發展學院，提供多元化的專業培訓課程，藉以提升員工的專業水平和客戶服務技巧。

為建立創意文化，康業鼓勵同事跳出舊有思考框框，因應現實環境的轉變，提出新穎且合時宜的創新點子。例如：透過設立「突破創新獎勵計劃」，鼓勵員工大膽提出創新意念，推動公司不斷進步。此外，自2015年開始，康業每年均舉辦「待客·感·賞」個案比賽，提倡卓越服務文化，嘉許表現優異的前線同事，藉此互相學習，促進良性競爭。「一個成熟的團隊，需要同事各司其職，各顯才能，互補不足，更重要是坦誠溝通！很多好的構思，都是經過多番討論、發掘問題和修正，才能落實執行。若沒有良好的溝通文化，即使構思再好也難以落實。」

「同事」對鄭正煒來說，不僅是工作上合作無間的拍檔，也是分享共同興趣的夥伴。喜歡唱歌和球類活動的他，會盡量抽空參加公司每週一次的晚間乒乓球活動：「集團主席經常提醒我們要有work-life balance。」透過球類或唱歌等活動，既可增進彼此的聯繫，亦可藉此了解他們的想法，強化團隊精神。與同事work hard, play hard，大概是他與團隊建立深厚關係的「秘方」。

Key public service positions held by Alkin Kwong 鄭正煒擔任主要公職

Chairman of Employers' Federation of Hong Kong
香港僱主聯合會主席

Chairperson of Property Management Industry Training Advisory Committee of Education Bureau
教育局物業管理業行業培訓諮詢委員會主席

Former President of The Hong Kong Association of Property Management Companies
香港物業管理公司協會前會長

Former Chairman of Real Estate Services Training Board of Vocational Training Council
職業訓練局房地產服務業訓練委員會前主席



Alkin Kwong regularly plays table tennis with his colleagues to learn skills from each other and stay connected
鄭正煒經常與同事打乒乓球，既切磋球技，亦聯絡感情



Winners of the 11th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election with the Group's management, leasing teams, mall operation teams and guests at the awards presentation ceremony
第11屆新地商場「以心服務」親客大使選舉各得獎者與集團管理層、租務部團隊、商場管理團隊及嘉賓合照留念

Heartfelt, caring service from SHKP mall customer care ambassadors

新地商場親客大使服務摯誠、體貼窩心

Since 2008, the SHKP Malls 'Serving with Heart' Customer Care Ambassador Election has been held annually to enhance mall service and recognize all outstanding customer care ambassadors' efforts. Putting the 'Serving with Heart' spirit into practice while continually making improvements, the customer care ambassadors have won widespread praise for years from mall visitors.

The 11th Customer Care Ambassador Election concludes successfully

The theme for this year is: 'We wholeheartedly commit to serving you!', featuring the customer care ambassadors' sincere attitudes and caring service that make customers feel at home.

A total of 99 customer care ambassadors from 20 malls participated in the election this year and the public response was enthusiastic. Over 90,000 valid votes had been received during the two-month voting period, while crowds of netizens were reached through the SHKP Malls 'Serving with Heart' CCA Election Facebook page. Eight awards were presented this year with most comprising mystery shopper assessments as the criteria to ensure fairness and objectivity.

Among the individual awards, the Best 'Serving with Heart' Customer Care Ambassador Award went to 19 winners in total. HomeSquare's winning customer care ambassador also took home the Mystery Shopper Assessment Top Customer Care Ambassador Award due to his record-breaking score. The Excellent Service Customer Care Ambassador Awards recognize customer care ambassadors who have demonstrated consistent excellence over the past three years, with eight recipients winning the award this year. The Top New Customer Care Ambassador Award was given to new customer care ambassadors. As a way to encourage more ambassadors, the number of awardees was

increased to three. The Most-like Customer Care Ambassador Awards were once again based solely on public voting.

For team awards, the Mystery Shopper Assessment Top Mall Service Award was based on mystery shopper assessments of the overall performance of the customer care centre at the participating malls. Tai Po Mega Mall which outperformed in several rounds of assessment, achieving perfect scores in certain categories, ultimately took the prize. The Best Performing Mall Award went to Uptown Plaza. The brand new Mystery Shopper Assessment Best Improvement Mall Award was won by Landmark North.

為提升商場服務質素，並嘉許表現卓越的親客大使，集團自2008年起每年舉辦新地商場「以心服務」親客大使選舉。親客大使秉持「以心服務」的精神，加上與時並進的服務，多年來深受客戶讚賞。

第11屆親客大使選舉圓滿結束

今屆選舉以「摯誠服務 倍添窩心」為主題，突顯親客大使以真摯誠懇的態度，為每位顧客提供體貼窩心服務，令顧客有賓至如歸的感覺。

今屆選舉共有20家商場，合共99位親客大使參加。公眾踴躍參與，在兩個月

投票期內，收到超過90,000張有效選票，並透過「新地商場親客大使選舉」Facebook專頁接觸了廣大網民。今屆選舉共頒發八大獎項，大部分獎項均設有神秘顧客評審環節，確保結果公平客觀。

個人獎項方面，「最佳『以心服務』親客大使獎」共有19位親客大使獲獎。當中，HomeSquare的得獎親客大使更打破歷屆選舉的分數記錄，以最高得分同時獲頒「神秘顧客評審最Top服務親客大使獎」。「卓越服務親客大使獎」旨在讚揚在最近三屆持續表現卓越的親客大使，得獎者共八位。為嘉許工作優秀

的新入職親客大使，「最Top服務親客大使新人獎」名額特別增至三位。「顧客至讚親客大使獎」繼續百分百由公眾投票選出。

在團隊獎項方面，「神秘顧客評審最Top服務商場獎」由神秘顧客到參賽商場，全面評估顧客服務中心的質素。大埔超級城在多次評估中成績突出，部分評審範疇更獲滿分，成功奪得大獎。「最佳表現商場獎」由新達廣場勝出，而新增設的「神秘顧客評審最佳進步商場獎」則由上水廣場奪得。

Tai Po Mega Mall: 3C creates team spirit 大埔超級城：團隊精神有賴3C



Tai Po Mega Mall received the Mystery Shopper Assessment Top Mall Service Award for the first time. Their strong performance was backed by the 3C spirits: Co-operation, Communication and Caring. For co-operation, customer care ambassadors share administrative work in addition to customer service duties to ensure that the customer care centre runs smoothly. To enhance communication, the supervisor spends some time each day at the customer care centre, demonstrating proper service attitudes while giving reminders and encouragement. As a token of appreciation from Tai Po Mega Mall, there are regular tea gatherings at which experience sharing is also encouraged. Birthday celebrations make up another team practice to provide blessings and encouragement to each other.

All of these bits and pieces help to foster a greater team spirit, creating a strong team that can handle ad-hoc issues professionally. Earlier this year, an elderly woman fell down the mall's stairs and was injured. Two customer care ambassadors rushed on the scene to help. One of them comforted the woman and checked her status, followed

by applying some disinfectant and a bandage. At the same time, the other staff called an ambulance as well as contacting the woman's family. With the assistance of the security staff, he led the ambulance personnel to swiftly take the injured woman to the hospital. The unruffled reaction of the customer care ambassadors was caught on camera by a passerby, who uploaded the photos to a social networking group, attracting likes and encouraging comments as well as sharing on the media.

大埔超級城首次奪得「神秘顧客評審最Top服務商場獎」，優秀表現的背後，是3C精神：合作(Co-operation)、溝通(Communication)及關愛(Caring)。在合作方面，親客大使除了應付顧客服務工作外，亦要分擔文書工作，顧客服務中心才可暢順運作。在溝通方面，主管會每日抽時間到顧客服務中心，以身作則向同事展現應有的服務態度，並作出提點及鼓勵。在定期舉辦的茶敘中，除了慰勞團隊外，亦會鼓勵同事分享經驗。團隊更會為同事慶祝生日，彼此祝福鼓勵，互相關心。

全憑這些日常點滴，團隊間的默契得以建立壯大，同事才可從容處理突發事情，提供最專業的服務。年初時候，有婆婆在商場梯級跌倒受傷，兩名親客大使馬上趕到協助。一位負責安慰婆婆，替她檢查傷勢，進行簡單的傷口消毒及包紮。另一人則召喚救護車，代婆婆聯絡家人，安排保安協助，帶領救護員迅速到場，將受傷婆婆送往醫院治理。兩名同事臨危不亂的表現，被途人拍下，上載至社交網絡群組，獲網民讚賞及留言鼓勵，更吸引了媒體轉載報導。



SHKP Reading Club promotes reading among young people through a series of initiatives

新閱會連串活動推動年輕人閱讀



From left: Chip Tsao, Jasper Tsang and Ong Yi-hing share their thoughts on reading with young participants and recommend some masterpieces, ranging from classical to contemporary works from different countries

左起：陶傑、曾鈺成及王貽興與青年暢談閱讀見解，推薦多本古今中外名著

The SHKP Reading Club's two recent youth reading talks have attracted a large number of students and working youths, who were happy to learn about interesting stories from the celebrity guests and take part in the interactive sessions.

Held at the Sky100 Hong Kong Observation Deck, the 'Read for More in the Sky' talk invited former President of the Legislative Council Jasper Tsang, renowned columnist Chip Tsao and cross-media author Ong Yi-hing to share their thoughts on reading plus provide tips on happy reading to more than 600 senior secondary and tertiary students as well as working youths. In the 'More than a Writer: I'm a Slasher!' talk at APM, 'bitter tongue' author Daisy Wong, online novel writer Lwoavie and television host Jacky Jim talked about expressing 'the real me' in their creations, which enlightened the young audiences.

新閱會早前舉辦了兩個青年閱讀講座，吸引大批學生和在職青年到場，聆聽星級嘉賓的精彩故事，進行互動交流。

「天際之巔點讀群英會」於天際100香港觀景台舉行，邀請到前立法會主席曾鈺成、知名專欄作家陶傑及跨媒體作家王貽興，與600多位高中至大專學生和在職青年，以書文遊四海，暢談「愉閱」心法。另外，在「筆紙作家：我是一位Slasher!」講座中，「寸嘴」女作家王迪詩、網絡小說作家孤泣及電視台主持詹朗林，則在APM大談如何於創作中表達「真正的我」，令台下半年輕觀眾有所啟發。

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SHKP Volunteer Team and young people go farming together, demonstrating the spirit of social inclusion

集團義工隊與青年學員耕種 活出共融精神

The SHKP Volunteer Team has co-organized the weCare Volunteering Inclusion Project with the Christian Family Service Centre since 2017. Under the project, young people with special needs are subsidized to attend a series of training sessions to enhance their team spirit, and communication and organizational skills. Then they pair up with SHKP volunteers to take part in a variety of volunteer work, practicing what they have learned and making a contribution to the community. This helps people better understand the ability and contribution of these young people and builds greater social inclusion.

Recently, some new members of the project and SHKP volunteers went farming at PARK YOHO in Yuen Long. They prepared the field with shovels and planted vegetable seedlings into the ground. In this activity, the volunteers and young people learned more about each other and built a partnership. They will witness different stages of life during the growing process, and learn a valuable lesson about life education.

集團義工隊與基督教家庭服務中心於2017年合辦「weCare共融義工計劃」，資助有特殊需要的青年接受一連串培訓課程，增強他們的團隊精神、溝通能力及組織活動技巧。學員隨後夥拍新地義工，一起參與不同的義務工作，實踐所學，回饋社會，從而讓公眾人士了解他們的才能及貢獻，以實際行動創建共融社會。

早前，該計劃的新一屆學員與新地義工前往元朗PARK YOHO參與農耕活動，一起拿著鏟子，將泥土翻鬆，在小洞埋下菜苗。在活動中，新地義工與學員互相了解，建立合作夥伴關係。在農作物生長過程中，各人將見證著生命的不問階段，認識生命教育。



SHKP volunteers and new members of the weCare Volunteering Inclusion Project go farming together. They will go back when the vegetables are ready for harvest and pick the vegetables for the elderly
新地義工與「weCare共融義工計劃」新一屆學員共同參與農耕，待農作物長成後，便可回去親自收割，再送贈長者

Building Homes with Heart Caring Initiative spreads love in the Tuen Ng Festival

「以心建家送暖行動」端午送愛心



The family volunteers visit senior couples at home with goodie bags before the Tuen Ng Festival
義工家庭於端午節前夕，登門探訪雙老長者戶，送上愛心福袋

The Group spread love and care to people from different backgrounds through the Building Homes with Heart Caring Initiative, which includes regular festive events for underprivileged elderly. At the latest Happy Tuen Ng Festival event, the Building Homes with Heart Caring Initiative distributed goodie bags with rice dumplings and packaged food to about 3,000 singleton elderly and senior couples in Wan Chai and North District to spread the festive cheer. The Group's volunteers also paid home visits to singleton elderly and senior couples in Sham Shui Po and Wan Chai, presenting goodie bags as festive gifts. The volunteers and seniors were happy to celebrate the festival together.

集團透過「以心建家送暖行動」關懷社會各階層，每憑佳節均為基層長者舉辦節慶活動。早前舉辦了「暖暖愛心賀端陽」活動，為灣仔及北區約3,000名獨居及雙老長者戶送上盛載應節糰子及食糧的福袋，讓他們感受節日氣氛。另外，集團義工隊更探訪居住深水埗及灣仔的獨居及雙老長者戶，送上端午節福袋，分享節日喜悅。

SHKP-Kwoks' Foundation continues to groom students at Tongji University and Guizhou University

新地郭氏基金繼續協助同濟大學及貴州大學學生

The SHKP-Kwoks' Foundation established a scholarship programme at Tongji University in 2006 with the first phase being a great success, providing nearly 1,600 scholarships to date. Under the programme, bright students from underprivileged families were able to complete their four-year undergraduate studies. The agreement for the second phase of the scholarship has already been signed between the Foundation and Tongji University representatives.

In addition, the Foundation set up an undergraduate scholarship scheme at Guizhou University in 2004 to support talented students from disadvantaged families so they could pursue college degrees, providing them with the chance to lift their families out of poverty. The Foundation extended the Guizhou University scholarship scheme for the third cohort last year. About RMB13 million has been donated in the three tranches, benefitting about 1,000 recipients. The Guizhou University delegation has caught up on the recipients' progress with Foundation Executive Director Amy Kwok in its trip to Hong Kong.

新地郭氏基金自2006年起，於同濟大學設立「新鴻基地產郭氏基金同濟大學獎助學金」。第一期獎助學金成效顯著，讓品學兼優但家境清貧的學生順利完成四年大學教育，至今受助學生近1,600人次。基金早前已與同濟大學代表簽訂第二期獎助學金協議書。

另外，基金於2004年設立「貴州大學本科生獎助學金」，資助家境清貧的優秀學生攻讀本科課程，為他們的家庭帶來脫貧機會。去年，基金於貴州大學展開第三期助學金，累計三期總資助額約人民幣1,300萬元，共有約1,000人次受惠。貴州大學代表團早前到港，與基金執行董事郭婉儀暢談受助生近況。



SHKP-Kwoks' Foundation Executive Director Amy Kwok (third left) and Guizhou University Party Committee Deputy Secretary Ling-hu Cai-tao (third right) with the delegation and guests
新地郭氏基金執行董事郭婉儀（左三）與貴州大學黨委副書記令狐彩桃（右三）連同代表團及嘉賓合照



SHKP-Kwoks' Foundation Executive Director Amy Kwok (front, left), Tongji University Party Committee Secretary Fang Shou'en (front, right), Director of Educational, Scientific and Technological Affairs Department of the Hong Kong Liaison Office Chen Heng (back, centre) and guests at the signing ceremony
新地郭氏基金執行董事郭婉儀（前排·左）、同濟大學黨委書記方守恩（前排·右）、中聯辦教育科技部處長陳恆（後排·中）與一眾嘉賓於簽約儀式後合照留念

PARK YOHO wetland Fairyland integrates residential development with conservation

PARK YOHO濕地「候花園」成功將住宅發展與保育共融



PARK YOHO's Fairyland features seasonal scenery all year long
PARK YOHO「候花園」四季美景各有不同

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PARK YOHO is the Group's major residential development in Yuen Long's Kam Tin North which integrates wetlands with residential developments. Its 500,000-square-foot private wetland Fairyland received a Certificate of Merit at the Hong Kong Institute of Planners Awards 2018, which recognized the Group's efforts in weaving environmental conservation into an urban development.

Wetland restored to shine

The Fairyland was a barren site before the residential development started work. In the early planning stage, the Group noticed the potential ecological value of this land and commissioned independent conservation experts to study the environment. The land was later found to be once a wetland home to dragonflies, butterflies and birds. The Group then decided to restore this barren land with the assistance of a professional consultancy team. After multiple procedures, the long-clogged drainages were unblocked. Hillside streams and seawater came back to the land, followed by natural reeds and mangroves. The wetland was gradually restored back to life. The Fairyland is a semi-natural brackish marsh which is rare in Hong Kong, and now home to over 180 species of dragonflies, butterflies, birds and other wildlife, including the near-

threatened four-spot midgets, Pallas's leaf warblers, great and little egrets, variegated flutterers and many other species.

During the planning stage, PARK YOHO's building density, height, location and orientation had been thoughtfully designed to ensure that the wetland would be interwoven with the residential environment. Reeds were planted outside the residences to provide owners with expansive natural greenery while offering a buffer area to the wetland. To ensure the sustainability of the Fairyland, long-term management and wetland conservation measures have been implemented along with regular on-site inspections by ecology specialists and data submissions to relevant government departments. Since residents first moved in, the number of ecological species in the Fairyland has continued to increase. Ecology specialists also confirmed that the Fairyland is in good condition.

Guided eco-tours promote conservation

PARK YOHO's clubhouse organizes guided eco-tours from time to time to promote the beauty of nature and the importance of wetland conservation. Participants can enjoy a close look at the precious ecology in the brackish

marsh, which helps to raise awareness about conservation and environmental protection. The guided eco-tours are popular with more than 2,000 people participated to date.

集團位於元朗錦田北的大型住宅項目 PARK YOHO，將濕地與住宅項目結合，其佔地500,000平方呎的私人濕地「候花園」在「2018香港規劃師學會年度大獎」中獲得優異獎，充分肯定了集團在環境保育與城市發展共融方面的努力。

修復荒地 重現生態

「候花園」原址為荒廢農地，集團於住宅發展項目規劃初期，發現該地具有生態價值潛力，故此委託獨立保育專家視察環境，確認該地曾經是蜻蜓、蝴蝶及雀鳥的棲息地，於是決定修復荒地。集團與專業顧問團隊合作，透過多重工序挖通淤塞多年的渠道，引導山水海水流入，同時引入天然蘆葦及紅樹，將原有濕地生態逐步恢復。「候花園」屬於本港罕有的鹹淡水半自然濕地，現時園內的蜻蜓、蝴蝶及雀鳥等自然物種超過180種，包括近危蜻蜓科廣瀨妹蟥、黃腰柳鶯、大小白鷺以及蜻蜓斑麗翅蜻等。

集團在規劃PARK YOHO時，在樓宇發展密度、高度、位置及座向均精心設計，確保濕地與住宅環境相輔相成。住宅部分對出特別種植了蘆葦，不但可為住戶提供開揚的自然生態綠化景觀，亦為濕地提供緩衝區。為確保「候花園」得以持續發展，集團落實了長遠管理及保育濕地的措施，並安排生態專家定期到場仔細檢測濕地狀況，同時將數據呈交政府有關部門。在住客入伙後，「候花園」的生態物種數目不跌反升，生態專家亦確認「候花園」的狀態良好。

生態導賞團 推廣保育

PARK YOHO會所不時舉辦生態導賞團，推廣大自然之美及濕地保育的重要性。參加者更可近距離一睹鹹淡水濕地的珍貴生態，有助遊人培養保育及愛惜大自然的意識。生態導賞團至今已接待超過2,000人次，深受歡迎。

Green property management pays off 綠色物業管理見成效

The Group's property management subsidiaries Hong Yip and Kai Shing have been widely recognized for their green management efforts and promotion of low carbon living. At the 2018 Hong Kong Awards for Environmental Excellence organized by the Environmental Campaign Committee along with the Environmental Protection Department and major chambers of commerce in Hong Kong, Hong Yip and Kai Shing together received 14 awards which included one gold, one silver and two bronzes.

The Leighton Hill reduces waste at the source and promotes green living

The Leighton Hill consistently carries out various energy-saving measures and initiatives, encouraging residents to live green. This strategy earned the property the gold award in the Property Management (Residential) sector. The Leighton Hill provides small bins to facilitate the collection of household food waste, which is then converted into fertilizer using an on-site food waste composter. To reduce waste at the source, the estate also engages a green group to conduct food audits for residents as well as offer tips on food waste reduction and proper handling practices. There are also energy and waste checks for residents, followed by advice on achieving greater energy-savings and waste reduction.

Environmentally friendly programmes are held to enhance residents' green awareness, including the Eco-School, Eco-Seminar and Eco-Reward Scheme. Eco Walkway guided tours as well as are arranged for residents and friends to learn about the environmentally friendly measures and facilities engineered into the estate as part of its efforts in green promotion.

Tsuen Wan Plaza leverages smart management for greater energy efficiency

Tsuen Wan Plaza (Shopping Arcade) applies smart technology to enhance energy efficiency and the indoor environment, earning the arcade a silver award in the Property Management (Commercial & Industrial) sector. An Internet of Things system has also been implemented as part of the building's facilities management system. Facility operations are now automatic and the indoor environment is closely monitored. Any changes in the indoor environment will trigger real-time reactions to reduce power use.

In addition, environmental protection concepts are shared and promoted among customers, tenants, contractors and other stakeholders through a wide range of initiatives and programmes. During the past year, Tsuen Wan Plaza organized a number of Earth friendly programmes, including Little Green Guru, Reuse of Hoarding Programme, Polyfoam Recycling Programme, Green Contractors Competition and many others to help spread the message of green living to the community at large.



Tsuen Wan Plaza applies smart technology to enhance energy efficiency.
Pictured: robot vacuum cleaner
荃灣廣場應用智能科技來提升能源效益，圖為自動清潔機械人



The Leighton Hill collects household food waste and converts it into fertilizer by means of an on-site food waste composter
禮頓山向住戶收集家居廚餘，再用屋苑內的廚餘機，將廚餘轉化為肥料

集團旗下物業管理公司康業及啟勝致力引入綠色管理、推廣低碳生活，屢獲業界讚賞。在環境運動委員會聯同環境保護署及香港主要商會合辦的「2018香港環境卓越大獎」中，康業及啟勝合共獲得14個獎項，當中包括一金、一銀及二銅。

禮頓山：源頭減廢 推動綠色生活

禮頓山實行多項節能措施及活動，積極協助住戶融入綠色生活，在物業管理（住宅）界別榮獲金獎。屋苑為住戶提供小型收集箱，方便收集家居廚餘，再以屋苑內的廚餘機，將廚餘轉化為肥料。為達致源頭減廢，屋苑與綠色團體合作，為住戶進行食物審計，並提供減少廚餘及正確處理廚餘的方法。屋苑亦設有能源和廢物檢查，可為住戶提供節能和減廢建議。

為提高住戶的環保意識，屋苑不時舉辦綠色活動，包括環保學堂、生態研討會及環保積分獎賞計劃等。管理團隊更為住戶和訪客開設生態廊導賞團，介紹屋苑的綠色措施和設施，為推廣環保出一分力。

荃灣廣場：善用智能管理 提升能源效益

荃灣廣場（商場）應用智能科技，改善能源效益，提升室內環境質素，在物業管理（工商業）界別獲得銀獎。商場裝置了物聯網系統作為大廈設施管理系統的一部分，將設施操作變為自動化，並透過緊密監察場內環境變化，即時作出對應操作，減少電力消耗。

此外，商場透過不同活動及計劃，向顧客、租戶和承辦商等持份者分享及推動環保理念。在過去一年，荃灣廣場舉辦了多個環保計劃，包括「環保小達人」、圍板重用計劃、社區發泡膠回收計劃及綠色承辦商選舉等，將綠色生活訊息傳送到社區各個層面。

More honours from the investment community

集團獲投資界頒發多個榮譽

The Group is committed to practicing sound corporate governance and initiating proactive communications with investors to enhance overall transparency. These efforts have again earned the Group widespread acclaim from international and local associations.

Top honours as Asia's Overall Best Managed Company for the second straight year

In the 2019 Asia's Best Companies survey conducted by financial magazine *FinanceAsia*, the Group's overall leading performance was widely recognized among portfolio managers and analysts, who gave it top honours as Asia's Overall Best Managed Company for the second consecutive year as well as citing the Group as the Best Real Estate Company in Asia for the 13th time. Among its local peers, the Group topped the list with four awards: Best Managed Company in Hong Kong (Ranked First), Best Growth Strategy in Hong Kong (Ranked First), Best Investor Relations in Hong Kong (Ranked First) and Best ESG in Hong Kong (Ranked First).

FinanceAsia conducts the annual Asia's Best Companies survey, inviting portfolio managers and analysts to evaluate listed companies throughout the region based on their overall management practices, investor relations, commitment to the environmental, social and governance policies. The Group received top honours as Asia's Overall Best Managed Company for the second year in

a row, a testament to the high regard the investment community has for the Group's solid foundations and seasoned management team.

Four major prizes at the Asian Excellence Awards

The Group received outstanding scores from investors across different fields at the Asian Excellence Awards 2019 organized by the corporate governance magazine *Corporate Governance Asia*. There the Group took home four awards, including Best Investor Relations Company, Hong Kong; Best Environmental Responsibility, Hong Kong; Best Corporate Communications, Hong Kong; and Best Investor Relations Professional, Hong Kong.

Best IR Company for the fourth time

At the Investor Relations Awards 2019 organized by the Hong Kong Investor Relations Association, analysts and fund managers again cast their votes in favour of the Group's active stakeholder engagement. To this end, the Group was named the Best IR Company – Large Cap again, as well as the 3-Year IR Awards Winning Company. In addition, the SHKP 2017/18 annual report earned the Best Annual Report – Large Cap award.

集團致力實踐良好的企業管治，積極與投資者維持緊密聯繫，增加透明度，早前再獲國際及本地機構頒發多個大獎，備受業界肯定。

蟬聯「亞洲最佳公司」最高榮譽

在財經雜誌《*FinanceAsia*》舉辦的「2019年亞洲最佳公司選舉」中，集團憑著整體卓越表現，連續第二年獲投資者及分析員評選為「亞洲最佳公司」最高殊榮，並第13年榮膺「亞洲最佳地產公司」大獎。在香港區各大獎項中，集團則以最高分數獲頒四個大獎：「香港最佳公司（排名第一）」、「香港最佳增長策略（排名第一）」、「香港最佳投資者關係（排名第一）」及「香港最佳環境、社會及管治（排名第一）」。

《*FinanceAsia*》每年舉辦「亞洲最佳公司選舉」，邀請投資者及分析員根據區內上市公司的整體管理、與投資者關係，以及在環保、社會責任及企業管治方面的表現，作出評分。集團今年蟬聯「亞洲最佳公司」最高殊榮，足證實力雄厚，管理團隊表現出色，深受投資界認同。

獲頒「亞洲卓越大獎」四大獎項

集團在企業管治雜誌《*Corporate Governance Asia*》舉辦的「2019亞洲卓越大獎」中，在多個評選範疇獲投資者給予優異分數，獲得四大獎項，分別為「香港最佳投資者關係公司」、「香港最佳環保責任」、「香港最佳公司傳訊團隊」及「香港最佳投資者關係專業人員」殊榮。

第四年獲「最佳投資者關係公司」

在香港投資者關係協會舉辦的「2019投資者關係大獎」中，集團憑著與持份者積極交流，繼續獲分析員及基金經理票選為「最佳投資者關係公司—大型股」，同時獲頒「投資者關係大獎（連續三年）」，此外，新地2017/18年報更獲得「最佳年報—大型股」獎項。



Associate Member of the Executive Committee, General Manager - Corporate Planning Brian Sum (right) receives the prestigious Asia's Overall Best Managed Company and other top awards from *FinanceAsia* 執行委員會助理成員兼總經理（公司策劃）沈康寧（右）領取《*FinanceAsia*》頒發的「亞洲最佳公司」最高榮譽及多個大獎



Awards from *Corporate Governance Asia* and the Hong Kong Investor Relations Association 集團獲《*Corporate Governance Asia*》及香港投資者關係協會頒發多個獎項

The Group wins Platinum Trusted Brand Award for the 14th consecutive year 集團連續14年榮獲「信譽品牌白金獎」

The Group has built its trusted brand through premium developments and excellent service offerings. At the 2019 Reader's Digest Trusted Brand Awards, the Group and its business units continued to receive consumer votes, winning two platinum and three gold awards.

Thanks to consumers, Sun Hung Kai Properties was again voted the most trusted property developer in Hong Kong, becoming the top platinum award winner for the 14th consecutive year. APM earned a gold award in the shopping mall category for the fifth straight year. Hong Yip and Kai Shing both received gold awards in property management for the eighth successive year. Wilson Parking was also presented with a platinum award in the car park category for the seventh year running.

集團致力發展優質物業，為客戶帶來卓越服務，優質品牌深受信賴。在2019《讀者文摘》信譽品牌調查中，集團連同旗下業務單位繼續獲得消費者投下信心一票，合共獲得兩個白金獎及三個金獎。

新鴻基地產繼續獲消費者投選為香港地產發展商界別中最具信譽的優質品牌，連續14年榮獲「信譽品牌白金獎」最高殊榮。集團旗下APM於商場界別連續第五年獲頒金獎，康業及啟勝雙雙連續八年獲頒物業管理公司界別金獎，而威信停車場則在停車場界別連續第七年勇奪白金獎。



The Group along with APM, Hong Yip, Kai Shing and Wilson Parking again receive honours in the Reader's Digest Trusted Brand Award

集團連同旗下APM、康業、啟勝及威信停車場在《讀者文摘》信譽品牌調查中繼續囊括多個大獎

The Group named a Caring Company for 17th straight year 集團連續第17年獲「商界展關懷」嘉許



A total of 83 SHKP entities were named a Caring Company this year. This year, a total of 83 SHKP entities were named a Caring Company this year. This year, a total of 83 SHKP entities were named a Caring Company this year.

The Group leverages its expertise and resources as a responsible corporate citizen, earning widespread recognition. The Group has been named a Caring Company for the 17th consecutive year by the Hong Kong Council of Social Service, and its 83 related entities have also received the same title this year. Among these entities, a total of 47 have earned the Caring Company honours for 10 or even 15 straight years. These range from shopping malls, property management, construction, hotels and more. The concerted efforts demonstrate the Group's continued dedication to corporate social responsibility by caring for the community, helping the underprivileged and building a better society.

集團善用專長及資源，積極履行社會責任，屢獲各界表揚。早前，集團連續第17年獲得香港社會服務聯會頒發「商界展關懷」榮譽標誌，旗下同獲表揚的業務單位合共達83個。當中，有47個業務單位屬連續第10甚至第15年獲此標誌，遍及商場、物業管理、建築及酒店等不同範疇，充分展現集團多年來持續關愛社會、扶助弱勢、推動社區發展的企業精神。

Property management teams' service excellence recognized 物業管理團隊服務卓越 勇奪多個大獎

Hong Yip and Kai Shing are committed to offering premium and trusted professional property and facility management services to ensure an ideal environment. The two teams were recently honoured with various awards in recognition of their service excellence.

At the Quality Property & Facility Management Award 2018 jointly organized by the Hong Kong Institute of Surveyors and the Hong Kong Association of Property Management Companies, Hong Yip and Kai Shing earned a total of 21 awards with five being grand awards. Tsuen Wan Plaza Shopping Arcade and V City both won the International Innovative Strategic Management Grand Award, and Landmark North took home the Large-Scale Office Building Management Grand Award. At the same time, YOHO

Midtown won the Large-Scale Residential Property Management Grand Award while Grand YOHO got the Medium-Scale Residential Property Management Grand Award.

Hong Yip and Kai Shing continued to shine at the Excellence in Facility Management Award 2018 organized by the Hong Kong Institute of Facility Management, winning 36 awards. World Trade Centre and YOHO Midtown won the Grand Award in the office building and medium-scale residential categories respectively.

康業和啟勝致力提供優質、可靠的專業物業及設施管理服務，為客戶締造理想環境。兩者早前勇奪多個大獎，卓越表現備受肯定。

在香港測量師學會和香港物業管理公司協會聯合主辦的「優質物業設施管理大獎2018」中，康業和啟勝合共獲頒21個獎項，當中更包括五個大獎。荃灣廣場（商場）和V City同時獲得「創新管理應用國際大獎」，上水廣場獲得「大型商業大廈管理大獎」，而YOHO Midtown和Grand YOHO則分別獲取「大型住宅物業管理大獎」及「中型住宅物業管理大獎」。

在香港設施管理學會「卓越設施管理獎2018」中，康業和啟勝繼續有出色表現，合共獲取36個獎項。世貿中心和YOHO Midtown更分別在商業樓宇和中型住宅類別中，獲得「卓越大獎」最高殊榮。

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The Hong Yip (top) and Kai Shing (bottom) teams, winners of several grand awards at the Quality Property & Facility Management Award 2018
康業（上）和啟勝（下）團隊在「優質物業設施管理大獎2018」中囊括多個大獎

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