



The Group supports local coffee fair to foster cross-sector collaboration

集團支持本地咖啡節 實現官商民合作



SHKP Executive Director Christopher Kwok (fifth from right) and other guests officiated the Sham · Coffee · Fair 新地執行董事郭基泓(右五)等嘉賓主持咖啡節開幕儀式

The Sham · Coffee · Fair was held along the Cheung Sha Wan Promenade, directly opposite the Group's TOWNPLACE WEST KOWLOON and SOHO West developments. The event was jointly organized by Sham Shui Po District Office, Sun Hung Kai Properties Charitable Fund, and other partners in March, making it the first commercial event along this stretch of the waterfront.

Joint effort to boost local economy

Speaking at the event, SHKP Executive Director Christopher Kwok said, "This coffee festival is centred around boosting the local economy. Our aim, through this public-private-community partnership, is to develop Cheung Sha Wan Promenade to be a vibrant waterfront hub that combines tourism, leisure, and cultural entertainment. SHKP remains committed to working hand in hand with different sectors to support community building, youth development, and charitable causes."

The event was made possible by the government's recent relaxation of regulations to encourage better use of public spaces of private developments. The two-day festival featured 25 themed stalls, showcasing products from specialty coffee, gourmet food to pet lifestyle brands, attracting over 35,000 visitors.

由深水埗民政事務處、新鴻基地產慈善基金和其他機構在三月合辦「深·啡」咖啡節，活動於集團旗下 TOWNPLACE WEST KOWLOON 及 SOHO West 對出的長沙灣海濱長廊舉行，為該處首次舉辦商業活動。

官商民合作提振地區經濟

新地執行董事郭基泓在活動致辭時表示：「是次咖啡節以提振地區經濟為主題，旨在透過官商民合作，將長沙灣海濱長廊打造成為集旅遊、打卡、休閒消費及文化娛樂於一身的海濱地標。新地將繼續與各界攜手合作，貢獻社區建設、推動青年發展及公益事務。」

是次活動得以舉辦，有賴於政府早前放寬相關規定，鼓勵善用私人發展項目內的公共空間。「深·啡」咖啡節一連兩天設有 25 個主題攤位，涵蓋咖啡、餐飲及寵物生活品牌，吸引逾 35,000 人次參加。

