



# New metro link for Guangzhou IGC mall

## 广州IGC商场接通地铁

IGC mall in the central business district of Zhujiang New Town saw an upswing in traffic and sales after a moving walkway linking it to a metro station opened earlier this year. The mall is part of the large-scale integrated development Tianhui Plaza with the two Top Plaza grade-A office towers, the first Conrad Hotel in southern China and luxury serviced apartments in The Riviera. The Group has a 33.3% interest in the project.

### More traffic and business

IGC has more than 100 trendy brands over eight floors, including international brands or flagship stores in Guangzhou or on the mainland for the first time. The diverse mix spans clothing and leather goods, jewellery and watches, cosmetics and housewares to a gym, children's theme park, renowned restaurants and an IMAX cinema with over 1,000 seats. A high-end supermarket will open in the third quarter of this year.

A moving walkway linking the mall basement level one to the metro Liede Station exit B opened in this January for greater shopping convenience. It recorded a 20% rise in mall traffic and a significant boost in sales, as compared to the moving walkway pre-opening period. Popular restaurants are busy, managing two or three rounds of diners per table during peak hours.

### Industry recognition

From the outside, IGC looks like a fine diamond with its multi-faceted glass curtain walls sparkling over the Pearl River. The project design takes in the sun and greenery of the urban art park adding to the shopping and leisure experience. IGC mall won a silver for New Developments in the 2017 ICSC China Shopping Centre & Retailer Awards.

位于珠江新城中央商务区的IGC，于今年初正式开通连接地铁站的自动人行道后，人流显著增长，为商户带来更多商机。商场属于天汇广场的一部分，与甲级双子塔办公大楼天盈广场、华南区首间康莱德酒店、豪华服务式公寓天玺共同组成大型城市综合项目。集团在项目持有33.3%权益。

### 带动人流 增加商机

IGC共有八个楼层，云集100多个时尚品牌，部分更是首次进驻广州或内地市场的国际品牌或旗舰店。商户组合多元化，包括服饰皮具、珠宝手表、化妆品、家居用品、健

身中心、儿童主题乐园、知名餐饮以及可容纳过千位观众的IMAX电影城等。在今年第三季，将有一间高端超级市场开业。

商场地下一层连接地铁猎德站B出口的自动人行道于今年一月开通，为顾客带来更大方便。相比自动人行道未开通前，商场人流录得20%增长，商户销售额显著提升，商场内人气餐厅于饭市时间均出现两至三轮的轮候现象，可谓人气满分。

### 表现备受业界肯定

IGC选用玻璃外墙，再配以多维切割面的造型，令项目外形犹如“江畔钻石”，晶莹剔透，提升采光度之余，也将艺术公园的绿化景像引入室内，购物休闲倍感舒适。项目不久前在“ICSC 2017中国购物中心大奖”中，获业界人士表扬，在“新开发项目”类别中获银奖。

A silver for New Developments for IGC in the 2017 ICSC China Shopping Centre & Retailer Awards

IGC在“ICSC 2017中国购物中心大奖”中，获“新开发项目”银奖

IGC teeming with shoppers  
IGC人流畅旺



IGC is the first mall in Southern China with a moving-walkway link to the metro  
IGC设有自动人行道连接地铁站，为华南区商场独有