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Lo King-wai: ICC and the commercial complex atop the High Speed Rail West Kowloon Station set to become an international commercial hub in the Greater Bay Area

The International Commerce Centre (ICC) is the tallest building in Hong Kong and one of Hong Kong's major landmarks. Recently, it was awarded the 10-Year Award of Excellence by the Council on Tall Buildings and Urban Habit (CTBUH), in recognition of its outstanding performance in terms of user satisfaction, socio-economic benefits, and contribution to the city's sustainable development. Lo King-wai, General Manager (Office Leasing) of Sun Hung Kai Real Estate Agency, who is responsible for leasing at the ICC, said that the commercial complex atop High Speed Rail West Kowloon Station under construction, will fully synergize with the adjacent ICC, two five-star hotels and the West Kowloon Cultural District to become an international commercial hub in the Greater Bay Area (GBA), further facilitating the development of Hong Kong's trading and tourism industries.

Maintaining effective and efficient communication with tenants

Fully completed in 2010, ICC is one of the Group's most significant transit-oriented complexes, with approximately 2.5 million square feet of office space alone. Although the ICC has received numerous international accolades, KW still feels that the CTBUH award means a lot: "The project has been favoured by multiple corporations from around the world over the years, and one of the keys to its success is the team's willingness to learn and put simply, this means listening to and understanding the clients' needs and responding promptly" says KW.

KW is grateful for the high expectations of tenants, as this drives his team and him to seek

continuous improvements: "Many international corporations that have experienced quality office services around the world expect us to offer the same, and their sharing has broadened our horizons, enabling the team to respond quickly to market needs and to optimize the use of technology to provide world-class services."

Tailor-made attentive services for clients

ICC's target clients are financial institutions and large multinational corporations. They tend to look for a higher standard of hardware and services. Recalling the leasing process in which ICC was favoured by three large international financial institutions to lease a total of 1.2 million square feet of office space, KW said, "When dealing with large occupiers, our goal is to address their concerns to gain their trust." For

example, some clients prioritize the flexibility of the lease terms to suit their business development; while some financial institutions may be particularly concerned about the reliability of the electricity supply. The team endeavours to coordinate with all the parties to create a tailor-made solution for each tenant. "It is these challenging requests that stimulate our creativity, driving the team to think outside the box for service enhancement," said KW.

Located at a key transport hub, the ICC and the complex atop the high-speed rail will leverage synergy

The commercial complex atop the High Speed Rail West Kowloon Station is currently under construction. Upon completion, it will provide approximately 2.6 million square feet of office

“Following the success of the ICC landmark, the Group is building a commercial complex atop the High Speed Rail West Kowloon Station. By combining both green and wellness elements, the new project will leverage synergy with the adjacent ICC, two five-star hotels and the West Kowloon Cultural District to become an international commercial hub in the GBA, promoting the development of Hong Kong's trading and tourism industries”

space, and 600,000 square feet of shopping mall space. The project combines green and wellness elements to meet the Platinum certification in Leadership in Energy and Environmental Design (LEED), WELL and BEAM Plus. The project features public green space of about 100,000 square feet, an outdoor viewing deck and part of the West Kowloon Parkway, a 1.5-kilometre walking trail from Yau Tsim Mong to Tai Kok Tsui, including the West Kowloon Cultural District, bringing the old and new communities into harmony.

KW is confident that when the project is completed, it will help leverage the strong synergy with the adjacent ICC: "The two projects will provide approximately five million square feet of office space and 1.6 million square feet of retail space in the West Kowloon," he said. "West Kowloon is now a unique concentration of cultural, arts and leisure facilities in Hong Kong. The High Speed Rail West Kowloon Station provides excellent accessibility to the GBA and the mainland, and an Airport Express check-in station is just a few minutes' walk from the ICC. This incomparable transportation convenience will be the Group's strength in making its two West Kowloon's landmark projects become one of the most fashionable and vibrant commercial hubs in Hong Kong."

Leasing market's intense competition drives the active strengthening of ESG performance

Hong Kong's office leasing market is highly competitive, KW pointed out. In view of many large-scale Grade-A commercial buildings that will be successively completed in the future, he said the Group will enhance the quality of both the hardware and software in its properties to maintain its leading position. "Nowadays, when considering whether to lease a site, more corporations look at whether the owner takes a socially responsible approach in its investment projects from a sustainability perspective. This drives our teams to commit to its environmental, social and corporate governance (ESG) principles in the design, construction and future operations of our projects." As for software, KW believes that with quality management services, coupled with close, long-term relationships with its tenants, demand for the Group's office portfolio will continue to be strong.

Office leasing performance remains satisfactory amid the pandemic

The pandemic, which has lasted over two years, has a major impact on the local and global economy, together with the growing popularity of working from home, leading to pressure on the office-leasing business, KW believes that the impact of the work-from-home culture will take time to be seen. Amid the pandemic, the team has maintained close communication with its tenants to understand their needs, and has been actively working on disinfection and air quality management through the use of the new technology, allowing the tenants to work at ease. As a result, the Group's office portfolio continued to see a satisfactory overall occupancy rate in 2021. He said the demand for quality office space will remain strong once the pandemic subsides.

Management theory: giving colleagues a sense of satisfaction

"To build a cohesive and trusting team, it is important to create an atmosphere in which colleagues are willing to share information and experience," he said. KW values the personal development of every teammate, which gives them a sense of satisfaction at work. He empowers his subordinates to take on responsibility, and encourages them to learn and improve their professionalism, so that they can lead their own teams with confidence in tackling different challenges. Referring to his hobby, collecting model trains, KW joked: "Like watching a model train dragging its trucks along tracks in an orderly manner, it's very therapeutic and satisfying to see my colleagues develop their potential and work on their own!"



ICC received BREEAM In-Use Outstanding rating by the green building assessment system in recognition of the project's sustainable development
 ICC 獲英國建築研究所頒發綠色建築評估系統BREEAM In-Use「傑出」評級



ICC attaches great importance to the responsibility of social sustainable development, and is the race venue of the SHKP Vertical Run for Charity – Race to Hong Kong ICC, promoting its belief of Sports-for-Charity
 環球貿易廣場重視社會可持續發展的責任·包括成為「新地公益垂直跑-勇闖香港ICC」的比賽場地·宣揚「運動行善」精神

盧經緯：ICC與西九高鐵站上蓋商業綜合項目勢將成為大灣區的國際級商業樞紐

環球貿易廣場 (ICC) 不僅是全港最高的建築物，亦是本港主要地標之一，近月更獲「世界高層建築與都市人居學會」(CTBUH) 頒發十年卓越獎，以表揚項目在用家滿意度、對社會經濟效益，以至對城市可持續發展的貢獻皆有卓越表現。專責ICC租務的新鴻基地產代理總經理 (寫字樓租務) 盧經緯表示，在建中的西九高鐵站上蓋商業綜合項目，未來將與附近的ICC、兩間五星級酒店及西九文化區充分發揮協同效益，成為大灣區的國際級商業樞紐，並促進香港商貿和旅遊業發展。

與租戶保持「有效」和「高效」的溝通

ICC於2010全面落成，是集團其中一個最重要的交通導向綜合項目，單是寫字樓總樓面面積便佔約250萬平方呎。儘管ICC在國際上屢獲殊榮，但這次得到CTBUH的嘉許，盧經緯仍感受良多：「項目多年來一直得到世界各大企業的青睞，關鍵之一是團隊願意學習的特質。」「簡單來說，是既及時了解客戶需要，還要迅速作出反應。」

盧經緯感激租戶提出高要求，有助推動自己和團隊不斷進步：「不少國際企業在世界各地體驗到優質寫字樓服務後，都會向我們作出相同要求，無形中開闊了我們的眼界，使團隊能及時回應市場所需，優化科技應用，提供國際認可的服務。」

為客戶定出貼身服務

ICC的目標客戶是金融機構和大型跨國企

業，他們對寫字樓的硬件和服務要求更高。盧經緯回想招租過程中，ICC獲三個大型國際金融機構垂詢，合共租用120萬平方呎的寫字樓。「面對這些大租戶，要得到他們的信任，先要釋除他們的疑慮。」例如有客戶會優先考慮租賃條款是否具有足夠彈性，以配合其業務發展；也有金融機構特別重視電力供應的情況。面對每一個要求，團隊都會盡力與各方充分協調，務求為租戶度身制定解決方案。「正因為這些具挑戰性的要求，才會激發我們的創意，促使團隊突破思考的框架，提升服務水平。」

位處重要交通樞紐

ICC與高鐵上蓋項目將發揮協同效應。在建中的西九龍高鐵站上蓋商業綜合項目，落成後將提供約260萬平方呎寫字樓面積，以及一個佔地600,000平方呎的商場。項目糅合綠色及健康元素，

以爭取符合能源與環境設計先鋒評級 (LEED)、WELL及「綠建環評」(BEAM Plus) 鉑金級認證。特色包括約100,000平方呎公共綠化空間、戶外觀景台，以及西九花園綠徑的其中一部分；步行徑全長1.5公里，將油尖旺至大角咀一帶與西九文化區連繫起來，令新舊社區共融。

盧經緯有信心項目落成後，與毗連的ICC產生強大的協同效應：「兩項目將在西九龍提供約500萬平方呎寫字樓，以及160萬平方呎的零售面積。目前，西九龍已成為香港獨有的文化、藝術和休閒設施集中地；西九龍高鐵站則貫通大灣區以至全國，而由ICC到機場快線及預辦登機設施，僅需幾分鐘路程，交通往來極為方便。這難以取代的地位優勢將令集團兩項西九龍地標項目成為香港最時尚和充滿活力的商業樞紐。」

“ 集團繼成功打造ICC這地標後，正興建西九龍站上蓋商業綜合項目。新項目糅合綠色及健康元素，未來將與鄰近的ICC、兩間五星級酒店及西九文化區充分發揮協同效益，成為大灣區的國際級商業樞紐，並促進香港商貿和旅遊業發展。 ”



Rendering 效果圖



Lo King-wai (first left) expresses thanks for the collaborative efforts of all departments under the Group for the international accolades won by ICC

盧經緯 (左一) 表示全憑集團各部門通力合作，才能令ICC在國際上屢獲殊榮

租務市場競爭激烈

積極強化項目ESG績效

香港的寫字樓租務市場競爭激烈，加上未來不少大型甲級商廈相繼落成，盧經緯表示集團一直提升旗下物業「硬件」和「軟件」的質素，以保持領導地位。「現今愈來愈多企業，會視乎大業主有否從可持續發展的角度，令旗下投資物業項目擔當更多社會責任，才決定租用選址，所以我們的團隊在項目設計、建築及未來營運上會貫徹環境、社會及企業管治 (ESG) 的準則。」至於軟件方面，盧經緯深信，憑著優質的管理服務，加上與租戶保持長遠

而緊密的關係，租戶對我們的寫字樓組合的需求仍然強大。」

疫情下寫字樓租務表現仍令人滿意

持續逾兩年的疫情，對本地以至全球經濟帶來影響，加上「在家工作」漸趨流行，究竟對寫字樓租務會否帶來壓力？盧經緯認為，「在家工作」模式帶來的影響仍需時間觀察。但疫情期間，團隊致力與租戶緊密溝通，了解租戶的需要，並且透過新科技應用，積極做好消毒和空氣質素管理的工作，令租戶可以更安心工作。所以回顧2021年，集團的寫字樓組合仍錄得滿意的整體出租率。他認為疫情緩和後，優質的寫字樓需求依然殷切。

管理團隊哲學：讓同事有滿足感

「要建立一支有凝聚力、互相信任的團隊，在於營造一個大家願意分享資訊和經驗的氛圍。」盧經緯重視團隊每位成員的個人發展，令他們在工作中找到滿足感；並會賦權予下屬，讓他們更敢於承擔責任，同時鼓勵他們努力學習和提高自己的專業水平，有自信地領導小組應付不同挑戰。喜歡收集火車模型的他更打趣道：「見到同事能獨當一面，在工作中發揮所長，就好像看著模型火車，拖著車卡在路軌上有序馳行，感覺很治愈，也很有滿足感！」



Apart from enjoying parent-child get-together, collecting model trains is also one of Lo King-wai's leisure activities. Besides enjoying parent-child get-together, collecting model trains is also one of Lo King-wai's leisure activities.

ICC's Major Awards 主要獎項	Issued Institute 頒發機構	Award Year 年份
CTBUH 10-Year Award of Excellence CTBUH十年卓越獎	CTBUH Hong Kong Chapter CTBUH香港分會	2021
WELL Health-Safety Rating for Facility Operations certificate「WELL健康—安全評價準則」物業設施運營管理證書	International WELL Building Institute WELL建築研究院	2021
BREEAM In-Use Outstanding rating by the green building assessment system 綠色建築評估系統BREEAM In-Use「傑出」評級	British Research Establishment 英國建築研究所	2020
Final Platinum certification under BEAM Plus Existing Buildings Version 2.0 綠建環評既有建築2.0版最終鉑金級	Hong Kong Green Building Council 香港綠色建築議會	2017
Asia Pacific Property Award – Best Mixed-Use Development Hong Kong 亞太區房地產大獎 — 香港最佳綜合發展獎	International Property Awards	2013
Quality Building Awards 優質建築大獎	The Hong Kong Construction Association 香港建造商會	2012
HK-BEAM Platinum certification 香港建築環境評估法 (BEAM) 認證的最高鉑金級	Hong Kong Green Building Council 香港綠色建築議會	2011