



New metro link for Guangzhou IGC mall 廣州IGC商場接通地鐵

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.

位於珠江新城中央商務區的IGC，於今年初正式開通連接地鐵站的自動行人道後，人流顯著增長，為商戶帶來更多商機。商場屬於天匯廣場的一部分，與甲級雙子塔寫字樓天盈廣場、華南區首間康萊德酒店、豪華服務式公寓天鑾共同組成大型城市綜合項目。集團在項目持有33.3%權益。

帶動人流 增加商機

IGC共有八個樓層，雲集100多個時尚品牌，部分更是首次進駐廣州或內地市場的國際品牌或旗艦店。商戶組合多元化，包括服飾皮具、珠寶手錶、化妝品、家居用品、健

身中心、兒童主題樂園、知名餐飲以及可容納過千位觀眾的IMAX電影城等。於今年第三季，將有一間高端超級市場開業。

商場地下一層連接地鐵獵德站B出口的自動行人道於今年一月開通，為顧客帶來更大方便。相比自動行人道未開通前，商場人流錄得20%增長，商戶銷售額顯著提升，場內人氣食肆於飯市時間均出現兩至三輪的輪候現象，可謂人氣滿分。

表現備受業界肯定

IGC選用玻璃外牆，再配以多維切割面的造型，令項目外形猶如「江畔鑽石」，晶瑩剔透，提升採光度之餘，亦將藝術公園的綠化景像引入室內，購物消閒倍感舒適。項目早前在「ICSC 2017中國購物中心大獎」中，獲業界人士表揚，在「新開發項目」類別中獲銀獎。

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

IGC在「ICSC 2017中國購物中心大獎」中，獲「新開發項目」銀獎



IGC teeming with shoppers
IGC人流暢旺



IGC is the first mall in Southern China with a moving-walkway link to the metro
IGC設有自動行人道連接地鐵站，為華南區商場獨有