



New Town Plaza in Beijing celebrates its grand opening in this July
北京NTP新城广场于今年七月隆重开幕

New Town Plaza in Beijing grand opening 北京NTP新城广场隆重开幕

New Town Plaza in Beijing, wholly owned by the Group, opened in early July, representing the Group's second commercial project in Beijing. The mall integrates urban living, nature and urban art under the theme 'Enjoy • Nature • Lifestyle Matters' to form the first one-stop premium shopping mall in the district, delivering a brand new shopping and entertainment experience for young, stylish families.

New shopping and leisure destination in Fangzhuang

New Town Plaza in Beijing is located in the core business district of Fangzhuang on South Second Ring Road, which is one of the most densely populated areas in south Beijing. The mall is next to Beijing Metro Lines 5 and 14 and is easily accessed by over 20 nearby bus routes.

New Town Plaza in Beijing boasts a gross floor area of over 20,900 square metres (225,000 square feet). Occupancy is standing at 100%. The five-storey mall houses more than 100 premium brands, covering trendy fashion, sports apparel, digital technology, restaurants and much more, with some international labels

making their debut presence in Fangzhuang. The mall has nearly 40 highly sought-after eateries, including Chinese cuisines from across the country, trendy tea shops, dessert shops, cafés and popular refreshment kiosks.

Featuring a design concept of nature and arts, the mall invited a botanical painter to create nature-themed artistic illustrations to bring seasonal flowers indoors. There are also fresh seasonal flowers blooming in the sky garden at the north and south ends of the roof top.

Experience convenient shopping

The Group's shopping malls have been applying smart technology to deliver premium customer

service, and New Town Plaza in Beijing is no exception. Using the NTP新城广场 WeChat mini-programme, customers can save time queuing for restaurants in the mall by making convenient e-table bookings, pre-orders and e-payment. A quality dining experience is just a tap away on their mobile phones. Customers can earn bonus points right after each purchase, and can redeem their bonus points anytime for free parking, food and beverage cash coupons, shopping mall cash coupons, etc. The bonus points can even be used interchangeably with those of Beijing APM for greater flexibility.

北京NTP新城广场由集团全资拥有，于七月初开业，为集团在京城第二个商业项目。商场以“乐享•自然•生活至上”为定位，结合都市生活、自然生态和潮流艺术元素，属于区内首间一站式优质生活购物商业项目，为年轻时尚家庭带来全新购物娱乐体验。

方庄购物休闲新热点

北京NTP新城广场位于南二环方庄商业圈核心地带，是京城南部人口最密集的地区之一。项目毗邻北京地铁5号及14号线，附近有超过20条公交线贯穿，交通便捷。

北京NTP新城广场总楼面面积逾20,900平方米（225,000平方呎），出租率达100%。商场分五层，汇聚超过100个优质品牌，云集时尚潮流、运动服装、数码科技及餐饮美食等，其中包括多个首次进驻方庄的国际品牌。餐饮方面，有近40家人气餐饮品牌，包罗各省市地道名菜、潮流茶饮店、甜品店、咖啡店及热门轻食店。

商场以大自然及艺术为设计元素，邀请了植物手绘艺术家以大自然为主题，创作艺术插画，将四季花卉融入室内空间。项目顶层南北两侧设置空中花园，花卉植物四季更替，令休憩空间满载清新气息。

便捷购物新体验

集团旗下商场致力应用智能科技，为顾客送上优质服务，北京NTP新城广场也不例外。顾客通过手机上的“NTP新城广场”微信小程序，即可省却排队等位的时间，轻松预约订座、点菜及付款，享受优质餐饮体验。消费完成后，顾客可实时赚取奖赏积分，随时换取泊车优惠、餐饮现金券及商场现金券等优惠，甚至与北京APM的奖赏积分互通使用，增添灵活性。



New Town Plaza in Beijing features over 100 brands to attract young people
北京NTP新城广场云集超过100个品牌，备受年轻人欢迎