



The Group supports 15th National Games 集團支持第十五屆全國運動會



The Group demonstrated its full support for the 15th National Games, which was successfully conducted in November. A total of 25 SHKP malls held a variety of promotional activities, including shopping rewards, themed events, workshops, athlete sharing sessions, and live broadcasts of competitions, uniting the community in cheering on the athletes. GO PARK Sai Sha served as a venue for “2025 National Games Fiesta”, featuring game booths and performances which immersed the city in sports fever.

SHKP Executive Director Adam Kwok served as a torchbearer in the torch relay of the 15th National Games. Mr Kwok said: “SHKP is honoured to join the torch relay once again, following our participation in the Beijing 2008 Olympic Games. Sports development and the positive values it embodies lie close to our hearts, and we actively support them through diverse initiatives such as the development of the 1.3-million-square-foot sports and retail complex GO PARK Sai Sha, serving as the title and charity sponsor of the SHKP Hong Kong Cyclothon, and supporting numerous Sports for Charity events.”

集團全力支持於11月圓滿舉行的第十五屆全國運動會。旗下25個商場舉行多項推廣活動，包括運動主題消費獎賞和活動、工作坊、運動員分享會，以及直播賽事，與全港市民一同觀戰打氣。集團亦借出西沙GO PARK場地舉行「2025全運大派對」，透過攤位遊戲和表演，讓全城投入運動熱潮。



集團執行董事郭基輝於十五運會的火炬傳遞儀式中擔任火炬手。他表示：「新地非常榮幸，繼2008年北京奧運後，再一次參與大型運動會的火炬傳遞儀式。新地多年來透過推動各種運動發展宣揚正面價值，當中包括發展及營運面積達130萬平方呎的運動商業綜合體西沙GO PARK、冠名及慈善贊助新鴻基地產香港單車節，以及支持多項慈善體育活動。」

