



SHKP Signature Homes Managing Director Derek Sun (centre), HKTTSA Chairman Shang Hailong (left) and SHKP Lifestyle ambassador Suzy Zhang toast the launch of SHKP Lifestyle

新鸿基地产住宅租赁 Signature Homes 董事总经理孙伟刚(中)联同香港高才通人才服务协会会长尚海龙(左)及新地生活圈大使张淑棋一同庆祝“新地生活圈”正式启动

Signature Homes launches the SHKP Lifestyle community

Signature Homes 创建“新地生活圈” 协助人才融入 建立人才圈子

SHKP Lifestyle is a community recently launched for newly arrived talent in Hong Kong under the Group's residential leasing brand, Signature Homes, to provide comprehensive information on all aspects of life in Hong Kong. It also serves as a platform for mutual assistance, allowing newcomers to share their life experience and receive support to integrate smoothly into Hong Kong and their work environment. With the support of the Hong Kong Top Talent Services Association (HKTTSA), the Group's TOWNPLACE WEST KOWLOON serves as a talent apartment.

SHKP Signature Homes Managing Director Derek Sun said: "The amount of incoming talent has significantly increased following the government's launch of the Top Talent Pass Scheme. The Group's TOWNPLACE WEST KOWLOON serves as a 'talent apartment', providing premium accommodation and fostering a community of talent. We created SHKP Lifestyle, a talent-oriented social and living community, which focuses on meeting the accommodation needs of young talent and provides a range of services to help them quickly establish a home in Hong Kong. It also aims to cultivate a supportive and friendly community that encourages interaction among talented individuals while also opening up new opportunities."

为协助人才来港后能够迅速全面融入社会以及工作环境，Signature Homes 此前创建一个极具吸引力的“新地生活圈”，专程向来港人才提供全面的生活配套指南，包括优质的衣、食、住、行等各方面资讯，建立互助社群，让专才互相分享生活体验。集团更将位于西九龙全新的TOWNPLACE WEST KOWLOON打造成“人才公寓”，并获香港高才通人才服务协会全力支持。

新鸿基地产住宅租赁 Signature Homes 董事总经理孙伟刚表示：“随著香港政府全力推动高才通计划，人才来港数量大大提升，集团将全力配合政府人才输入政策，率先创建一个名为‘新地生活圈’的人才社交生活圈子。这个全新的概念以来港人才为出发点，以配合他们的居住需求为基础，从而发展出一系列生活服务的配套，提供一站式生活指南，打造互助友爱的生活圈，促进人才之间的交流，协助来港人才在港开阔一片新天地。”