

**Unprecedented Encounters
Paris Saint-Germain-des-Près Committee and Chengdu IFS Reach a Collaborative
Agreement Bringing Chengdu and Boulevard Saint-Germain Together**

**Hongxing Road and St. Germaine Boulevard Street Signs to be Installed at Respective
Locations to Foster Sino-French Exchange in Quality Lifestyle Pursuits**

26th May, 2017 Chengdu, Hong Kong, Paris — The Paris District Council of Saint-Germain-des-Près and Chengdu IFS announced an unprecedented partnership where their street names “Hongxing Road Section 3” and “Boulevard Saint-Germain” which are popular in respective cities are installed in respective locations. The street sign installation ceremonies have been held at both Boulevard St Germain in Paris on 24th May and Hongxing Road in Chengdu today to mark the sister streets’ partnership which helps foster Sino-French exchange and co-operation in art, culture, business, tourism and others.

Today’s ceremony at Chengdu IFS also unveils a series of celebration activities in the pipeline. Mr Zhang Zhenghong, Secretary General of Chengdu Municipal People's Government; Mr Wang Qian, District Mayor of The People's Government of Jinjiang District; Mr Jean Charles Bossard, 1st Deputy to the 6th District Mayor in Charge of Commerce and Digital City, Ms Monique Mouroux, General Secretary of Saint-Germain-des-Près Committee, other French government officials and Ms Christina Hau, General Manager (Operations) of Wharf China Estates Limited, hosted the ceremony and witnessed the historic moment of the first-ever sister streets’ partnership.

The partnership not only signifies Chengdu as the pioneer in the city’s internationalisation but also affirms Chengdu as an important National Central City in China.

Christina Hau said, “Chengdu and Paris are more than 5,000 miles away. Chinese consumers are fast emerging and demand quality of life. We are pleased with the collaboration and it speaks a lot for Wharf’s track record in best-of-class retail and mall management originated from Harbour City in Hong Kong.”

“City within a City” Mixed-use Design

Located in the heart of the central business district, Chengdu IFS is renowned for its “City within a City” mixed-use design which has set a striking benchmark for mixed-use developments in the Western China Region. The project incorporates premium office space, Niccolo Hotel and luxury residential properties that sit above its flagship eight-level retail

podium. Chengdu IFS is a landmark destination which presents the most impressive cluster of global premium brands as well as stylish fashion and art events, demonstrating robust international influence, strong consumption power and significant market leverage. The development is set to be the pioneer in the making of Chengdu into a National Central City and international shopping paradise.

Chengdu IFS's many firsts since its launch in 2014:

- The first landmark complex reaching a cooperation agreement with the District Council of Saint-Germain-des-Prés of Paris
- The first complex showcasing the world debut of the 180-metre-long sonic runway
- The pioneer in hosting International Style Forum in China
- The first Hong Kong developer and China's first-ever commercial project winning "2016 VIVA Best-of-the-Best Design and Development Award" (VIVA for Vision, Innovation, Value, Achievement) presented by International Council of Shopping Centers in 2016



The street sign of St. Germaine Boulevard has been unveiled outside Chengdu IFS today. Pictured are (left to right) Mr Wang Qian, District Mayor of The People's Government of Jinjiang District; Ms Christina Hau, General Manager (Operations) of Wharf China Estates Limited; Ms Monique Mouroux, General Secretary of Saint-Germain-des-Près Committee; Mr Jean Charles Bossard, 1st Deputy to the 6th District Mayor in Charge of Commerce and Digital City and other French government officials



The historic moment of the street plates “Chengdu Hongxing Road Section 3” and “Boulevard Saint-Germain” outside Chengdu IFS



The street sign unveiling ceremony of “Chengdu Hongxing Road Section 3” in front of Café de Flore - pictured are Mr. Jean-Pierre Lecoq, the mayor of the 6th District Government of Paris (right), Mr Miroslav Siljegovic, the president of Saint-Germain-des-Près Committee (left) and Ms Christina Hau, General Manager (Operations) of Wharf China Estates Limited



The unprecedented encounters of the street plates “Boulevard Saint-Germain” and “Chengdu Hongxing Road Section 3” in front of Café de Flore