



新地生活圈啟動禮



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

新鴻基地產住宅租賃 Signature Homes 董事總經理孫偉剛(中)聯同香港高才通人才服務協會會長尚海龍(左)及新地生活圈大使張淑棋一同慶祝「新地生活圈」正式啟動

Signature Homes launches the SHKP Lifestyle community Signature Homes 創建「新地生活圈」 協助人才融入 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 (HKTTS), 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."

為協助人才來港後能夠迅速全面融入社會以及工作環境，Signature Homes 早前創建一個極具吸引力的「新地生活圈」，專程向來港人才提供全面的生活配套指南，包括優質的衣、食、住、行等各方面資訊，建立互助社群，讓專才互相分享生活體驗。集團更將位於西九龍全新的 TOWNPLACE WEST KOWLOON 打造成「人才公寓」，並獲香港高才通人才服務協會全力支持。

新鴻基地產住宅租賃 Signature Homes 董事總經理孫偉剛表示：「隨著香港政府全力推動高才通計劃，人才來港數量大大提升，集團將全力配合政府人才輸入政策，率先創建一個名為『新地生活圈』的人才社交生活圈子。這個全新的概念以來港人才為出發點，以配合他們的住屋需求為基礎，從而發展出一系列生活服務的配套，提供一站式生活指南，打造互助友愛的生活圈，促進人才之間的交流，協助來港人才在港開闢一片新天地。」