



Construction officially starts at the International Commerce Centre project adjacent to Guangzhou South Railway Station

广州环球贸易广场项目正式动工



Attending the ground-breaking ceremony of the International Commerce Centre project adjacent to Guangzhou South Railway Station are Chief (Director General) of the Guangzhou Municipal Commerce Bureau, major officials in the Panyu district government, Group Executive Director Adam Kwok (seventh left) and other officials 广州市商务局局长、番禺区政府主要领导、集团执行董事郭基辉 (左七) 及相关领导一同出席广州环球贸易广场项目的动工活动

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Located at the core area of Guangzhou South Railway Station, the International Commerce Centre project officially started construction following its ground-breaking ceremony in late December last year. This large-scale transit-oriented development (TOD) integrated project sets a major milestone for the Group's engagement in the development of the Greater Bay Area.

'New landmark, new hub, new engine'

Boasting a gross floor area of about 9.3 million square feet, the International Commerce Centre project adjacent to Guangzhou South Railway Station will be developed into a large-scale integrated Transit-Oriented Development (TOD) landmark, serving commercial, residential and transportation purposes. The integrated TOD project will provide offices, a shopping mall, a hotel, residences, apartments and public transportation facilities.

The International Commerce Centre project adjacent to Guangzhou South Railway Station, and the iconic International Commerce Centre (ICC) and integrated commercial project atop West Kowloon Terminus at Hong Kong sit at the two ends of the Guangzhou-Shenzhen-Hong Kong High-speed Railway line. The Group will leverage the High Speed Rail connectivity and the synergy between the projects to develop a 'new landmark', which reinforces the linkage and collaboration of Hong Kong and Guangzhou.

The Guangzhou South Railway Station is strategically located in the Greater Bay Area rail transit network, offering 12 rail transit lines, including high-speed rails, intercity rail and metro lines. The International Commerce Centre project adjacent to Guangzhou South Railway Station, which enjoys seamless connection to the Guangzhou South Railway Station, will become a top international integrated complex with a premium environment to live, work and travel in the Greater Bay Area. The new landmark will pull in more businesses and talent to work and live in Guangzhou and Panyu. More young people from Hong Kong and Macao are expected to relocate to the mainland for innovation and start-up opportunities. All these will form a 'new hub', which embodies a one-hour living circle in the Guangdong-Hong Kong-Macao Greater Bay Area.

Riding on the previous development experience of Parc Central, Tianhui Plaza and a series of premium projects in Guangzhou, the Group believes that the International Commerce Centre project at Guangzhou South Railway Station will also bolster the local economy, serving as a 'new engine' to help Guangzhou transform into a global consumption centre city.

坐落于广州南站核心区的广州环球贸易广场项目于去年12月底举行动工活动，标志着这个大型TOD综合体项目正式开工，为集团积极参与大湾区建设，定下一个重要的里程碑。

“新地标、新枢纽、新引擎”

广州环球贸易广场项目总楼面面积约86万平方米（930万平方呎），将以公共交通导向模式发展为大型标志性的综合项目，集商、住、行于一身，提供办公大楼、商场、酒店、住宅、公寓及公共交通设施等。

广州环球贸易广场项目与地标性的香港环球贸易广场（ICC）和西九龙高铁总站上盖商业综合体项目，分别矗立于广深港高铁线的两端。集团将充分发挥高铁的联通优势和项目之间的协同效应，打造穗港联动、双核驱动的“新地标”。

广州南站为大湾区轨道交通的“黄金枢纽”，汇聚高铁、城际和地铁等多达12条线。广州环球贸易广场项目与广州南站“无缝连接”，势将发展为宜居、宜业、宜游的国际一流湾区综合体，吸引更多企业和人才到广州、番禺就业和生活，推动港澳青年在内地的创新、创业发展，成为体现粤港澳大湾区一小时生活圈的“新枢纽”。

集团相信，凭借过往在广州成功打造天环广场、天汇广场等一系列品质超卓项目的经验，广州环球贸易广场项目也将推动当地经济发展，协助广州市成为国际消费中心城市的“新引擎”。