# 业务动向 - 内地 Vol 81 · Q3 2016 · SHKP Quarterly



# Mainland residential projects preferred among buyers 内地住宅项目备受欢迎

Built with premium materials and fine finishes, the Group's developments are also well known for integrating the design and master layout with the surrounding environment. It has spread its market recognition beyond Hong Kong to the mainland, as evidenced by strong sales of the Arch Residence in Shanghai, Grand Waterfront in Dongguan, Forest Hills in Guangzhou and The Arch · Chengdu.

#### Arch Residence, Shanghai (100% owned)

Arch Residence, the luxury serviced apartments of Shanghai Arch, overlooks the panoramic view of the Huangpu River. The 174 furnished units will be developed to worldclass standards with typical units ranging from about 65 to 127 square metres (700 to 1,300 square feet). The project was greeted enthusiastically when it debuted in mid June, selling over 100 units by early August for contracted sales of RMB1,100 million.

### Grand Waterfront, Dongguan (100% owned)

Grand Waterfront is a major development on the Shilong waterfront. Phase 1 of the project has some 750 units ranging from about 78 to 360 square metres (800 to 3,700 square feet). It is well-connected with close proximity to Dongguan Railway Station, which is the interchange for Guangzhou-Shenzhen Railway and the new Dongguan Metro Line R2. It has been a preferred choice among upgraders in Dongguan and Shenzhen since it went on the market in the second half of 2015 with nearly 90% of Phase 1 sold by early August. Buyers are expected to take possession by the end of this year.

#### Forest Hills, Guangzhou (70% owned)

Forest Hills is situated in the high-end residential area of the business hub of north Tianhe district. It is next to Guangzhou East Rail Station for easy transport. Phase 2B of the project will offer 233 residential units with typical units ranging from about 230 to 308 square metres (2,470 to 3,310 square feet). The

first 70-some units was sold out on the day going on the market in early June, followed by additional releases. The average selling price set a record in north Tianhe.

#### The Arch · Chengdu (40% owned)

The Chengdu ICC integrated complex is now selling its second residential phase The Arch · Chengdu. It is in Jinjiang district at the eastern side of the Second Ring, being built above a metro station and shopping mall to offer easy access and comprehensive facilities. The majority of units will be between about 90 and 135 square metres (960 and 1,450 square feet). The initial sales release was in early May, followed by additional units in early July to meet demand. Over 400 units or about 80% of the units released was sold by early August. 集团的发展项目选用优质物料,手工精细,而且善于 在设计及整体规划方面融合周边环境,不但深受香 港市场认同,亦备受内地买家支持。近期多个内地 项目均取得销售佳绩,包括上海凯旋汇、东莞珑汇、 广州峻林及凯旋门·成都。

# 上海凯旋汇 (占100%)

豪华服务式公寓凯旋汇,为滨江凯旋门的一部分。 项目坐拥黄浦江景,以世界级规格建造,提供174套 精装修单元,附设家具。标准单元面积由约65至127 平方米(700至1,300平方呎)。项目已于六月中开 售,市场反应理想,截至八月初已经售出逾100个单 元,合约销售总额达人民币11亿元。

#### 东莞珑汇 (占100%)

位于石龙镇的珑汇,为临江大型发展项目。第一期 提供约750个单元,面积由约78至360平方米(800 至3,700平方呎)。项目邻近东莞火车站,接驳广深 铁路及刚通车的东莞地铁R2线,交通便捷。项目自 2015年下半年开售以来,销情理想,深受东莞市及 深圳市的改善型住户支持。截至八月初,第一期已售 出全部房源近90%,预期可于本年底前交楼。

## 广州峻林 (占70%)

峻林位于天河北商业区内的高级住宅地段,毗邻 广州东站,交通网络发展完善。项目第二期B共有 233个住宅单元,标准单元面积由约230至308平方 米(2,470至3,310平方呎)。六月初推售首批70多 个单元,开售当日全部售罄,其后多次加推,成交平 均价更刷新天河北的记录。

#### 凯旋门·成都 (占40%)

成都环贸广场综合项目现正推售第二期住宅项目凯旋 门·成都。项目座落锦江区近东二环,为地铁商场上 盖物业,交通便捷,生活配套完善。大部分单元面积 由约90至135平方米(960至1,450平方呎)。项目 自五月初推出后,七月初已加推第二批应市。截至八 月初,项目已售出逾400个单元,占全部推售单元近 80%。



