

SHKP

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The Group's Greater Bay Area investments
set an example for premium living
集团投资大湾区 引领优质生活





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天汇广场IGC

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以心建家 Building Homes with Heart

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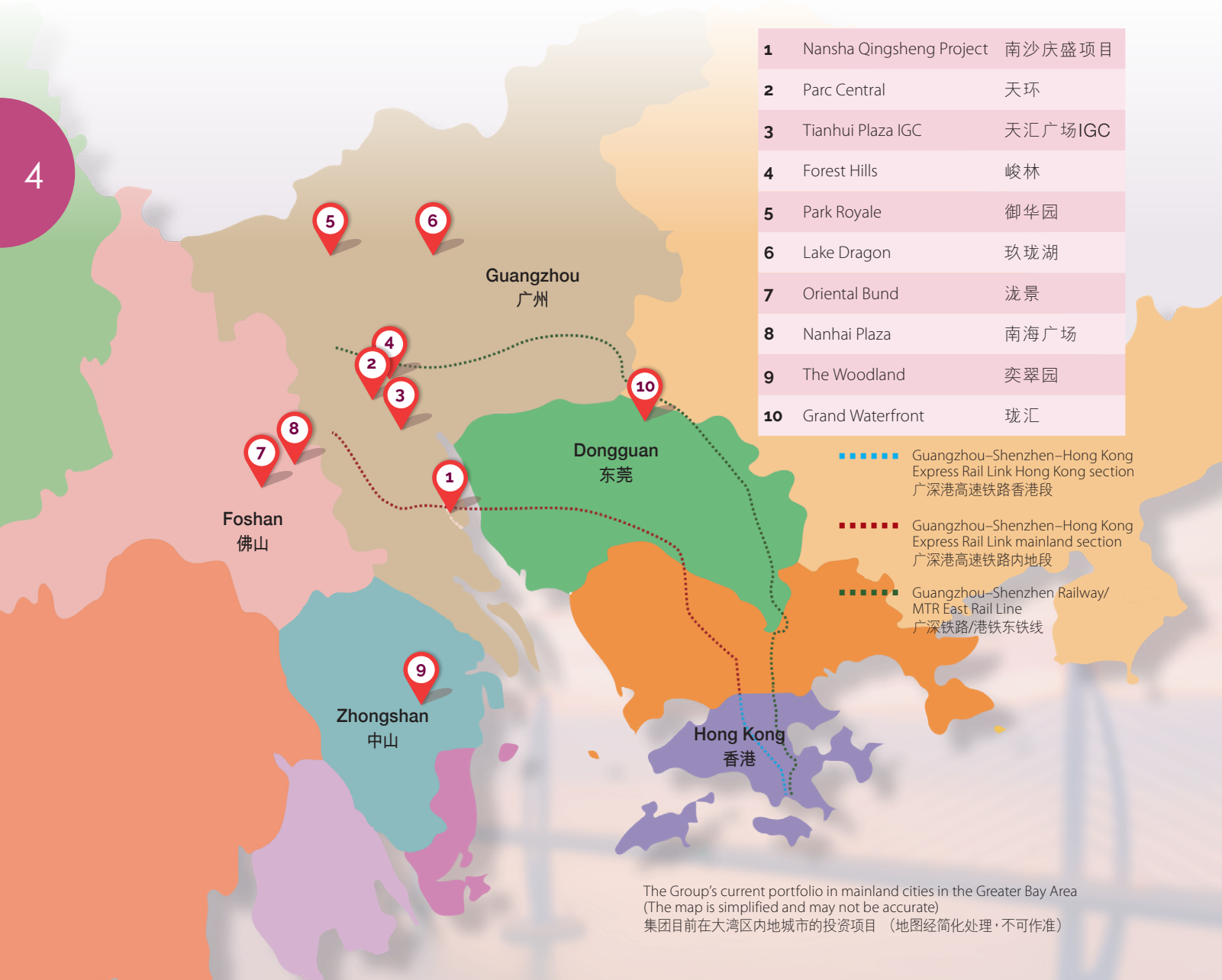
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The Group's Greater Bay Area investments set an example for premium living

The Group has participated in the construction of mainland cities in the Guangdong-Hong Kong-Macao Greater Bay Area (the Greater Bay Area) since the early 2000s. The first premium residential project was The Woodland in Zhongshan, whose first phase was completed in 2003. The portfolio was then extended to Guangzhou, Foshan and Dongguan, covering residences, shopping malls, offices, serviced apartments and integrated complexes. Excluding Hong Kong, the Group's current portfolio in the Greater Bay Area, including completed properties and properties under development, comprises 10 projects. Among them, the newly acquired commercial site in the Nansha Free Trade Zone in Guangzhou will be developed into a Transit-Oriented Development (TOD) integrated complex, injecting fresh impetus to Nansha.



The Group's current portfolio in mainland cities in the Greater Bay Area
 (The map is simplified and may not be accurate)

集团目前在大湾区内地城市的投资项目 (地图经简化处理, 不可作准)



Rendering 效果图

Commercial sites in the Qingsheng hub cluster, Nansha will be developed into a premium TOD integrated complex with direct connections to the Greater Bay Area
南沙庆盛枢纽区块商业地皮将发展为优质TOD综合商业项目·与大湾区全面接通

Commercial sites in the Qingsheng hub cluster in Nansha

The Group recently acquired through a public listing a commercial site in the Qingsheng hub cluster in Nansha, Guangzhou, with a site area of 70,000 square metres (750,000 square feet), representing the first major integrated commercial site acquired by a Hong Kong property developer since the announcement of the Outline Development Plan for the Guangdong–Hong Kong–Macao Greater Bay Area on 20 February 2019. This newly acquired site is adjacent to a commercial site acquired in May 2018. The two parcels of land, with a

combined gross floor area of about 306,600 square metres (3.3 million square feet), will be jointly developed using the TOD model. Given the Nansha Qingsheng Area's excellent connectivity to Guangdong, Hong Kong and priority cities in the Greater Bay Area, the project is destined to become a premium integrated complex, offering seamless transport connections, excellent city–industry integration and a good job–housing balance.

Well served by transport infrastructure

Located in the geographical centre of the Greater Bay Area, Nansha is supported by a port terminal, the Guangzhou–Shenzhen–Hong Kong Express Rail Link (XRL), the Metro, expressways and other transport infrastructure to connect it closely to other cities in the Greater Bay Area.

Qingsheng Station, which is a key stop on the XRL, will benefit further as an interchange station for four lines. The new site adjoins the existing XRL Qingsheng Station and Guangzhou Metro Line 4 Qingsheng Station. In the future, the interchange station will also serve Metro Line 22 and the Zhinan Line, which are currently under planning.

Since the commissioning of the XRL Hong Kong section, travelling between Nansha and Hong Kong has become much faster. More people have now been drawn to the

Qingsheng hub cluster area, which means more business opportunities. On the XRL, it is only about 13 minutes from Qingsheng to the Guangzhou South Railway Station and only about half an hour to Shenzhen. It takes only about an hour from Qingsheng to XRL Hong Kong West Kowloon Station, which provides a direct connection to the International Commerce Centre. The project will also benefit from the established expressway network, as it is close to the newly opened Nansha Bridge, which provides a close link to the eastern cities of the Pearl River Delta.

Core of the Nansha Free Trade Zone

Nansha is a national free trade zone, which will be developed into Guangzhou's only sub-central business district under the Guangzhou Municipal Government plans. Nansha will thus benefit from relevant national, provincial and city policies. Nansha is also well positioned as a strategic spot for technology research and development in the Greater Bay Area, as well as a demonstration zone for comprehensive co-operation among Guangdong, Hong Kong and Macao.

According to the government plans, most of the areas in the Qingsheng hub cluster will be in the inner contours of the TOD, enjoying a competitive edge. In the future, the Qingsheng hub cluster will be a transportation node in north Nansha, providing convenient



The Qingsheng hub cluster integrated project in Nansha had its ground-breaking ceremony in this early June
南沙庆盛枢纽综合项目刚于今年六月初举行奠基仪式

access to the Guangzhou Higher Education Mega Centre, the Pearl River Delta region and Hong Kong. Its strong attraction to industry and talent will make it a cornerstone for artificial intelligence, Internet, innovation and technology, technology research and development and related industries. The Qingsheng hub cluster integrated project is entering the development stage.

TOD integrated complex

The Group will develop its Qingsheng hub cluster project into a major TOD integrated complex with quality business space, comprising offices, a shopping mall and a green leisure platform for the public. The commercial section consists of about 220,000 square metres (2.36 million square feet) of office area which includes an approximately 250-metre-tall skyscraper as well as an approximately 80,000-square-metre (860,000-square-foot) mall for locals and visitors. The major mall will have seamless connections to the XRL and Metro Qingsheng stations. Public facilities, such as a transfer concourse, long-distance passenger terminal

and public transport terminals, will also be part of the complex.

Given the Group's proven track record in building major integrated developments, the Qingsheng hub cluster integrated complex is poised to become another landmark in Guangzhou. The project will introduce innovation and technology businesses to the region and is expected to drive the urbanization process in the area.

The project will be developed in three phases. The first phase will include the shopping mall, transfer concourse and other public facilities. The second and third phases will include the offices. This signature Guangdong-Hong Kong co-operation project is expected to be completed in phases from 2023.

Completed properties

The Group has two major shopping malls in mainland cities in the Greater Bay Area. Both joint-venture projects are on Guangzhou's new central axis, namely Parc Central in the Tianhe central business district and Tianhui Plaza IGC

in the Zhujiang New Town central business district.

Parc Central shopping mall features a unique exterior and an open garden terrace concept, a rare feature along the axis. The 83,600-square-metre (900,000-square-foot) mall has ample outdoor green space with a high greening coverage of 60%, resembling an urban oasis. The mall houses over 150 renowned retailers, including trendy international brands and popular restaurants serving international cuisines. The tenant list includes some of the first global flagship stores, as well as a number of retailers and 'Instagrammable' food and beverage outlets that have made their debut presence in southern China or Guangzhou.

Tianhui Plaza IGC is a trendy, one-stop international shopping centre in the landmark large-scale urban complex, spanning 92,000 square metres (one million square feet), with a direct connection to Metro Liede Station for easy access. The mall has attracted about 160 international brands, including a number of trendy labels making their first appearance



In Guangzhou, Parc Central has introduced a number of popular brands for young people
天环为广州引入多个深受年轻人欢迎的潮流品牌

in southern China, the first flagship stores in Guangzhou, highly-sought after restaurants and an IMAX cinema. The shopping and leisure spot is popular with high-spending consumers. Its top floor is a riverside, sky duplex for dining, with an unrivalled view of the Zhujiang River. The project also includes Top Plaza grade-A offices, the first Conrad Hotel in southern China, The Riviera luxury serviced apartments and an outdoor urban art park.

In addition, Forest Hills in the Tianhe North business district is also in a prime location on Guangzhou's new central axis. The project comprises seven high-rise residential towers and one office building named Guangzhou Commerce Centre, and is next to the Guangzhou East Station transportation hub, thus benefiting from the comprehensive transportation network. Forest Hills still has a few single floor residential units remaining for sale.

Projects under development

The Group has been developing a number of large residential projects in phases in Guangzhou, Foshan, Zhongshan and Dongguan. Some of the phases have been completed, with units handed over to buyers who have given high praise for the quality of the properties.

Park Royale is a large-scale premium residential development in Huadu, Guangzhou, which has a gross floor area of over 740,000 square metres (eight million square feet). Some of the residential units in its second phase, which is under development, overlook the scenic Hongxiuquan Reservoir, with Wangzi Mountain in the distance. Park Royale is connected to a number of expressways. Residents can also take the shuttle bus service direct to Guangzhou Metro Line 9 Ma'anshan Park Station.

Oriental Bund is a mega integrated development in Chancheng, Foshan, comprising mainly premium residences with a panoramic view of the Dongping River. The project has a gross floor area of about 2.78 million square metres (30 million square feet), with over 70% of the floor area residences and the rest a comprehensive shopping mall, premium offices and a hotel. The project is close to one existing and one future Guangfo Metro Station. The developing phase will provide four residential towers and two apartment buildings upon completion.

The Woodland is a low-density residential development in Zhongshan's city centre, with a total floor area of about 520,000 square metres (5.6 million square feet). Facing Zimaling Park, The Woodland is beside Qiwan Road and the Zhongshan 5 Road central business district. Its transport network is set to benefit from the opening of the Hong Kong-Zhuhai-Macao Bridge and the future Shenzhen-Zhongshan Bridge.



Forest Hills, which is close to the Guangzhou East Station transportation hub, is the Group's only residential project with units for sale in the Guangzhou city centre
峻林为集团在广州市中心唯一可出售的住宅项目·邻近广州东交通枢纽

Located in the business district of Shilong, Dongguan, Grand Waterfront boasts a gross floor area of about 410,000 square metres (4.5 million square feet). The project consists of 25 riverside high-rise residential towers and 30 low-density residential blocks, with most of them enjoying sweeping views of the Dongjiang River. The project is close to Guangshen Railway Dongguan Station for easy access. Four residential towers are now under construction.

The scenic Lake Dragon is in the Dragon Lake resort area, close to the Guangzhou city centre and Guangzhou Baiyun International Airport. Covering a gross floor area of over 557,000 square metres (six million square feet), the low-density residential development is surrounded by a golf course, lakeside European-style entertainment village and starred resort hotel.

More quality living circles

Following the commissioning of the XRL, the Hong Kong-Zhuhai-Macao Bridge and other cross-region infrastructure, connections between Greater Bay Area cities have been enhanced, creating enormous business opportunities. The Group will continue to focus on land acquisition opportunities in key cities to expand its investment portfolio in the Greater Bay Area. More landmark properties will also be built to provide a premium living environment.

集团投资大湾区

引领优质生活

自21世纪初期，集团就已参与粤港澳大湾区（大湾区）内地城市的建设工作，中山奕翠园为首个发展的优质住宅项目，第一期于2003年落成。随后，集团相继在广州、佛山及东莞投资，发展住宅项目、商场、写字楼、服务式公寓以至综合商业项目等。如今，不包括香港在内，集团在大湾区已落成及发展中的投资项目总共有10个。其中，最新投得的广州南沙自由贸易区商业地皮将发展为公共交通导向（TOD）综合商业发展项目，相信可为南沙带来一番新景象。

南沙庆盛枢纽区块商业地

集团通过政府公开挂牌，最近投得位于广州南沙庆盛枢纽区块的一幅商业地皮，地盘面积达70,000平方米（750,000平方呎），乃《粤港澳大湾区发展规划纲要》于2019年2月20日公布后，首个由香港发展商取得的大型综合商业用地项目。新增地皮毗邻于2018年5月投得的商业地，两幅地皮的总建筑面积合计约306,600平方米（330万平方呎），将采用TOD模式开发。凭借南沙庆盛片区高度连接粤港和大湾区发展重镇的优势，该项目将创建为无缝连接、“产城融合”、“职住平衡”的优质综合商业项目。

坐拥交通基建

南沙位于大湾区的地理中心，拥有港口码头、广深港高铁（高铁）、地铁、高速公路等交通基础设施，紧密连接大湾区内各个城市。

庆盛站是高铁的重要一站，将享有四线交汇的优势。新增地皮毗邻已开通的高铁庆盛站和广州地铁4号线庆盛站，而规划中的地铁22号线和知南线亦会在该处设站。

自从高铁香港段开通后，大大缩短了往来南沙与香港的交通时间，吸引更多人流进出庆盛枢纽片区，带来重大的发展机遇。在庆盛乘坐高铁到广州南站只需约13分钟，到深圳只需约半小时，而只需约一小时即可抵达香港西九龙高铁站，直达环球贸易广场。在公路连接方面，项目邻近早前已开通的南沙大桥，紧密连接珠江口东岸城市，公路网络广阔。

南沙自由贸易区重点区域

南沙属于国家自由贸易区，根据广州市的规划，将会建设成为广州市唯一的城市副中心，换句话说，南沙将受惠于国家及省市层面的多项政策。南沙亦属于大湾区的科研发展重镇，更是粤港澳全面合作示范区，发展优势尽显。

根据政府规划，庆盛枢纽区块内大部分面积均位于TOD核心范围，可享开发优势。未来，庆盛枢纽区块将成为南沙北部的交通枢纽，连接广州大学城、珠三角地区及香港的交通，极为便利，并且具有较强的产业及人才凝聚力，是承载人工智能、互联科技、创客、科技

研发等产业的关键区域。庆盛枢纽区块综合项目现已进入开发建设阶段。

TOD综合商业项目

集团在庆盛枢纽区块的项目将发展为大型TOD综合商业项目，汇聚写字楼、商场及公共绿化休憩平台，提供优质商业活动空间。商业部分可提供约220,000平方米（236万平方呎）写字楼楼面，其中包括楼高约250米的摩天大楼，另有约80,000平方米（860,000平方呎）商场，以服务区内居民及游客为主。大型商场将高铁和地铁庆盛站无缝连接，另设有交通换乘大堂、长途客运站、公共交通总站等公共设施。

凭借集团发展大型综合项目的丰富经验，庆盛枢纽综合项目势将成为广州市另一个地标。项目在引入科技创新业务的同时，有望推动区内的城市化发展。

项目将分三期发展：第一期为商场及交通换乘大堂等公共设施，第二及三期均为写字楼。这个标志性的粤港合作项目预计可于2023年起分阶段落成。



IGC is a trendy, one-stop international shopping centre in the landmark large-scale urban complex Tianhui Plaza. The mall's Basement One has direct access to Metro Liede Station

IGC为地标性大型城市综合项目天汇广场的一站式国际时尚购物中心，商场地下一层连接地铁猎德站

已落成物业

集团在大湾区的内地城市拥有两个主要商场，同属合作发展项目，均位于广州新中轴线上，分别坐落于天河中央商务区的天环以及位于珠江新城中央商务区的天汇广场IGC。

天环购物中心建筑外型独特，罕见地以开放式花园为设计理念。商场总楼面约83,600平方米（900,000平方呎），拥有超宽敞的户外绿色空间，绿化覆盖率高达60%，犹如城市中的绿洲。商场吸引了超过150个知名品牌进驻，覆盖国际时尚品牌及全球人气美食，其中更包括全球首家旗舰店，另有众多首次进驻华南或广州的零售及网红餐饮品牌。

天汇广场IGC为地标性大型城市综合项目旗下的一站式国际时尚购物中心，面积达92,000平方米（100万平方呎），可直达地铁猎德站，交通便捷。商场汇聚约160个国际品牌，包括多间华南首店、广州首家旗舰店等潮流品牌、人气餐饮及IMAX影院，成为高消费客群的购物、休闲热点。商场顶层为临江天际复式餐厅，可饱览珠江一线景色。项目还包括甲级写字楼天盈广场、华南首家康莱德酒店、豪华服务式公寓天玺及户外城市艺术公园。

此外，位于天河北商业区的峻林亦位处广州新中轴线上，位置优越。项目由七幢高层住宅大楼及名为广贸中心的办公楼组成，毗邻交通枢纽广州东站，交通网络发展完善。目前，峻林尚余少量大平层住宅单位可供发售。

发展中项目

集团在广州、佛山、中山及东莞正分期发展多个大型住宅项目，部分期数已经交楼，物业品质获住客赞许。

御华园位于广州市花都区，属大型优质住宅项目，楼面面积逾740,000平方米（800万平方呎）。项目现正发展第二期，部分住宅单位可饱览洪秀全水库及王子山山脉景致。御华园接驳多条高速公路，住户亦可搭乘专用穿梭巴士，直达广州地铁9号线马鞍山公园站。

珑景位于佛山市禅城区，是一个以优质住宅为主的大型综合发展项目，可饱览东平河景致。项目总楼面面积约278万平方米（3,000万平方呎），其中超过七成面积为住宅，并配以设施齐备的商场、优质写字楼和酒店。项目邻近两个广佛线铁路站，其中一个已经通车，四幢住宅大楼和两幢公寓现正处于发展中。

奕翠园乃位于中山市中心的低密度住宅发展项目，总楼面面积约520,000平方米（560万平方呎）。奕翠园面向紫马岭公园，旁为起湾路及中山五路中央商务区核心，交通网络受惠于港珠澳大桥的开通及建设中的深中通道。

珑汇位于东莞市石龙镇商业区，总楼面面积约410,000平方米（450万平方呎），由25幢临江高层住宅大楼和30栋低密度住宅大楼组成，大部分住宅单元均可眺望辽阔的东江景致。项



The Woodland in Zhongshan is the Group's first residential development in mainland cities in the Greater Bay Area
中山奕翠园为集团首个在大湾区内地城市发展的住宅项目



Park Royale in Guangzhou has received acclaim from users for its building quality
广州市御华园的建筑品质备受住户赞赏



Residential units in the Grand Waterfront, Dongguan enjoy a spectacular view
东莞市珑汇的住宅单元景致壮阔

目邻近广深铁路东莞站，交通网络便利。项目现正发展四幢住宅大楼。

玖珑湖位于九龙湖度假区，风景秀丽，邻近广州市中心及广州白云国际机场。项目总楼面面积逾557,000平方米（600万平方呎），为低密度住宅，毗邻高尔夫球场地、湖畔欧式娱乐小镇及星级度假酒店。

更多优质生活圈

随着高铁及港珠澳大桥等跨区基建投入服务，大湾区内各城市之间的联系增强，发展机遇庞大。集团将继续专注在主要城市物色增添新地皮的机会，拓展在大湾区的投资项目，并且兴建更多地标物业，为居民带来优质生活。



V Walk will house over 150 shops, offering star brands for dining, shopping and fun
V Walk汇聚逾150间商铺·为顾客带来星级“食买玩”全新选择

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V Walk mall opening in southwest Kowloon this summer 西南九龙全新商场V Walk将于今夏开业

V Walk is the Group's brand new flagship mall in the heart of the southwest Kowloon transportation hub. Thanks to the support of various brands, the mall is currently virtually full and the countdown has begun to its grand opening this summer.

Young and stylish icon

Situated above MTR Nam Cheong Station, V Walk will be the very first major flagship mall in southwest Kowloon, offering a chic, comfortable shopping environment with over 150 shops, covering some 27,870 square metres (300,000 square feet) on two levels.

The comprehensive tenant mix will include trendy fashion, skincare and cosmetics, watches and jewellery, specialty restaurants, a cinema, supermarket and much more. To enhance its appeal to young people, there will be a number of new names. Over 50% of the tenants will be new to southwest Kowloon, with some making their debut in Hong Kong or Hong Kong shopping malls. All these surprises will be a magnet for young people, making the new mall a trend-setting landmark in the district.

Trendy brands and restaurants will make up the majority of the tenants, together taking up almost 70% of the total floor area. In the specialty restaurant category, there will be more than 35 highly sought-after eateries, featuring Chinese, Western, Japanese and southeast Asian cuisines, a popular ice-cream store, family restaurants, Taiwanese tea shops that attract frequent check-in on social media, popular refreshments and more. Nearly 60% of the specialty restaurants will be new to southwest Kowloon, providing broader food and beverage choices to the neighbourhood. As for trendy labels, the mall will introduce over 30 trendy fashion stars, popular shoe brands, and optical and accessory brands to enhance the fashion mix in the area. The new mall is poised to become a trendy fashion zone.

V Walk will leverage innovation and technology to deliver premium customer service. The latest trends and news will be made available on the SHKP Malls App to give a convenient shopping experience, drawing more young people to come to the mall for shopping, leisure and fun.

Convenient interchange station for two railway lines

Sitting atop MTR Nam Cheong Station, V Walk enjoys easy access to destinations across Hong Kong, Kowloon and the New Territories from this interchange station for West Rail Line and Tung Chung Line. And the project will have 24-hour all-weather indoor walkways and bridges that connect it to nearby major residential developments for added convenience.

集团坐落于西南九龙核心交通枢纽的全新旗舰商场项目V Walk，备受各大品牌支持，现时几近全部租出。商场已进入开业倒数阶段，将于今年夏天正式开幕。

年轻时尚新指标

V Walk位于港铁南昌站上盖，是西南九龙区内首个大型旗舰商场，为居民提供别致舒适的购物空间。商场楼面面积约27,870平方米（300,000平方呎），共分两层，设有逾150间商铺。

商户组合多元化，包括潮流服装、美容及化妆品、钟表珠宝、特色餐饮、电影院及超市等。为吸引年轻客群，商场引进不同崭新品牌，逾五成商户属首次进驻西南九龙，甚至有全港首店或全港首间商场店铺，带来全新惊喜，势必吸引年轻人前来“潮圣”，亦将成为区内最强潮流地标。

商户以潮流品牌及餐饮为主，共计占楼面面积近70%。以特色餐饮为例，云集逾35间潮流人气餐

厅，包罗中、西、日及东南亚各地名菜、人气雪糕店、亲子餐厅、打卡台式饮品店及热门轻食店等，其中近六成首次落户西南九龙的特色餐饮品牌，为区内居民提供更多元化的餐饮组合。潮流品牌方面，商场引入逾30个星级时尚服装、潮流鞋履及眼镜配件等品牌，增强区内的时尚元素，势将成为时装潮流集中地。

V Walk将善用创新科技，提供优质顾客服务。商场会通过新地商场App向顾客发放最新潮流信息，带来方便极致的购物体验，吸引更多年轻人来购物、休闲及玩乐。

汇聚双铁路优势

V Walk位处港铁南昌站上盖，汇聚西铁线与东涌线的两铁优势，港九新界各区轻松可达。另外，项目将设有24小时全天候室内行人通道及天桥，连接附近多个大型住宅项目，四通八达。



V Walk, above MTR Nam Cheong Station, will have all-day indoor walkways and bridges conveniently connecting it to nearby major residential developments
V Walk位处于港铁南昌站上盖，并设有全日开放的室内行人通道及天桥连接附近大型住宅项目，出入方便

SHKP Malls App enhances overall shopping experience

新地商场App全面提升消费体验

The Group is committed to introducing innovative technologies to strengthen the value of its existing retail assets while extending exceptional service to customers. Following its launch in early 2018, the SHKP Malls App has integrated the latest information from over 2,900 merchants in 24 SHKP malls. Practical features covering dining, parking, shopping and promotions are made convenient all in one fingertip tap. By late May 2019, the SHKP Malls App recorded more than 500,000 downloads while the e-ticket page of its popular function Eat E-as-y saw over 2,160,000 hits.

SHKP malls' integrated loyalty programme

To create an even greater convenience for customers, the SHKP Malls App has upgraded its functionality with the release of its second phase – The Point by SHKP integrated loyalty programme during the first quarter of this year. With it, the individual membership programmes of 14 SHKP major malls* are now consolidated into one, creating the largest cross-mall loyalty programme in Hong Kong, covering a combined retail floor area of over 650,300 square metres (seven million square feet) and over 2,200 merchants.

Members of The Point by SHKP integrated loyalty programme can earn bonus points, redeem fabulous rewards and free parking with bonus points, enjoy priority access to VIP events and workshops, as well as experience the privileged contactless hourly parking service and other exclusive benefits all on the SHKP Malls App.

All-weather electronic bonus point self-registration system

Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points for their spending across 14 SHKP major malls*. Earned points can then be registered using the all-weather electronic bonus point self-registration system to redeem a variety of rewards and privileges across 14 malls. Free membership registration is available at The Point by SHKP integrated loyalty programme website, the SHKP Malls App or 新地商场会员计划 WeChat official account. Bonus point self-registration can be made through the SHKP Malls App or 新地商场会员计划 WeChat mini-programme within 14 days of purchase for greater flexibility.

The first-ever contactless hourly parking service in Hong Kong

The Point by SHKP integrated loyalty programme members can enjoy the first-ever contactless hourly parking service in Hong Kong. Members are required to register and

validate their vehicle plate number to enjoy the fully automated benefits. After that, they can access any SHKP mall car parks that offer this service without any tapping or waiting in front of a gate. Parking fees can be settled through mobile payment. Redemption for free parking with bonus points is also available. Currently, there are seven malls that offer contactless hourly parking service: East Point City, Landmark North, MOKO, New Town Plaza, Park Central, V City and WTC. Other malls are expected to add this service by end of this year.

Well received by customers

The Point by SHKP integrated loyalty programme has received enthusiastic response since its launch in late March 2019. The membership is expected to exceed 400,000 by end of this year. After V Walk and Harbour North join the programme over the coming six months, customers can enjoy this premium experience at even more shopping destinations.

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Members of The Point by SHKP integrated loyalty programme are entitled to earn bonus points across 14 SHKP major malls* and register bonus points via the SHKP Malls App and 新地商场会员计划 WeChat mini-programme for rewards redemption. The Point by SHKP商场综合会员计划使会员可在新地14个主要商场*统一赚取消费积分，并通过“新地商场”App及“新地商场会员计划”微信小程序自行登记积分，换领礼遇。

集团致力于通过高新科技提升现有零售物业的资产价值，同时为顾客提供更优质的服务。“新地商场”App自2018年初推出以来，集合24个新地商场的最新信息，汇聚超过2,900个商铺，提供多项实用功能，涵盖用餐、泊车、购物及推广活动信息等，让顾客一点尽享消费便利。截至2019年5月底，“新地商场”App的下载量已突破500,000，而其中一个热门功能“搵食易”的用餐取票页面使用量更超过2,160,000次。

新地商场综合会员计划

为使顾客享受到更便捷的消费体验，“新地商场”App于今年第一季提升功能，推出第二阶段计划：The Point by SHKP商场综合会员计划，将新地14个主要商场*的独立会员制度进行整合，目前已成为本港最大的商场综合会员计划，零售面积总计逾650,300平方米（700万平方呎），汇聚逾2,200间商铺。

The Point by SHKP商场综合会员计划使会员通过“新地商场”App即可统一登记积分、凭积分换领精彩礼遇及免费泊车、优先参与VIP活动与工作坊，以及专享免触式时租泊车服务及其他尊享礼遇。

全天候电子化自助积分管理系统

The Point by SHKP商场综合会员计划使会员在新地14个主要商场*消费，即可统一获取礼遇积分，并利用全天候电子化自助积分管理系统登记积分，以换领集合14个商



A series of promotions has been held for The Point by SHKP integrated loyalty programme. The Point by SHKP商场综合会员计划日前举办了一系列宣传活动。



Members of The Point by SHKP integrated loyalty programme can enjoy the first-ever contactless hourly parking service in Hong Kong for greater convenience. The Point by SHKP商场综合会员计划会员可专享全港首个免触式时租泊车服务，省时省力。

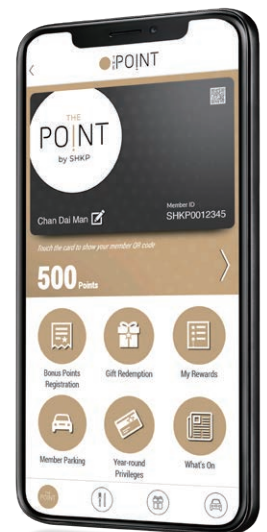
场的多元化礼遇及优惠。顾客在The Point by SHKP商场综合会员计划网站、“新地商场”App或“新地商场会员计划”微信官方账号免费登记成为会员后，即可在消费14日内，通过“新地商场”App或“新地商场会员计划”微信小程序自行登记积分，更加轻松便捷。

全港首个免触式时租泊车服务

The Point by SHKP商场综合会员计划使会员可享受全港首个免触式时租泊车服务。会员登记及验证车牌号码后，登记车辆在进出任何能够提供有关服务的新地商场停车场时，无需拍卡或将车辆在闸前停留，全程自动化。会员更可使用手机移动支付系统支付泊车费，甚至凭积分换领免费泊车。现在，共有七个商场提供免触式时租泊车服务：东港城、上水广场、MOKO新世纪广场、新城市广场、将军澳中心、V City及WTC世贸中心。其他商场亦预计于年内陆续加入相关服务。

深受顾客欢迎

The Point by SHKP商场综合会员计划自2019年三月底推出以来反应热烈，会员数目预计可于今年底超400,000。在未来半年，V Walk及北角汇也将加入活动商场之列，让顾客在更多购物点享受到优越的消费体验。



* The Point by SHKP integrated loyalty programme participating malls: APM, East Point City, Landmark North, Metroplaza, Mikiki, MOKO, New Town Plaza, Park Central, Tai Po Mega Mall, Tsuen Wan Plaza, V City, WTC, YOHO MALL and Yuen Long Plaza.

* The Point by SHKP商场综合会员计划参与商场：APM、东港城、上水广场、新都会广场、Mikiki、MOKO新世纪广场、新城市广场、将军澳中心、大埔超级城、荃湾广场、V City、WTC世贸中心、YOHO MALL形点及元朗广场。



Office and retail space at One ITC and Two ITC deliver brisk performance

ITC一期及二期写字楼及商场表现理想

Located in the core of the Xujiahui business hub, Shanghai, ITC is the Group's mega integrated development that spans across a gross floor area of 706,100 square metres (7.6 million square feet). Developed in three phases, ITC comprises over 371,600 square metres (four million square feet) of top-grade offices, more than 278,700 square metres (three million square feet) of prime retail space and a luxury hotel.

The project will provide easy access through the underground and skywalk. ITC's covered footbridges will connect to surrounding commercial buildings while the nearby Xujiahui metro station is an interchange station for three existing and two planned metro lines. Massive consumer traffic is expected to be drawn in, boosting its commercial value.

One ITC and Two ITC offices about 92% let

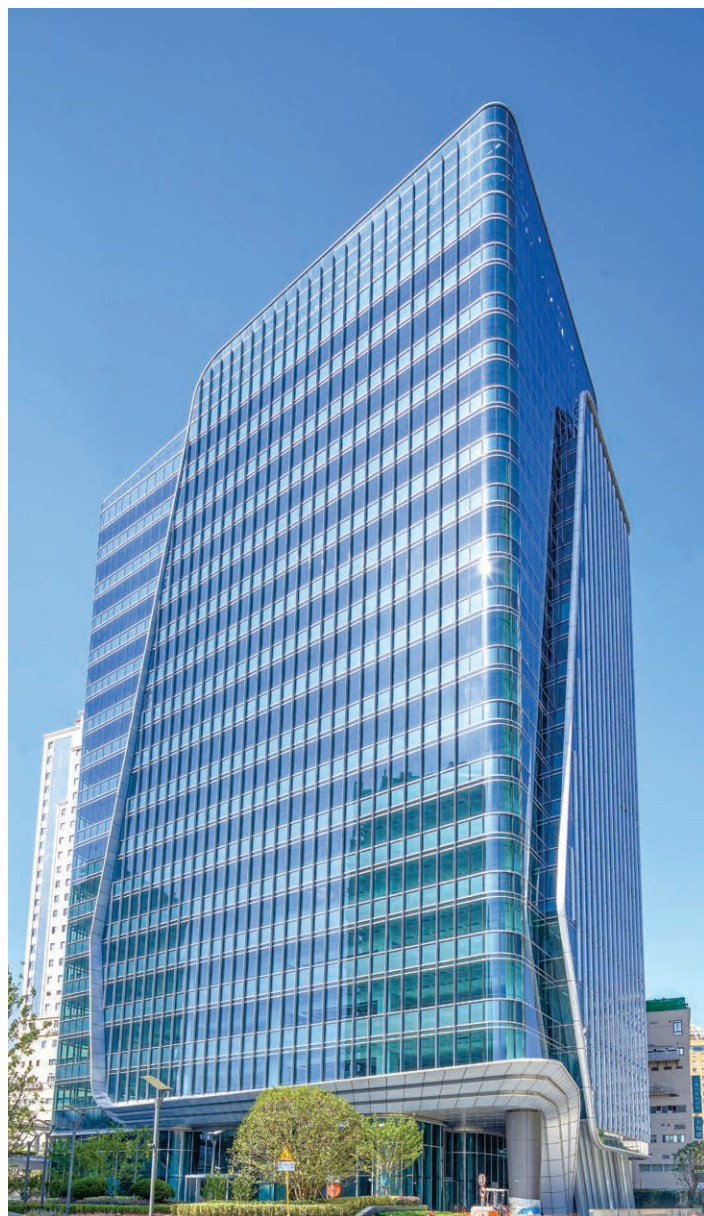
One ITC on Huashan Road and Two ITC on Gongcheng Road were completed in 2017 and 2018 respectively. The offices at One ITC and Two ITC boast a combined gross floor area of 45,500 square metres (490,000 square feet) with occupancy standing at about 92%.

The two grade-A, nine-storey office towers at One ITC have attracted notable multinational corporations as well as mainland enterprises, including the multinational hospitality company Marriott and co-working space provider WeWork.

Currently, the 21-storey, grade-A offices at Two ITC have all been leased by renowned sports brand Adidas, serving as its Asia-Pacific and Greater China HomeCourt office which started operations during the first quarter of this year.

Shopping mall at One ITC opening in the second half

The grand luxury mall at One ITC will cover a gross floor area of about 32,000 square metres (340,000 square feet) across five levels. The mall will offer international trendy brand flagship stores, all-day dining featuring a variety of cuisines, specialty outdoor dining, premium entertainment facilities, outdoor green spaces for leisure and much more to satisfy the needs of high-end millennials.



The entire office space at Two ITC has been leased by a renowned sports brand
ITC二期整幢写字楼由著名运动用品品牌承租





The shopping mall at One ITC will introduce a number of new brands to Shanghai
ITC一期商场将为上海市引入不少全新品牌

The mall will open during the second half of this year. Pre-leasing commitment has been strong with occupancy nearly full and many of the tenants being newcomers to Shanghai.

Remaining phase progressing well

ITC's basement work at the lots on Hongqiao Road and Yishan Road N. are in full swing. The future 220-metre grade-A office building has now reached the ground floor. The completed Phase 3 will comprise a world-class shopping mall, luxury hotel and two grade-A office towers, including a 370-metre skyscraper which is likely to become the tallest building in Puxi.

Upon its full completion by late 2023, ITC is expected to introduce a brand new integrated development to Xujiahui that appeals to high-end businesses and trendy brand retailers while offering a unique shopping, entertainment and leisure experience for consumers. This project is poised to become one of the most sought-after landmarks in Shanghai, fuelling business activities nearby and further strengthening Xujiahui's overall competitive edge.

ITC为集团在上海商业区徐家汇核心地段发展的一个庞大综合发展项目，总楼面面积达706,100平方米（760万平方呎），共分三期发展，汇聚逾371,600平方米（400万平方呎）顶级写字楼、超过278,700平方米（300万平方呎）优质零售楼面及一间豪华酒店。

项目无论在地下及“空中”都四通八达，ITC将设有多个顶棚式人行天桥，连接邻近商业大厦，加上项目毗邻的徐家汇地铁站为三条现有地铁线及两条拟建地铁线的交汇站，势将为项目汇聚庞大人流，提升商业价值。

ITC一期及二期写字楼出租率约92%

ITC一期坐落华山路，ITC二期位于恭城路，分别于2017及2018年落成。ITC一期及二期写字楼总楼面面积共计45,500平方米（490,000平方呎），出租率约92%。

ITC一期设有两座楼高九层的甲级写字楼，多间知名跨国公司和内地企业选址在此，包括跨国酒店管理公司Marriott及共享工作间营运商WeWork。

ITC二期的甲级写字楼楼高21层，由著名运动用品品牌Adidas全部租用，作为亚太区及大中华区总部办公室“主场”，并已于今年第一季迁入。

ITC一期商场将于下半年開幕

ITC一期的高端时尚商场总楼面面积约32,000平方米（340,000平方呎），共分五层。为迎合新经济千禧时代的高端顾客需求，商场将带来国际潮流品牌旗舰店、全天候全球餐饮、特色户外餐饮、优质娱乐设施及户外绿化休闲空间等。

商场即将于今年下半年开业，现已深受各大品牌欢迎，几近全部租出，不少商户更是首次进驻上海。

余下期数进展理想

ITC位于虹桥路及宜山北路的地块，现正全速进行地库工程，其中包括建成后高达220米的甲级写字楼已建至地面层。第三期落成后，将设有国际级商场、豪华酒店及两幢甲级写字楼，其中一幢大楼楼高达370米，有望成为浦西最高的摩天大厦。

ITC预计在2023年底全面完成，为徐家汇引入崭新的综合发展项目，吸引一众高端业务及潮流品牌进驻，令消费者可以享受独特的购物、娱乐及休闲新体验，势将成为上海市深受追捧的地标物业之一，同时带动周边的经济活动，进一步提升整个徐家汇的竞争力。



Alkin Kwong

邝正炜

Vice Chairman and Chief Executive, Hong Yip
康业副主席及行政总裁

Alkin Kwong: Driving smart property management to transform the industry

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邝正炜：推动物业管理智能化 为行业带来新面貌

Established in 1967, Hong Yip Service Company Limited has been serving customers for more than half a century. Vice Chairman and Chief Executive Alkin Kwong said that Hong Yip has grown with Hong Kong's property management industry and made continuous improvement throughout the years. In recent years, as technology applications have become more prevalent, Hong Yip is also constantly innovating to provide a brand new service experience for its customers.

Leading the development of the property management industry

Hong Yip has dedicated every effort to elevate the industry's professional level by providing training programmes and promoting the qualifications framework while recruiting outstanding talent. In collaboration with the Vocational Training Council, it provides 100 placements every year for interns to gain hands-on experience.

According to Alkin, Hong Yip is committed to excellence with an aim to provide a better living environment, lifestyle and community for its customers. Hong Yip is dedicated to SHKP's core value of Building Homes with Heart and Hong Yip's service pledge of Serving Customers with Heart. The property management company blends its services into every detail of the residents' daily lives. "Hong Yip strives to build an excellent SHKP after-sales service team and become a trusted 'ambassador' for owners and occupants. We

hope that whenever they have any property management or household needs, they'll think of us right away," said Alkin. Hong Yip has transformed multiple times over the past 50-plus years to satisfy the ever-rising expectations of its customers. In pursuit of technological advancements, Hong Yip has developed its own software and mobile apps to achieve more effective use of resources and to enhance communication between customers and staff.

Driving smart management to keep pace with the times

"In addition to 'customers first', 'continuous improvement' is also essential in managing properties," said Alkin. In the past, security staff had to monitor different areas of properties through CCTV themselves. In recent years, Hong Yip has introduced an intelligent video system, which triggers an alarm in the control room as soon as any suspicious person moves into the picture. This technology has

significantly enhanced the efficiency and reliability of Hong Yip's security work.

Hong Yip has made every effort to introduce intelligent systems in different scopes. For example, using the Internet-of-Things (IoT) technology, information about lighting control, water leakage alarm and cut off, temperature monitoring and adjustment, magnetic doors and infrared sensors is immediately sent to the mobile phones of staff and the central control centre, which ensures prompt handling of any problem and helps reduce manpower in the long run. Furthermore, through a smart mobile patrol system developed by Hong Yip, called Nitrol, staff can 'check in' at every patrol point along preset routes with a specially-designed smartphone. If they encounter anything unusual, staff can take photos or make audio recordings instantly, and upload the files to the system for reporting and handling purposes.

Hong Yip has also proactively developed mobile apps to strengthen communication between customers and staff for better work efficiency. An integrated estate mobile app, called SoProp, enables owners and occupants to keep abreast of the latest information about their estates, pay their management fees and book clubhouse services. Owners and occupants can also receive their digital management fee invoices through email and customer web portal, which replaces traditional print invoices for greater convenience and eco-friendliness. This suggestion earned Hong Yip the gold award in SHKP's 24th Quality Raising Suggestion Scheme. In addition, a mobile app developed by Hong Yip in 2014, called WeCom, enables real-time delivery of internal training programme updates, staff event updates and messages from management, which helps bring staff closer together.

Innovation for a truly smart home

As Internet instant messaging technology has matured, Hong Yip has introduced chatbots to newly completed residential developments to respond to customers' enquiries in real time with prompt follow-up action. Multilingual chatbots are adopted, providing 24-hour support for residents from around the world.

Alkin said that the era of smart homes has quietly arrived, and Hong Yip is poised to take advantage of this. The SoProp mobile app offers various value-added services catering for the needs of different residential estates. For example, residents of Victoria Harbour, a luxury property development in North Point, can use the mobile app to order food from the clubhouse restaurant and have it delivered direct to their home. The mobile app has even got a 'Visitor Go' function. Residents can send a QR code to visitors who can use it to enter the estate and take the lift to the residents' floor, thus taking the visitors' privacy considerations into account and satisfying the security needs of the estate. In addition, the serviced apartments Victoria Harbour Residence features an intelligent home system, called Home Automation, which enables residents to control their home appliances, such as lighting, air-conditioning and TV, both at home and away from home.

Adding value to properties to maintain their timelessness

In addition to providing innovative property management services for new developments, Hong Yip regularly carries out improvement works in projects that were completed in early years to enhance their value, including eco-friendly and energy-saving facility upgrades (such as rooftop and vertical greening), fire safety enhancement of buildings and security measures.

Take Sun Hung Kai Centre as an example, which is almost 40 years old. As the Group's headquarters, with tenants including large corporations and foreign consulates, the building needs continuous improvements to meet the latest standards for grade-A offices. To put green management into practice, Hong Yip optimized the lift and air-conditioning systems of Sun Hung Kai Centre and installed smart dynamic sensors in the common areas to reduce energy consumption. Through continuous innovation and improvement throughout the years, Sun Hung Kai Centre recently achieved the Excellent rating under 'Energy Use' in the BEAM Plus Existing Buildings V2.0 Scheme.

Grooming talent and building positive team spirit

Property management is a challenging business, as it involves providing services for an extensive range of customers, and managing a large number of staff to ensure premium service quality. As senior management, Alkin has held many public service positions over the years (see table), which has allowed him to keep close tabs on industry development and peers, while steering the company forward along with the industry.

Alkin believes that having an innovative and confident team is the cornerstone of Hong Yip's success. "The times are constantly changing, so I need to build a team that is willing to move out of their comfort zone, dare to innovate and make changes. Hong Yip has an in-house echelon training programme to prepare future leaders for the company." Hong Yip established the People Development Academy in 2007, offering its staff a wide range of professional training courses to enhance their professionalism and customer service skills.



A confident and innovative team is the cornerstone of Hong Yip's success
富自信和具创意的团队·是康业成功的基石

To foster a creative culture, Hong Yip encourages staff to think out of the box and put forward new, timely suggestions to address changes in real-life situations. Through the Innovative Suggestion Scheme Competition, for example, staff are encouraged to make bold and creative proposals to drive the company's continuous improvement. Furthermore, Hong Yip promotes a culture of service excellence through the annual Service Appreciation Scheme since 2015. The aim of the scheme is to recognize outstanding front-line staff, while facilitating mutual learning and healthy competition among them. "A mature team requires all members to perform their respective functions, while giving full play to their strengths, coupled with complementary support, and most importantly, open and sincere communication. Many great ideas can be put into practice only after the team goes through several rounds of discussions, as well as problem identification and resolution. Without a good communication culture, it is difficult to implement even the best concept."

To Alkin, 'colleagues' are not only close partners at work, but also companions who share common interests. He enjoys singing and ball games, and tries to join the company's weekly table tennis night. He said, "The Group's Chairman always reminds us to maintain a good work-life balance." By joining activities like ball games and singing, they can enhance their relationship with colleagues, learn more about each other's views and ideas, and build a stronger team. Working hard and playing hard with colleagues – this may well be the secret to Alkin's close relationship with his team.

康业服务有限公司成立于1967年，至今已逾半世纪。副主席及行政总裁邝正炜表示，康业与本港物业管理行业共同进步，随时代变迁而自强不息。近年来，科技应用日渐普及，康业亦不断革新，为顾客带来崭新的服务体验。

引领物管行业发展

康业致力于通过培训及推动资历架构，提高行业的专业水平，并吸纳优秀人才，同时与职业训练局合作，每年提供100个实习名额，让学员吸收实战经验。

邝正炜表示，康业追求卓越，旨在为客户提供更好的生活环境，创造更好的生活方式，并建立一个更好的社区。康业全力贯彻新地“以心建家”的核心价值，以及康业“用心待客”的服务承诺，务求将服务融入住户生活的每一个细节。“康业致力为新地建立一支优秀的售后管理服务团队，成为业户信赖的‘亲善大使’，希望业户有管理及家居上的需要，第一时间会想到我们。”过去50多年，康业已经进行了多次转型，以满足客户日益提高的期望。康业追求技术进步，开发自己的软件和流动应用程序，并有效运用资源的同时加强与客户及员工之间的联系。

紧贴时代 实现智能化管理

“从事物业管理，不仅要‘以客户为先’，更要‘与时俱进’。”以往保安同事需要通过闭路电视肉眼观察物业不同角落。近年康业已成功引入视频分析技术，每当有可疑人物出现，控制室会实时收到警报，大大提升保安效率和可靠度。

康业积极在各领域引进不同的智能装置。例如通过物联网（IoT）技术应用，将灯光控制、漏水警报及截水、温度监测及调节、门磁及红外线感应等信息，第一时间传送到同事手机及中央控制中心，方便同事实时处理，未来亦有助节省人力。此外，康业通过自行研发的Nitrol“智能流动巡逻系统”，同事只需手持一部特别设计的智能手机，按照预设路线的每个巡逻点“打卡”。遇到特殊情况时，可实时拍照及录音，上传至系统汇报及安排处理。

康业同时积极开发手机应用程序，以加强与客户和员工之间的联系，提升工作效率。SoProp综合住宅手机应用程序，专为业户提供最新住宅信息、交纳管理费及预订会所服务，业户亦可通过电邮及网站（customer web portal）

接收管理费电子账单，取代传统实体账单，方便且环保。此建议更获得新地“第24届提升素质意见奖励计划”金奖。另外，康业于2014年开发WeCom手机应用程序，将内部培训课程、员工活动、管理层信息实时发送，拉近与同事之间的距离。

敢于创新 迈向全智能家居

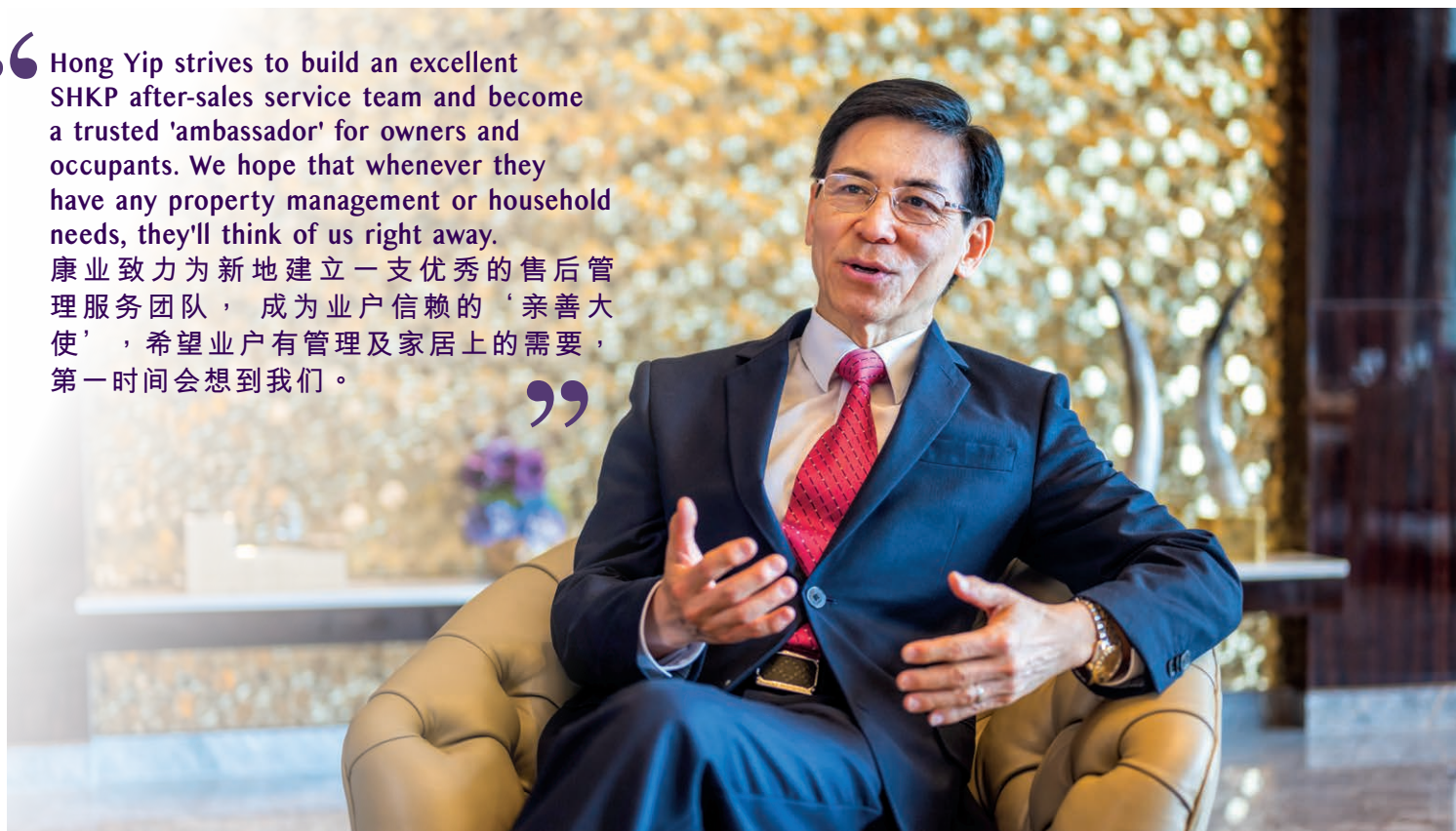
随着网络实时通讯发展成熟，康业于新落成的住宅引入聊天机器人，务求第一时间回复客诉查询，并及早安排跟进支持，聊天机器人更配备多国语言，为来自世界各地的住户提供24小时支持服务。

邝正炜表示，智能家居时代已悄然来临，康业已准备就绪，SoProp手机应用程序会因应各住宅需要，提供不同的增值服务一例如北角豪宅项目海璇，住客可利用手机应用程序向会所餐厅点餐，并直接送到家中。手机应用程序更设有“Visitor Go”功能：访客可凭借住客传送的二维码直接进入住宅，并乘搭升降机到住客所属楼层，既考虑了访客的私隐，同时也符合住宅的保安需要。此外，服务式住宅海璇汇更设有智能家居系统Home Automation，令住户无论是

“Hong Yip strives to build an excellent SHKP after-sales service team and become a trusted 'ambassador' for owners and occupants. We hope that whenever they have any property management or household needs, they'll think of us right away.

康业致力为新地建立一支优秀的售后管理服务团队，成为业户信赖的‘亲善大使’，希望业户有管理及家居上的需要，第一时间会想到我们。

”





Hong Yip set up an award scheme to encourage its team to constantly innovate at work
康业通过设立奖励计划，鼓励同事在工作上不断创新

否身处家中，均可以控制房间内灯光、冷气及电视等设施。

重视“增值” 保持物业历久弥新

康业除为新项目提供崭新的物管服务，亦定期为早年落成的项目进行改善工程，为物业“增值”一例如提升环保节能设施（如天台及垂直绿化）、楼宇消防安全和保安等。

以落成至今近40年的新鸿基中心为例，作为集团总部，兼有不少大型企业和外国领事馆进驻，当然需要与时俱进，方能符合甲级写字楼的最新标准。为实现绿色管理，康业优化了新鸿基中心的升降机及冷气系统，亦在大厦公共位置安装智能动态传感器，以达到节能效果。凭借不断创新，与时俱进，新鸿基中心最近于“绿建环评既有建筑(2.0版)评估”中，在“能源使用”范畴获最高级“卓越”评级。

培育人才 建立团队正能量

物业管理是一门具挑战性的业务，因为要同时为许多客户提供服务，亦需要管理大量员工，以确保提供优质服务。作为管理层，邝正炜多年来曾担任不少公职（见附表），务求了解行业最新发展和同业动态，从而推动公司及行业向前发展。

邝正炜认为，康业成功的基石是拥有一支富创意而自信的团队：“时代不断变迁，我需要建立一支愿意走出舒适圈、

勇于创新及做出改变的团队。康业有梯队培训计划，就是为未来储备领袖人才作好准备。”康业于2007年设立了人才发展学院，提供多元化的专业培训课程，借以提升员工的专业水平和客户服务技巧。

为建立创意文化，康业鼓励同事跳出既有思考框架，因应现实环境的转变，提出新颖且合时宜的创新点子。例如：通过设立“突破创新奖励计划”，鼓励员工大胆提出创新概念，推动公司不断进步。此外，自2015年开始，康业每年均举办“待客·感·赏”个案比赛，提倡卓越服务文化，嘉许表现优异的前线同事，借此互相学习，促进良性竞争。“一个成熟的团队，需要同事各司其职，各显才能，互补不足，更重要是坦诚沟通！很多好的构思，都是经过多番讨论、发掘问题和修正，才能落实执行。若没有良好的沟通文化，即使构思再好也难以落实。”

“同事”对邝正炜来说，不仅是工作上合作无间的拍档，也是分享共同兴趣的伙伴。喜欢唱歌和球类活动的他，会尽量抽空参加公司每周一次的晚间乒乓球活动：“集团主席经常提醒我们要有work-life balance。”通过球类或唱歌等活动，既可增进彼此的联系，亦可借此了解他们的想法，强化团队精神。与同事work hard, play hard，大概是他与团队建立深厚关系的“秘方”。



Hong Yip is devoted to introducing new technologies to drive smart property management
康业积极引入新科技，令物业管理工作趋向智能化

Key public service positions held by Alkin Kwong 邝正炜担任主要公职

Chairman of Employers' Federation of Hong Kong
香港雇主联合会主席

Chairperson of Property Management Industry Training Advisory Committee of Education Bureau
教育局物业管理业行业培训咨询委员会主席

Former President of The Hong Kong Association of Property Management Companies
香港物业管理公司协会前会长

Former Chairman of Real Estate Services Training Board of Vocational Training Council
职业训练局房地产服务业训练委员会前主席



Alkin Kwong regularly plays table tennis with his colleagues to learn skills from each other and stay connected
邝正炜经常与同事打乒乓球，既切磋球技，亦联络感情



Winners of the 11th SHKP Malls 'Serving with Heart' Customer Care Ambassador Election with the Group's management, leasing teams, mall operation teams and guests at the awards presentation ceremony

第11届新地商场“以心服务”亲客大使评选各得奖者与集团管理层、租务部团队、商场管理团队及嘉宾合照留念

Heartfelt, caring service from SHKP mall customer care ambassadors

新地商场亲客大使服务挚诚、体贴窝心

Since 2008, the SHKP Malls 'Serving with Heart' Customer Care Ambassador Election has been held annually to enhance mall service and recognize all outstanding customer care ambassadors' efforts. Putting the 'Serving with Heart' spirit into practice while continually making improvements, the customer care ambassadors have won widespread praise for years from mall visitors.

The 11th Customer Care Ambassador Election concludes successfully

The theme for this year is: 'We wholeheartedly commit to serving you!', featuring the customer care ambassadors' sincere attitudes and caring service that make customers feel at home.

A total of 99 customer care ambassadors from 20 malls participated in the election this year and the public response was enthusiastic. Over 90,000 valid votes had been received during the two-month voting period, while crowds of netizens were reached through the SHKP Malls 'Serving with Heart' CCA Election Facebook page. Eight awards were presented this year with most comprising mystery shopper assessments as the criteria to ensure fairness and objectivity.

Among the individual awards, the Best 'Serving with Heart' Customer Care Ambassador Award went to 19 winners in total. HomeSquare's winning customer care ambassador also took home the Mystery Shopper Assessment Top Customer Care Ambassador Award due to his record-breaking score. The Excellent Service Customer Care Ambassador Awards recognize customer care ambassadors who have demonstrated consistent excellence over the past three years, with eight recipients winning the award this year. The Top New Customer Care Ambassador Award was given to new customer care ambassadors. As a way to encourage more ambassadors, the number of awardees was

increased to three. The Most-like Customer Care Ambassador Awards were once again based solely on public voting.

For team awards, the Mystery Shopper Assessment Top Mall Service Award was based on mystery shopper assessments of the overall performance of the customer care centre at the participating malls. Tai Po Mega Mall which outperformed in several rounds of assessment, achieving perfect scores in certain categories, ultimately took the prize. The Best Performing Mall Award went to Uptown Plaza. The brand new Mystery Shopper Assessment Best Improvement Mall Award was won by Landmark North.

为提升商场服务质量，并嘉许表现卓越的亲客大使，集团自2008年起每年举办新地商场“以心服务”亲客大使评选。亲客大使秉持“以心服务”的精神，加上与时并进的服务，多年来深受客户赞赏。

第11届亲客大使评选圆满结束

此届选拔以“挚诚服务 倍添窝心”为主题，突显亲客大使以真挚诚恳的态度，为每位顾客提供体贴服务，令顾客有宾至如归的感觉。

此届评选共有20家商场，合计99位亲客大使参加。公众踊跃参与，在两个

月的投票期内，收到超过90,000张有效选票，并通过“新地商场亲客大使选举”Facebook专页触及广大网民。此届评选共颁发八大奖项，大部分奖项均设有神秘顾客评审环节，确保结果公平客观。

个人奖项方面，“最佳‘以心服务’亲客大使奖”共有19位亲客大使获奖。其中，HomeSquare的获奖亲客大使更打破历届评选的分数记录，以最高得分同时荣获“神秘顾客评审最Top服务亲客大使奖”。“卓越服务亲客大使奖”旨在赞扬最近三届持续表现卓越的亲客大使，得奖者共八位。为嘉许工作优秀的

新入职亲客大使，“最Top服务亲客大使新人奖”名额特增至三位。“顾客至赞亲客大使奖”继续百分百由公众投票选出。

在团队奖项方面，“神秘顾客评审最Top服务商场奖”由神秘顾客到参赛商场，全面评估顾客服务中心的素质。大埔超级城在多次评估中成绩突出，部分评审范畴更获满分，成功夺得大奖。“最佳表现商场奖”由新达广场胜出，而新增设的“神秘顾客评审最佳进步商场奖”则由上水广场夺得。

Tai Po Mega Mall: 3C creates team spirit 大埔超级城：团队精神有赖3C



Tai Po Mega Mall received the Mystery Shopper Assessment Top Mall Service Award for the first time. Their strong performance was backed by the 3C spirits: Co-operation, Communication and Caring. For co-operation, customer care ambassadors share administrative work in addition to customer service duties to ensure that the customer care centre runs smoothly. To enhance communication, the supervisor spends some time each day at the customer care centre, demonstrating proper service attitudes while giving reminders and encouragement. As a token of appreciation from Tai Po Mega Mall, there are regular tea gatherings at which experience sharing is also encouraged. Birthday celebrations make up another team practice to provide blessings and encouragement to each other.

All of these bits and pieces help to foster a greater team spirit, creating a strong team that can handle ad-hoc issues professionally. Earlier this year, an elderly woman fell down the mall's stairs and was injured. Two customer care ambassadors rushed on the scene to help. One of them comforted the woman and checked her status, followed

by applying some disinfectant and a bandage. At the same time, the other staff called an ambulance as well as contacting the woman's family. With the assistance of the security staff, he led the ambulance personnel to swiftly take the injured woman to the hospital. The unruffled reaction of the customer care ambassadors was caught on camera by a passerby, who uploaded the photos to a social networking group, attracting likes and encouraging comments as well as sharing on the media.

大埔超级城首次夺得“神秘顾客评审最Top服务商场奖”，优秀表现的背后，是3C精神：合作(Co-operation)、沟通(Communication)及关爱(Caring)。在合作方面，亲客大使除了应对顾客服务工作外，亦要分担文书工作，顾客服务中心才可畅顺运作。在沟通方面，主管会每日抽时间到顾客服务中心，以身作则向同事展现应有的服务态度，并做出提点及鼓励。在定期举办的茶叙中，除了慰劳团队外，亦会鼓励同事分享经验。团队更会为同事庆祝生日，彼此祝福鼓励，互相关心。

正是因为这些日常点滴，团队间的默契得以建立壮大，同事才可从容处理突发事情，提供最专业的服务。年初时候，有位婆婆在商场楼梯跌倒受伤，两名亲客大使马上赶到协助。一位负责安慰婆婆，替她检查伤势，进行简单的伤口消毒及包扎。另一人则呼叫救护车，代婆婆联络家人，安排保安协助，带领救护员迅速到场，将受伤婆婆送往医院治疗。两名同事临危不乱的表现，被路人拍下，上传至社交网络群组，获网民赞赏及留言鼓励，更吸引了媒体转载报导。



SHKP Reading Club promotes reading among young people through a series of initiatives

新阅会一系列活动推动年轻人阅读



From left: Chip Tsao, Jasper Tsang and Ong Yi-hing share their thoughts on reading with young participants and recommend some masterpieces, ranging from classical to contemporary works from different countries

左起：陶杰、曾钰成及王貽兴与青年畅谈阅读见解，推荐多本古今中外名著

The SHKP Reading Club's two recent youth reading talks have attracted a large number of students and working youths, who were happy to learn about interesting stories from the celebrity guests and take part in the interactive sessions.

Held at the Sky100 Hong Kong Observation Deck, the 'Read for More in the Sky' talk invited former President of the Legislative Council Jasper Tsang, renowned columnist Chip Tsao and cross-media author Ong Yi-hing to share their thoughts on reading plus provide tips on happy reading to more than 600 senior secondary and tertiary students as well as working youths. In the 'More than a Writer: I'm a Slasher!' talk at APM, 'bitter tongue' author Daisy Wong, online novel writer Lwoavie and television host Jacky Jim talked about expressing 'the real me' in their creations, which enlightened the young audiences.

新阅会日前举办了两个青年阅读讲座，吸引大批学生和在职青年到场，聆听星级嘉宾的精彩故事，进行互动交流。

“天际之巔點讀群英會”于天际100香港观景台举行，邀请到前立法会主席曾钰成、知名专栏作家陶杰及跨媒体作家王貽兴，与600多位高中至大专学生和在职青年，以书文游四海，畅谈“愉阅”心法。另外，在“笔纸作家：我是一位Slasher!”讲座中，“寸嘴”女作家王迪诗、网络小说作家孤泣及电视台主持詹朗林，则在APM大谈如何于创作中表达“真正的我”，令台下年轻观众深受启发。

SHKP Volunteer Team and young people go farming together, demonstrating the spirit of social inclusion

集团义工队与青年学员耕种 展现共融精神

The SHKP Volunteer Team has co-organized the weCare Volunteering Inclusion Project with the Christian Family Service Centre since 2017. Under the project, young people with special needs are subsidized to attend a series of training sessions to enhance their team spirit, and communication and organizational skills. Then they pair up with SHKP volunteers to take part in a variety of volunteer work, practicing what they have learned and making a contribution to the community. This helps people better understand the ability and contribution of these young people and builds greater social inclusion.

Recently, some new members of the project and SHKP volunteers went farming at PARK YOHO in Yuen Long. They prepared the field with shovels and planted vegetable seedlings into the ground. In this activity, the volunteers and young people learned more about each other and built a partnership. They will witness different stages of life during the growing process, and learn a valuable lesson about life education.

集团义工队与基督教家庭服务中心于2017年合办“weCare共融义工计划”，资助有特殊需要的青年接受一系列培训课程，增强他们的团队精神、沟通能力及组织活动技巧。学员随后与新地义工组成拍档，一起参与不同的义工工作，实践所学，回馈社会，从而让公众人士了解他们的才能及贡献，以实际行动创建共融社会。

日前，该计划的新一届学员与新地义工前往元朗PARK YOHO参与农耕活动，一起拿着铲子，将泥土翻松，在小洞埋下菜苗。在活动中，新地义工与学员互相了解，建立合作伙伴关系。在农作物生长过程中，各人将见证着生命不同阶段，认识生命教育。



SHKP volunteers and new members of the weCare Volunteering Inclusion Project go farming together. They will go back when the vegetables are ready for harvest and pick the vegetables for the elderly
新地义工与“weCare共融义工计划”新一届学员共同参与农耕，待农作物长好后，便可回去亲自收割，再赠送予长者

Building Homes with Heart Caring Initiative spreads love in the Tuen Ng Festival

“以心建家送暖行动”端午送爱心



The family volunteers visit senior couples at home with goodie bags before the Tuen Ng Festival
义工家庭于端午节前夕，登门探访年老夫妇，送上爱心福袋

The Group spread love and care to people from different backgrounds through the Building Homes with Heart Caring Initiative, which includes regular festive events for underprivileged elderly. At the latest Happy Tuen Ng Festival event, the Building Homes with Heart Caring Initiative distributed goodie bags with rice dumplings and packaged food to about 3,000 singleton elderly and senior couples in Wan Chai and North District to spread the festive cheer. The Group's volunteers also paid home visits to singleton elderly and senior couples in Sham Shui Po and Wan Chai, presenting goodie bags as festive gifts. The volunteers and seniors were happy to celebrate the festival together.

集团通过“以心建家送暖行动”关怀社会各阶层，每逢佳节均为基层长者举办节庆活动。日前举办了“暖暖爱心贺端阳”活动，为湾仔及北区约3,000名独居及年老夫妇送上承载了节日气息的粽子及粮食福袋，让他们感受节日气氛。另外，集团义工队更探访居住深水埗及湾仔的独居及年老夫妇，送上端午节福袋，分享节日喜悦。

SHKP-Kwoks' Foundation continues to groom students at Tongji University and Guizhou University

新地郭氏基金继续协助同济大学及贵州大学学生

The SHKP-Kwoks' Foundation established a scholarship programme at Tongji University in 2006 with the first phase being a great success, providing nearly 1,600 scholarships to date. Under the programme, bright students from underprivileged families were able to complete their four-year undergraduate studies. The agreement for the second phase of the scholarship has already been signed between the Foundation and Tongji University representatives.

In addition, the Foundation set up an undergraduate scholarship scheme at Guizhou University in 2004 to support talented students from disadvantaged families so they could pursue college degrees, providing them with the chance to lift their families out of poverty. The Foundation extended the Guizhou University scholarship scheme for the third cohort last year. About RMB13 million has been donated in the three tranches, benefitting about 1,000 recipients. The Guizhou University delegation has caught up on the recipients' progress with Foundation Executive Director Amy Kwok in its trip to Hong Kong.

新地郭氏基金自2006年起，于同济大学设立“新鸿基地产郭氏基金同济大学奖助学金”。第一期奖助学金成效显著，让品学兼优但家境清贫的学生顺利完成四年大学教育，至今受助学生近1,600人次。基金日前已与同济大学代表签订第二期奖助学金协议书。

另外，基金于2004年设立“贵州大学本科奖助学金”，资助家境清贫的优秀学生攻读本科生课程，为他们的家庭带来脱贫机会。去年，基金于贵州大学展开第三期助学金，累计三期总资助额约人民币1,300万元，共有约1,000人次受惠。贵州大学代表团早前到港，与基金执行董事郭婉仪畅谈受助生近况。



SHKP-Kwoks' Foundation Executive Director Amy Kwok (third left) and Guizhou University Party Committee Deputy Secretary Ling-hu Cai-tao (third right) with the delegation and guests
新地郭氏基金执行董事郭婉仪（左三）与贵州大学党委副书记令狐彩桃（右三）与代表团及嘉宾合照



SHKP-Kwoks' Foundation Executive Director Amy Kwok (front, left), Tongji University Party Committee Secretary Fang Shou'en (front, right), Director of Educational, Scientific and Technological Affairs Department of the Hong Kong Liaison Office Chen Heng (back, centre) and guests at the signing ceremony
新地郭氏基金执行董事郭婉仪（前排，左）、同济大学党委书记方守恩（前排，右）、中联办教育科技部处长陈恒（后排，中）与一众嘉宾于签约仪式后合照留念

PARK YOHO wetland Fairyland integrates residential development with conservation

PARK YOHO湿地“候花园”成功将住宅发展与保育共融



PARK YOHO's Fairyland features seasonal scenery all year long
PARK YOHO“候花园”四季美景各有不同

PARK YOHO is the Group's major residential development in Yuen Long's Kam Tin North which integrates wetlands with residential developments. Its 46,450-square-metre (500,000-square-foot) private wetland Fairyland received a Certificate of Merit at the Hong Kong Institute of Planners Awards 2018, which recognized the Group's efforts in weaving environmental conservation into an urban development.

Wetland restored to shine

The Fairyland was a barren site before the residential development started work. In the early planning stage, the Group noticed the potential ecological value of this land and commissioned independent conservation experts to study the environment. The land was later found to be once a wetland home to dragonflies, butterflies and birds. The Group then decided to restore this barren land with the assistance of a professional consultancy team. After multiple procedures, the long-clogged drainages were unblocked. Hillside streams and seawater came back to the land, followed by natural reeds and mangroves. The wetland was gradually restored back to life. The Fairyland is a semi-natural brackish marsh which is rare in Hong Kong, and now home to over 180 species of dragonflies, butterflies, birds and other wildlife, including the near-

threatened four-spot midgets, Pallas's leaf warblers, great and little egrets, variegated flutterers and many other species.

During the planning stage, PARK YOHO's building density, height, location and orientation had been thoughtfully designed to ensure that the wetland would be interwoven with the residential environment. Reeds were planted outside the residences to provide owners with expansive natural greenery while offering a buffer area to the wetland. To ensure the sustainability of the Fairyland, long-term management and wetland conservation measures have been implemented along with regular on-site inspections by ecology specialists and data submissions to relevant government departments. Since residents first moved in, the number of ecological species in the Fairyland has continued to increase. Ecology specialists also confirmed that the Fairyland is in good condition.

Guided eco-tours promote conservation

PARK YOHO's clubhouse organizes guided eco-tours from time to time to promote the beauty of nature and the importance of wetland conservation. Participants can enjoy a close look at the precious ecology in the brackish marsh, which helps to raise awareness about

conservation and environmental protection. The guided eco-tours are popular with more than 2,000 people participated to date.

集团位于元朗锦田北的大型住宅项目 PARK YOHO，将湿地与住宅项目结合，其占地46,450平方米（500,000平方呎）的私人湿地“候花园”在“2018香港规划师学会年度大奖”中获得优胜奖，充分肯定了集团在环境保护与城市发展共融方面的努力。

修复荒地 重现生态

“候花园”原址为荒废农地，集团于住宅发展项目规划初期，发现该地具有生态价值潜力，故此委托独立保育专家视察环境，确认该地曾经是蜻蜓、蝴蝶及雀鸟的栖息地，于是决定修复荒地。集团与专业顾问团队合作，通过多重工序挖通淤塞多年的渠道，引导山水海水流入，同时引入天然芦苇及红树，将原有湿地生态逐步恢复。“候花园”属于本港罕有的咸淡水半自然湿地，如今园内的蜻蜓、蝴蝶及雀鸟等自然物种超过180种，包括近危的蜻蜓科广濑妹蟋、黄腰柳莺、大小白鹭以及蜻蜓斑丽翅蜻等。

集团在规划PARK YOHO时，在楼宇发展密度、高度、位置及坐向均精心设计，确保湿地与住宅环境相辅相成。住宅部分为此特别种植了芦苇，不但可为住户提供开阔的自然生态绿化景观，亦为湿地提供缓冲区。为确保“候花园”得以持续发展，集团落实了长期管理及保育湿地的措施，并安排生态专家定期到场仔细检测湿地状况，同时将数据呈交政府有关部门。在住户入住后，“候花园”的生态物种数目止跌反升，生态专家亦确认“候花园”的状态良好。

生态导赏团 推广保育

PARK YOHO会所不时举办生态导赏团，推广大自然之美及湿地保育的重要性。参与者更可近距离一睹咸淡水湿地的珍贵生态，有助于培养保育及爱惜大自然的意识。生态导赏团至今已接待超过2,000人次，深受欢迎。

Green property management pays off 绿色物业管理见成效

The Group's property management subsidiaries Hong Yip and Kai Shing have been widely recognized for their green management efforts and promotion of low carbon living. At the 2018 Hong Kong Awards for Environmental Excellence organized by the Environmental Campaign Committee along with the Environmental Protection Department and major chambers of commerce in Hong Kong, Hong Yip and Kai Shing together received 14 awards which included one gold, one silver and two bronzes.

The Leighton Hill reduces waste at the source and promotes green living

The Leighton Hill consistently carries out various energy-saving measures and initiatives, encouraging residents to live green. This strategy earned the property the gold award in the Property Management (Residential) sector. The Leighton Hill provides small bins to facilitate the collection of household food waste, which is then converted into fertilizer using an on-site food waste composter. To reduce waste at the source, the estate also engages a green group to conduct food audits for residents as well as offer tips on food waste reduction and proper handling practices. There are also energy and waste checks for residents, followed by advice on achieving greater energy-savings and waste reduction.

Environmentally friendly programmes are held to enhance residents' green awareness, including the Eco-School, Eco-Seminar and Eco-Reward Scheme. Eco Walkway guided tours as well as are arranged for residents and friends to learn about the environmentally friendly measures and facilities engineered into the estate as part of its efforts in green promotion.

Tsuen Wan Plaza leverages smart management for greater energy efficiency

Tsuen Wan Plaza (Shopping Arcade) applies smart technology to enhance energy efficiency and the indoor environment, earning the arcade a silver award in the Property Management (Commercial & Industrial) sector. An Internet of Things system has also been implemented as part of the building's facilities management system. Facility operations are now automatic and the indoor environment is closely monitored. Any changes in the indoor environment will trigger real-time reactions to reduce power use.

In addition, environmental protection concepts are shared and promoted among customers, tenants, contractors and other stakeholders through a wide range of initiatives and programmes. During the past year, Tsuen Wan Plaza organized a number of Earth friendly programmes, including Little Green Guru, Reuse of Hoarding Programme, Polyfoam Recycling Programme, Green Contractors Competition and many others to help spread the message of green living to the community at large.



Tsuen Wan Plaza applies smart technology to enhance energy efficiency.
Pictured: robot vacuum cleaner
荃湾广场应用智能科技来提升能源效益，图为自动清洁机械人



The Leighton Hill collects household food waste and converts it into fertilizer by means of an on-site food waste composter
礼顿山向住户收集家居厨余，再用屋苑内的厨余机，将厨余转化为肥料

集团旗下物业管理公司康业及启胜致力引入绿色管理、推广低碳生活，屡获业界赞赏。在环境运动委员会联同环境保护署及香港主要商会合办的“2018香港环境卓越大奖”中，康业及启胜共获得14个奖项，当中包括一金、一银及二铜。

礼顿山：源头减废 推动绿色生活

礼顿山实行多项节能措施及活动，积极协助住户融入绿色生活，在物业管理（住宅）界别荣获金奖。项目为住户提供小型收集箱，方便收集家居厨余，再以屋苑内的厨余机，将厨余转化为肥料。以致源头减废，项目与绿色团体合作，为住户进行食物审计，并提供减少厨余及正确处理厨余的方法。项目亦设有能源和废物检查，可为住户提供节能和减废建议。

为提高住户的环保意识，项目不时举办绿色活动，包括环保学堂、生态研讨会及环保积分奖励计划等。管理团队更为住户和访客开设生态廊导赏团，介绍项目的绿色措施和设施，为推广环保出一份力。

荃湾广场：善用智能管理 提升能源效益

荃湾广场（商场）应用智能科技，改善能源效益，提升室内环境品质，在物业管理（工商业）界别获得银奖。商场设置了物联网系统作为大厦设施管理系统的一部分，将设施操作变为自动化，并通过紧密监测场内环境变化，实时做出对应操作，减少电力消耗。

此外，商场通过不同活动及计划，向顾客、租户和承包商等持份者分享及推动环保理念。在过去一年，荃湾广场举办了多个环保计划，包括“环保小达人”、围板重用计划、社区发泡胶回收计划及绿色承办商评选等，将绿色生活讯息传递到社区各个角落。

More honours from the investment community

集团获投资界颁发多个荣誉

The Group is committed to practicing sound corporate governance and initiating proactive communications with investors to enhance overall transparency. These efforts have again earned the Group widespread acclaim from international and local associations.

Top honours as Asia's Overall Best Managed Company for the second straight year

In the 2019 Asia's Best Companies survey conducted by financial magazine *FinanceAsia*, the Group's overall leading performance was widely recognized among portfolio managers and analysts, who gave it top honours as Asia's Overall Best Managed Company for the second consecutive year as well as citing the Group as the Best Real Estate Company in Asia for the 13th time. Among its local peers, the Group topped the list with four awards: Best Managed Company in Hong Kong (Ranked First), Best Growth Strategy in Hong Kong (Ranked First), Best Investor Relations in Hong Kong (Ranked First) and Best ESG in Hong Kong (Ranked First).

FinanceAsia conducts the annual Asia's Best Companies survey, inviting portfolio managers and analysts to evaluate listed companies throughout the region based on their overall management practices, investor relations, commitment to the environmental, social and governance policies. The Group received top honours as Asia's Overall Best Managed Company for the second year in

a row, a testament to the high regard the investment community has for the Group's solid foundations and seasoned management team.

Four major prizes at the Asian Excellence Awards

The Group received outstanding scores from investors across different fields at the Asian Excellence Awards 2019 organized by the corporate governance magazine *Corporate Governance Asia*. There the Group took home four awards, including Best Investor Relations Company, Hong Kong; Best Environmental Responsibility, Hong Kong; Best Corporate Communications, Hong Kong; and Best Investor Relations Professional, Hong Kong.

Best IR Company for the fourth time

At the Investor Relations Awards 2019 organized by the Hong Kong Investor Relations Association, analysts and fund managers again cast their votes in favour of the Group's active stakeholder engagement. To this end, the Group was named the Best IR Company – Large Cap again, as well as the 3-Year IR Awards Winning Company. In addition, the SHKP 2017/18 annual report earned the Best Annual Report – Large Cap award.

集团致力实践良好的企业管治，积极与投资者维持紧密联系，增加透明度，日前再获国际及本地机构颁发多个大奖，备受业界肯定。

蝉联“亚洲最佳公司”最高荣誉

在财经杂志《*FinanceAsia*》举办的“2019年亚洲最佳公司评选”中，集团凭借整体卓越表现，连续第二年获投资者及分析员评选为“亚洲最佳公司”最高殊荣，并第13年荣膺“亚洲最佳地产公司”大奖。在香港区各大奖项中，集团则以最高分数荣获四个大奖：“香港最佳公司（排名第一）”、“香港最佳增长策略（排名第一）”、“香港最佳投资者关系（排名第一）”及“香港最佳环境、社会及管治（排名第一）”。

《*FinanceAsia*》每年举办“亚洲最佳公司评选”，邀请投资者及分析员根据区内上市公司的整体管理、与投资者关系，以及在环保、社会责任及企业管治方面的表现，做出评分。集团今年蝉联“亚洲最佳公司”最高殊荣，足证实力雄厚，管理团队表现出色，深受投资界认同。

获颁“亚洲卓越大奖”四大奖项

集团在企管杂志《*Corporate Governance Asia*》举办的“2019亚洲卓越大奖”中，在多个评选范畴获投资者给予优异分数，获得四大奖项，分别为“香港最佳投资者关系公司”、“香港最佳环保责任”、“香港最佳公司传讯团队”及“香港最佳投资者关系专业人员”殊荣。

第四年获“最佳投资者关系公司”

在香港投资者关系协会举办的“2019投资者关系大奖”中，集团凭着与持份者积极交流，继续被分析员及基金经理票选为“最佳投资者关系公司—大型股”，同时获颁“投资者关系大奖（连续三年）”。此外，新地2017/18年报更获得“最佳年报—大型股”奖项。



Associate Member of the Executive Committee, General Manager - Corporate Planning Brian Sum (right) receives the prestigious Asia's Overall Best Managed Company and other top awards from *FinanceAsia* 执行委员会助理成员兼总经理（公司策划）沈康宁（右）领取《*FinanceAsia*》颁发的“亚洲最佳公司”最高荣誉及多个大奖



Awards from *Corporate Governance Asia* and the Hong Kong Investor Relations Association 集团获《*Corporate Governance Asia*》及香港投资者关系协会颁发多个奖项

The Group wins Platinum Trusted Brand Award for the 14th consecutive year 集团连续14年荣获“信誉品牌白金奖”

The Group has built its trusted brand through premium developments and excellent service offerings. At the 2019 Reader's Digest Trusted Brand Awards, the Group and its business units continued to receive consumer votes, winning two platinum and three gold awards.

Thanks to consumers, Sun Hung Kai Properties was again voted the most trusted property developer in Hong Kong, becoming the top platinum award winner for the 14th consecutive year. APM earned a gold award in the shopping mall category for the fifth straight year. Hong Yip and Kai Shing both received gold awards in property management for the eighth successive year. Wilson Parking was also presented with a platinum award in the car park category for the seventh year running.

集团致力发展优质物业，为客户带来卓越服务，优质品牌深受信赖。在2019《读者文摘》信誉品牌调查中，集团连同旗下业务单位继续获得消费者投下的信心一票，总共获得两个白金奖及三个金奖。

新鸿基地产继续被消费者评选为香港地产发展商界别中最具信誉的优质品牌，连续14年荣获“信誉品牌白金奖”最高殊荣。集团旗下APM于商场界别连续第五年获颁金奖，康业及启胜双双连续八年获颁物业管理公司界别金奖，而威信停车场则在停车场界别连续第七年勇夺白金奖。



The Group along with APM, Hong Yip, Kai Shing and Wilson Parking again receive honours in the Reader's Digest Trusted Brand Award

集团连同旗下APM、康业、启胜及威信停车场在《读者文摘》信誉品牌调查中继续囊括多个大奖

The Group named a Caring Company for 17th straight year 集团连续第17年获“商界展关怀”嘉许



A total of 83 SHKP entities were named a Caring Company this year
今年集团共有83个单位获“商界展关怀”殊荣

The Group leverages its expertise and resources as a responsible corporate citizen, earning widespread recognition. The Group has been named a Caring Company for the 17th consecutive year by the Hong Kong Council of Social Service, and its 83 related entities have also received the same title this year. Among these entities, a total of 47 have earned the Caring Company honours for 10 or even 15 straight years. These range from shopping malls, property management, construction, hotels and more. The concerted efforts demonstrate the Group's continued dedication to corporate social responsibility by caring for the community, helping the underprivileged and building a better society.

集团善用专长及资源，积极履行社会责任，屡获各界表扬。日前，集团连续第17年获得香港社会服务联会颁发“商界展关怀”荣誉标志，旗下同获嘉许的业务单位共达83个。其中，有47个业务单位属连续第10甚至第15年获此殊荣，遍及商场、物业管理、建筑及酒店等不同范畴，充分展现集团多年来持续关爱社会、扶助弱势、推动社区发展的企业精神。

Property management teams' service excellence recognized

物业管理团队服务卓越 勇夺多个大奖

Hong Yip and Kai Shing are committed to offering premium and trusted professional property and facility management services to ensure an ideal environment. The two teams were recently honoured with various awards in recognition of their service excellence.

At the Quality Property & Facility Management Award 2018 jointly organized by the Hong Kong Institute of Surveyors and the Hong Kong Association of Property Management Companies, Hong Yip and Kai Shing earned a total of 21 awards with five being grand awards. Tsuen Wan Plaza Shopping Arcade and V City both won the International Innovative Strategic Management Grand Award, and Landmark North took home the Large-Scale Office Building Management Grand Award. At the same time, YOHO

Midtown won the Large-Scale Residential Property Management Grand Award while Grand YOHO got the Medium-Scale Residential Property Management Grand Award.

Hong Yip and Kai Shing continued to shine at the Excellence in Facility Management Award 2018 organized by the Hong Kong Institute of Facility Management, winning 36 awards. World Trade Centre and YOHO Midtown won the Grand Award in the office building and medium-scale residential categories respectively.

康业和启胜致力提供优质、可靠的专业物业及设施管理服务，为客户缔造理想环境。两者日前勇夺多个大奖，卓越表现备受肯定。

在香港测量师学会和香港物业管理公司协会联合主办的“优质物业设施管理大奖2018”中，康业和启胜共获颁21个奖项，其中更包括五个大奖。荃湾广场（商场）和V City同时获得“创新管理应用国际大奖”，上水广场获得“大型商业大厦管理大奖”，而YOHO Midtown和Grand YOHO则分别荣获“大型住宅物业管理大奖”及“中型住宅物业管理大奖”。

在香港设施管理学会“卓越设施管理奖2018”中，康业和启胜继续拥有出色表现，总计获得36个奖项。世贸中心和YOHO Midtown更分别在商业楼宇和中型住宅类别中，获得“卓越大奖”最高殊荣。



The Hong Yip (top) and Kai Shing (bottom) teams, winners of several grand awards at the Quality Property & Facility Management Award 2018
康业（上）和启胜（下）团队在“优质物业设施管理大奖2018”中囊括多个大奖

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