

## Sunday Morning Post

南華早報

PUBLISHED SINCE 1882 / VOL. 132 / NO. 220

Sunday, August 30, 2014 / See live updates at [www.smp.com](http://www.smp.com)

### SOCIETY



Wharf chairman Peter Woo's charity, Project WeCan, equips teens with the right skills. Photo: May Tse

## CHARITY HELPS EQUIP TEENS FOR WORK AND LIFE



Peter Woo spearheads drive to give a leg-up to less academic pupils so they can seize opportunities and overcome challenges

**I want to have  
a job with your  
company...**

A TEENAGER CITED BY PETER WOO



**WHARF**

Established 1886

# CONTENTS

## 目錄

**DARE TO DREAM** P 1-2  
夢想起航

**WHARF INTERIM RESULTS – INVESTMENT PROPERTIES DRIVE VALUE** P 3-4  
九龍倉中期業績 — 投資物業推動價值

**WHARF ANNUAL GENERAL MEETING HIGHLIGHTS STRONGER DIVERSIFIED BOARD** P 5-6  
九龍倉股東周年大會突顯更多元化的董事會

**WHARF AMONG THE TOP 13 LISTED COMPANIES FOR WOMEN ON THE BOARD** P 6  
九龍倉打入企業女性董事排行榜首十三位

**“NEW ENCOUNTERS – TIMELESS PLEASURES”** P 7  
**NICCOLO BY MARCO POLO TO SET BENCHMARK IN LUXURY**  
「完美邂逅·華麗永恆」馬哥孛羅酒店集團於中國推出全新奢華品牌 — 尼依格羅

**VOYAGE: MARCO POLO ORTIGAS MANILA UNVEILED IN GRAND STYLE** P 8  
起行：馬尼拉奧迪加斯馬哥孛羅酒店華麗登場

## ▶ HONG KONG

**GROUP MALLS SET THE STANDARD FOR SHOPPING EXPERIENCE** P 9-10  
集團商場訂定購物體驗新標準

**RUBBER DUCK CONTINUES TO WOW THE WORLD** P 11-12  
橡皮鴨繼續揚威海外

Editorial & Design  
編輯與設計

Corporate Communications Department 企業傳訊部  
The Wharf (Holdings) Limited 九龍倉集團有限公司  
Enquiry 查詢：pr@wharfholdings.com

The Design Associates Ltd. 設計堂  
www.tda.com.hk

Copyright © 2014 The Wharf (Holdings) Limited  
版權所有 © 九龍倉集團有限公司 2014

This publication is printed on FSC™ certified paper. Pulps used are chlorine-free and acid-free.  
此刊物由 FSC™ 認證的印刷紙印製：紙漿全無氯氣漂染及不含酸性。

---

## ▶ CHINA

LOUIS VUITTON'S LARGEST FLAGSHIP STORE IN WESTERN CHINA LANDS IN CHENGDU IFS P 13  
路易威登華西最大旗艦店落戶成都國際金融中心

CHANGSHA IFS TO STRETCH SHOPPER'S IMAGINATIONS TO NEW LENGTHS P 14  
長沙國金中心為顧客帶來嶄新購物體驗

EIGHT HOURS OF POSITIVE ENERGY LIGHT UP SHANGHAI P 15  
八小時正能量照亮上海

## ▶ AWARDS & RECOGNITIONS P 16-18

## ▶ BUSINESS-IN-COMMUNITY

GROUP CHAIRMAN PETER WOO TALKS ABOUT BUSINESS-IN-COMMUNITY... Project *WeCan* P 19-20  
集團主席暢談「社、企共勉」旗艦項目「學校起動」計劃

RARE OPPORTUNITIES FOR Project *WeCan* STUDENTS P 21-22  
為「學校起動」計劃學生帶來罕有機會

HELPING HANDS TO NEEDY YOUTH WITH "HANG OUT" OF YOUTH OUTREACH P 23  
與協青社攜手協助有需要青少年

STEPHEN NG TALKS TO CUHK UNDERGRADUATES – "THE ROADS TO A BUSINESS LEADER" P 23  
吳天海與中大學生分享 一步向企業領導者的道路



## DARE TO DREAM

### 夢想起航

It is suffice to say that the Group is bouncing along at an incredible pace in every aspect of the business. This was underscored both at the Annual General Meeting in June where our Chairman Peter Woo spoke about the Group's progress, and the Group's positive interim results with our Investment Properties book value totalled HK\$270 billion ranking the world's third highest, core profits was up by 18% to HK\$3,751 million. Market share of Harbour City and Times Square combined commands 9% of total Hong Kong retail sales, underscoring the Group's continued leadership in the marketplace.

Among a number of business milestones, what top the list are the launch of the new luxury collection Niccolo by Marco Polo and the opening of Marco Polo Ortigas Manila which offer levels of bespoke hospitality that will challenge even the international luxury chains.

Getting to the top in other ways was the grand opening of the largest Louis Vuitton flagship store in China West in our Chengdu International Finance Square (IFS). Meanwhile Changsha IFS, which will be one of the largest malls in Central China with over 700 metres of retail frontage, is due to open in 2016.

The Group also pulled off many amazing exhibitions this summer, first unveiled by Times Square with the first ever

Gaudí Architecture Exhibition in Asia, followed by Batman's 75<sup>th</sup> anniversary exhibition. Harbour City also hosted a key moment in the international premiere of the "Transformers: Age Of Extinction" movie, and the "Dare to Dream" Snoopy Art & Life Exhibition.

It had been some time since our Chairman took one-on-one interviews with the media and that was all because of the Group's flagship Business-in-Community (BIC) programme, Project *WeCan* (PWC) which enters into a major new phase of development in September. Aimed at providing opportunities for underprivileged youngsters in Hong Kong, PWC2 is looking to recruit corporate partners, professionals and retirees in the community to join hands to empower 150,000 pupils in about 150 secondary schools. Meanwhile one of the proudest moments for PWC students was probably when some of them were invited to the Government House and heard from the Chief Executive C.Y. Leung who recognised the Project's spirit and passion through Group's commitment to BIC.

On the other hand, the yellow Rubber Duck keeps on bringing in awards including the renowned "Best of the Best Award" in ICSC VIVA Award held in Las Vegas.

There are more great stories in this edition which we hope you will enjoy reading.



**集**團的業務在各方面均以令人振奮的速度發展。集團主席吳光正在股東周年大會上談及集團發展的里程，最近又公布了鼓舞的中期業績，其中投資物業的核心盈利上升18%至港幣三十七億五千一百萬元，賬面值達港幣二千七百億元，躋身全球首三大投資物業同行之列。海港城和時代廣場零售銷售合共佔香港零售業銷售總額9%，突顯集團持續穩佔市場領導地位。

在多個重要里程碑中，馬哥孛羅酒店集團推出全新奢華酒店品牌 Niccolo (尼依格羅) 以及馬尼拉奧迪加斯馬哥孛羅酒店隆重開幕可算是集團近期重要業務里程之一，兩所酒店服務水平將可媲美國際知名連鎖式奢華酒店品牌。

盛事一浪接一浪。世界高級品牌路易威登華西最大旗艦店已於成都國際金融中心隆重開幕。此外，長沙國金中心預計將於二〇一六年開幕，提供逾七百米長的臨街店面，落成後將成為華中最大型商場之一。

集團今個夏季亦呈獻一系列精彩展覽，頭炮是時代廣場舉辦全亞洲首個「高迪建築展」，緊接是蝙蝠俠

七十五周年紀念展覽。海港城在參與《變形金剛：殲滅世紀》的國際首映活動後，旋即推出「夢想起航」史諾比藝術及生活展覽。

集團旗艦「社、企共勉」項目「學校起動」計劃今年九月踏入第二期(PWC2)。為鼓勵更多社會人士支持，集團主席最近罕有地接受傳媒專訪。PWC2以基層青少年為服務對象，現正招募企業參與支持，又招募社會上一眾專業人士和退休人士當義工，幫助全港約一百五十間中學的十五萬名學生。令「學校起動」計劃的學生最感振奮的事情，莫過於我們的學生獲行政長官邀請參觀禮賓府並見證梁特首表揚計劃之精神及集團在「社、企共勉」下，熱心服務社群。

此外，黃色橡皮鴨繼續為集團帶來獎項，當中包括在拉斯維加斯舉行的國際重量級 ICSC VIVA 大獎中獲「Best of the Best」大獎。

希望您喜歡今期《HORIZON Plus》為您帶來的精彩內容。

# WHARF INTERIM RESULTS – INVESTMENT PROPERTIES DRIVE VALUE

## 2014 INTERIM RESULTS HIGHLIGHTS

- Investment Properties (IP) core profit increased by 18% to HK\$3,751 million, representing 75% of Group underlying profit (2013: 56%).
- Including net revaluation surplus of HK\$6,892 million, total IP profit amounted to HK\$10,643 million, representing 91% of Group profit (2013: 81%).
- IP book value increased to HK\$270 billion. Retail malls account for over 60% of that.
- This does not include hotels in operation (combined value of HK\$9 billion) or under development (carried at a combined cost of HK\$5 billion).
- Crawford House, Central (at HK\$5.8 billion) will be added to this IP portfolio.
- Interim dividend of HK\$0.55 per share represents an increase of 10% over 2013.

For more information about Wharf's Interim Results Announcement, please visit [www.wharfholdings.com](http://www.wharfholdings.com).

## WHARF INVESTMENT PROPERTIES RANKS THIRD WORLDWIDE

**T**hrough years of value creation and new investment, the Group's Investment Properties (IP) book value totalled HK\$270 billion, which ranked top three globally as disclosed by property peers. The Group's active retail management approach attracts the best-of-class retailers to its prime shopping malls, which are able to drive foot traffic and to boost tenants' retail sales. In a bid to enhance the attractiveness of its retail assets, the Group continuously upgrades the layout, refines the tenant mix, as well as enhances premises and customers' shopping experience, resulting in relentless growth creation.

Over the past 10 years, the Group has invested over HK\$1.7 billion in Harbour City alone to create one of the world's leading shopping destinations, and over HK\$500 million in revamping Times Square into the world's most successful vertical mall with 17 floors of retail space.

With Harbour City and Times Square's leadership in retail management, the Group's Hong Kong IP revenue increased by 15% to HK\$5,560 million. The combined market share of Harbour City and Times Square commands an unmatched 9% of total Hong Kong retail sales and 2.3% of Hong Kong GDP, underscoring the Group's continued leadership in the marketplace.

The Group has also extended its success formula to the Mainland. The mega shopping complex in Chengdu International Finance Square (IFS) is one of the premier malls in Western China housing nearly 300 international brands. With the completion of five new IFSs in the Mainland by 2017, the total floor area of commercial properties in Hong Kong and China will reach 52.8 million square feet.

# 九倉賺117億派息55仙

九龍倉(004)公佈截至6月底止中期業績，股東應佔盈利117.01億元，按年減少32.13%，每股基本盈利3.86元，派息55仙按年增一成。投資物業的核心盈利按年增加18%至37.51億元。期內，收入增長9.64%至163.15億元。

## 內地政策市無能為力

九倉上半年內地物業銷售額按年跌18%至89億元人民幣，達全年銷售目標230億元人民幣的39%。副主席兼常務董事吳天海表示，集團維持全年銷售目標不變，不過，內地住宅樓市仍存問題，面對政策市亦無能為力，坦言要達標有難度。

他指出，考慮到內地住宅的價量正有所調整，暫時對住宅市場不感樂觀，對前景有所保留，故過去半年九倉亦未有收購新的土地，冀先觀察再作部署。



■九倉副主席兼常務董事吳天海表示，內地住宅樓市仍存問題，坦言要達標有難度。

頭條日報 · 12/8/2014

### EARNINGS

## WHARF DEAL FOR CENTRAL BUILDING MARKS KEY SHIFT



The announcement of the acquisition of Crawford House in the heart of Central coincides with Wharf posting a 32 per cent fall in first-half underlying profit, after a 51 per cent drop in the same period last year.

Acquisition of Crawford House from Wheelock comes as weak mainland development sector prompts move to focus on investment properties

Peggy Siu  
14623-1702/2102/1008

Wharf (Holdings) has acquired Crawford House from Wheelock & Co for about HK\$2.69 billion, as part of a shift to focus more on investment properties from the softness in the development sector on the mainland.

"The company's future investment will focus on investment properties, from development properties, from development properties in the heart of the island," said Stephen Ng Tien-tak, deputy chairman and managing director of Wharf.

The deal for the commercial

office building in Central was announced in Wharf - in which Wheelock has a 54.8 per cent stake - posted a 32 per cent drop in underlying profit to HK\$5.52 billion for this year's first half from last year, as development profits declined due to the sluggish mainland market.

Wharf said it agreed yesterday to acquire the 180 per cent owned Crawford House in Queen's Road Central in the heart of the financial district.

As part of the deal, Wharf will also acquire the lease of about HK\$366 million owed by Fudge to Wheelock.

Built in 1977, the 23-storey Crawford House has been independently valued at HK\$1.79 billion.

Completion of the deal is due by September 18. "We have reservations on the mainland residential market and will not make new acquisitions in the short term," said Ng, adding that "the company would probably look for new investment properties on the mainland and in Hong Kong".

The core profit of its investment property division jumped 18 per cent to HK\$3.75 billion in the first half from the same period last year. Ng said the book value of the company's investment properties amounted to HK\$279 billion, making it among the top three publicly held positions.

The net profit of the development property division sank 45 per cent to HK\$792 million on lower profit margins and a reduction in cancellations from joint ventures and associates.

Ng said the company raised the sales target to 23 billion residential properties in the first half, making an about 8 billion yuan (HK\$13.13 billion). He said it was uncertain if the company can hit its full year sales target of 23 billion yuan.

The company's profit attrib-

utable to shareholders 32 per cent to HK\$11.8 billion increased by 18 per cent to HK\$16.32 billion. It says it is confident its earnings will continue to rise from the market. Hong Kong's stock market fell 1.3 per cent to 20,800.

Separately, Ng, as Hong Kong governor, said the liberalisation of its air services marketing new routes to encourage flight to the island.

The market is down current operator T. Kwok said, according to Wharf's subsidiary through its Future T, obtained a low to six-figure last year.

Wharf also posted up 133 per cent to HK\$1.33 billion.

stable to shareholders 32 per cent to HK\$11.8 billion increased by 18 per cent to HK\$16.32 billion. It says it is confident its earnings will continue to rise from the market. Hong Kong's stock market fell 1.3 per cent to 20,800.

Separately, Ng, as Hong Kong governor, said the liberalisation of its air services marketing new routes to encourage flight to the island.

The market is down current operator T. Kwok said, according to Wharf's subsidiary through its Future T, obtained a low to six-figure last year.

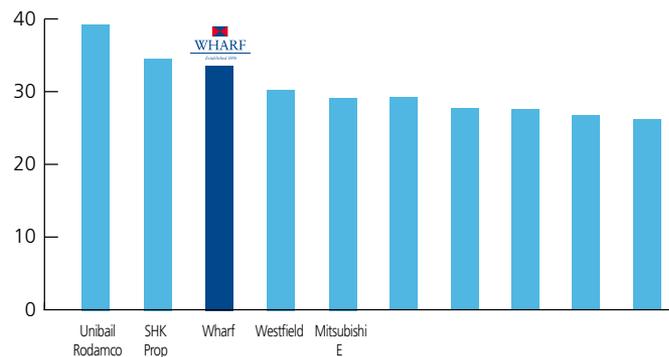
Wharf also posted up 133 per cent to HK\$1.33 billion.

**\$5.02b**  
What's underlying profit, in HK\$, for the first half of the year

South China Morning Post, 12/8/2014

## Global Top 10 IP Book Value

IP value (USD billion)



## 九倉商場人流上月回升

【明報專訊】九龍倉(004)昨日公佈截至6月底止中期業績，受投資物業公允價值下跌超過34%拖累，股東應佔溢利跌32%至117億元，但投資物業的核心盈利增長仍達18%至37.51億元。副主席兼常務董事吳天海表示，長遠對投資物業部門有信心，因此每股中期派息增加10%。較早前受到中、港矛盾加劇，一度令五、六月份前往九倉旗下商場消費及人流減少，但是到7月份已見恢復，執行董事李玉芳預期，下半年零售增長可望有單位數字增長。

吳天海指出，九倉的投資物業佔整個集團的價值逾60%，亦佔香港零售額超過9%。香港市場零售總值上半年下跌1.3%，但九倉旗下的海港城及時代廣場兩項零售增長高達4.8%及18.4%。酒店部門方面在上半年的表現良好，預期下半年保持平穩。

半年少賺32% 派息增一成  
中港矛盾於5、6月份變較激烈，李玉芳

不諱言，當時九倉旗下商場人流明顯減少，亦有影響租戶的生意，過了世界盃後生意已見恢復。她相信，隨著內地中產興起，在消費方面較著重享受，並非全然與這地有關，所以下半年租戶銷售要達單位數字增長不難。她期望日後政府考慮調整自由行政策時，能夠考慮整體利益。

### 內地賣樓 料難達標

內地賣樓方面，九倉在上半年只錄得90億元人民幣銷售額，遜預期。吳天海指出，面對內地的政策加上樓價下降，要達到原定230億元人民幣的銷售目標有難度。他們唯有在下半年盡力貼近目標邁進。他們同時持有內地發展商綠城中國(3900)逾24%股權作長線投資，相信其在引入融創中國(1918)後，有助綠城的銷售表現。他們在綠城方面，前後投資50多億元，在扣除股息及贖回第一批可換股債券後，其在綠城的投資淨值只餘15億元。

因應內地樓市變化，九倉在內地增加投資物業及租金貢獻。單是上半年內地投資

### 九龍倉中期業績表現

| 項目         | 金額 (億元) | 變幅 (%) |
|------------|---------|--------|
| 收入         | 163.15  | +9.64  |
| 營業溢利       | 71.24   | +17.17 |
| 投資物業公允價值增加 | 73.81   | -34.47 |
| 股東應佔溢利     | 117.01  | -32.13 |
| 每股中期息      | 0.55元   | +10.00 |

物業提供的營業溢利已達4.25億元。吳天海指出，與海港城面積相若的成都時代、奧特萊斯剛開業，比海港城更大的重慶時代廣場，以至長沙國金中心，將於明、後年開業。該集團昨日亦宣布，以26.88億元，購入中環卡佛大廈作收租用途，但吳天海沒有正面回應，會否與母公司會德豐(0020)重組物業組合。

明報 · 12/8/2014

# WHARF ANNUAL GENERAL MEETING HIGHLIGHTS STRONGER DIVERSIFIED BOARD



The Wharf Annual General Meeting (AGM) was held at the Marco Polo Hongkong Hotel on 9<sup>th</sup> June. More than 300 shareholders and 40 media representatives attended. Peter Woo, the Chairman of the Wharf Group, thanked shareholders for their unfailing support over the years and attended to their questions. He also met the media on the Group's development in the Mainland and Hong Kong, and shared his views on various aspects of Hong Kong's development.

The AGM also saw the presence of a strong board with a number of new faces. These include, Mr Wyman Li (1<sup>st</sup> from right) who has been appointed an Independent

Non-executive Director (INED) since September 2013 and is currently a member of the board of directors and Manager (Administration) of Hong Kong Sanatorium & Hospital Limited; Mr David M. Turnbull (4<sup>th</sup> from left), an INED since November 2013, is the former chairman of Swire Pacific Limited and Cathay Pacific Airways Limited. Most recently, the former Head of the Hong Kong Hospital Authority and the former Secretary for Health, Welfare and Food of the Hong Kong Government, Professor Eng Kiong Yeoh has been appointed as an INED since July 2014.

The respective expertise, experience and backgrounds of the new board members deem to bring great value to the Group.

## WYMAN LI

Mr Li has been an INED of the Company since September 2013. He is currently a member of the board of directors and the Manager (Administration) of Hong Kong Sanatorium & Hospital, Limited. He is also the President of Hong Kong Gun Club, the Chairman of Clearwater Bay Golf & Country Club and the Chairman of Hong Kong Shooting Association. He formerly served as a member of corruption prevention advisory committee of the Independent Commission Against Corruption.

## DAVID M TURNBULL

Mr Turnbull has been an INED of the Company since November 2013. Mr Turnbull graduated from Cambridge University in 1976 with a Bachelor of Arts degree in Economics and subsequently earned a Master of Arts degree. He joined the Swire Group upon graduation and held various senior management positions with international responsibilities covering aviation, shipping and property during his 30 years' service thereof.

Mr Turnbull is currently the executive chairman of Pacific Basin Shipping Limited and an INED of Sands China Limited, both being companies publicly-listed in Hong Kong. Mr Turnbull also serves as non-executive director of Green Dragon Gas Limited and Greka Drilling Limited, both being companies publicly-listed on Alternative Investment Market, a sub-market of the London Stock Exchange.

## ENG KIONG YEOH

Professor Yeoh is Professor of Public Health, Director at the Jockey Club School of Public Health and Primary Care of The Chinese University of Hong Kong and also Head of Division of Health System, Policy and Management at the Jockey Club School of Public Health and Primary Care. Professor Yeoh served as Head of the Hong Kong Hospital Authority from 1990 to 1999 and Secretary for Health, Welfare and Food of the Hong Kong Government from 1999 to 2004.

As a clinician, Professor Yeoh pioneered public health programmes in the prevention of Hepatitis B and HIV/AIDS. He has held many key positions in professional bodies, both locally and internationally. Professor Yeoh was appointed a Justice of the Peace in 1993 and awarded an Order of the British Empire in 1997. In 2005, he was awarded the Gold Bauhinia Star Medal by Hong Kong Government in recognition of his public service.

## WHARF AMONG THE TOP 13 LISTED COMPANIES FOR WOMEN ON THE BOARD

According to a research conducted by Community Business, the Group is moving up in a table analysing women on boards among 50 Hang Seng Index (HSI) Listed Companies, rising from 26<sup>th</sup> in 2013 to 13<sup>th</sup> in this year's report. The Group is also one of the 12 HSI Companies with female executive director's presence on the Board, and is the only HSI Company that introduced new female director to the board in 2013.

On 20<sup>th</sup> June, Doreen Lee, the Executive Director of the Wharf Group, was invited by Community Business to join a luncheon, co-organised by The American Chamber of Commerce in Hong Kong on the topic of "Are you part of your company's talent pipeline for the board?" In the discussion, Ms Lee talked about the overall changing social trends of having more female representatives in the management team. Ms Lee also discussed the important and indispensable role of women in families and how that might affect women moving up; however she emphasised both a fulfilling family life and career could co-exist. She also shared insights of her career development including the opportunities that she was given to prove herself and she was able to demonstrate her tenacity and "can do" spirit when facing tremendous challenge, which gained her greater trust and opportunities.

A Hong Kong Exchange Board Diversity Consultation Paper in 2012 pointed out a string of benefits that having women on company boards brings, from better financial performance to greater creativity, more innovation and higher-quality analysis.



# “NEW ENCOUNTERS – TIMELESS PLEASURES” NICCOLO BY MARCO POLO TO SET BENCHMARK IN LUXURY

## 「完美邂逅·華麗永恆」馬哥孛羅酒店集團於中國推出全新奢華品牌——尼依格羅

九龍倉集團旗下的馬哥孛羅酒店集團宣布推出全新的奢華酒店品牌 Niccolo(尼依格羅)。集團副主席兼常務董事吳天海早前接受傳媒訪問時表示，此為時尚奢華的城市酒店系列，面對來自全球旅客日益嚴格的要求，尼依格羅將會符合他們對奢華旅遊體驗的渴求，並將進駐中國各個特選黃金地段，首間尼依格羅酒店將於二〇一五年初於成都國際金融中心開幕，另外三家將於其後陸續於重慶、長沙及蘇州開幕。

尼依格羅酒店的靈感源自酒店集團同名之歷史探險家馬哥孛羅之父、傳奇探險先鋒 Niccolo Polo，並以「完美邂逅·華麗永恆」成為現代旅遊的新主義。酒店以穿梭奢華和都市之間的探索旅程，以貼心服務加上個人化的地道資訊，隨時為賓客推介當地最型格、新穎、時尚的活動，勢將為禮賓服務定下新基準。

成都尼依格羅酒店位處市內最受歡迎的旗艦高端零售地標——成都國際金融中心，酒店設有逾二百間客房及套房，房間設計揉合當代精髓與傳統風格，酒店各個餐飲項目均切合品牌獨特個性，各式精選美饌亦帶領賓客的味蕾遊走體驗不同旅程。

尼依格羅酒店時尚獨特，強烈風格與大膽陳述和諧結合，以創新引領品牌定位。酒店為迎合賓客對奢華品牌的要求，及其他不同的喜好，參考壯麗的藝術館而精心策劃酒店的空間運用，以營造充滿靈氣的藝術環境，讓賓客享受其中。



## WHARF'S NEW BRAND KEEPS IT IN THE FAMILY

Niccolo, named after Marco Polo's father, will seek new growth through management of luxury hotels in Wharf's flagship mainland complexes

Peggy Siu  
peggy.siu@scap.com

Almost 30 years after launching its Marco Polo brand, Wharf is taking its hotel management business to the next level by launching a luxury brand to operate hotels at its mainland flagship commercial complexes.

The Niccolo brand, named after explorer merchant Niccolo Polo, Marco Polo's father, could also consider managing the planned Murray Building hotel in Central said Wharf deputy chairman and managing director Stephen Ng Tin-hoi.

Niccolo is expected to be the firm's new growth area on the mainland, which is experiencing a property slowdown due to sluggish economic growth and policy measures to cool the market.

Last month, Wharf chairman Peter Woo Kwong-ching said the group had reservations about investing in the mainland's residential market in the next two years because of risks from Beijing's austerity measures. But Woo had added the company would continue to look for long-term projects all the same.

Expanding the hotel management business is seen as a long-term investment even though the mainland's high-end hotel market is getting competitive, Ng said in an interview with the *South China Morning Post*.

Ng said the company has been interested in entering the luxury hotel management business since the group's inception in 1986. But since Marco Polo hotels are linked with Harbour City in Tsim Sha Tsui, it limits the hotels' redevelopment potential.

"As we are building new hotels in China, it provides us more flexibility to upgrade the [hotel] products," said Ng.

Niccolo and existing Marco Polo brands will be under Wharf's wholly owned subsidiary, Marco Polo Hotels.

Ng said hotel assets—in Hong Kong and the mainland—amounted to about HK\$30 billion, roughly a tenth of the group's total assets.

Niccolo will be a chain of luxury hotels. The first Niccolo hotel will open in the first quarter of next year within the newly opened International Finance Square (IFS) Chengdu in Sichuan province. Targeted customers are chief executive officers and the non-corporate affluent.

"I do not worry about occupancy," said Ng, describing the group's hospitality arm as a cap-

itive business that would draw customers from luxury buyers at its high-end shopping centre, and from office buildings in its Chengdu IFS development.

The brand will also run three other hotels in the group's International Finance Square complexes in Chongqing, Suzhou and Changsha.

In the longer term, it will aim to manage other hotels not owned by Wharf, said Ng.

According to consultant JLL, mainland hotels are experiencing a general slowdown following Beijing's crackdown on conspicuous consumption.

NICCOLO  
BY MARCO POLO

South China Morning Post, 8/7/2014

# VOYAGE: MARCO POLO ORTIGAS MANILA UNVEILED IN GRAND STYLE

The first Marco Polo hotel to open in the capital of the Philippines signals a whole new dimension in showcasing the renowned brand of Asian hospitality embodied in the pioneering spirit of Marco Polo. A landmark transformation was finally unveiled with the grand opening of the brand new Marco Polo Ortigas Manila in July.

To complement the event's splendour, the keynote speech was delivered by none other than the President of the Republic of the Philippines, H.E. Benigno S. Aquino III in the presence of the Guests of Honour, Secretary Ramon R. Jimenez Jr. of the Department of Tourism and Mayor Maribel Eusebio of Pasig City. The opening was also well-attended by a mix of business leaders, government officials and politicians, members of the diplomatic community, society figures and Manila's fashionable set.

In the keynote speech, the President of the Philippines commended, "Just as Marco Polo, the traveller from whom you derived your name, became renowned for his account of his journey to the East, I am hopeful that this Marco Polo hotel truly becomes another gateway for tourists to discover our country, so that they may tell their friends, their family, and their colleagues back home just how fun it is here in the Philippines."

Centrally located in Ortigas, commercial business district (CBD) between Quezon, Mandaluyong and Pasig, the new hotel offers 316 spacious and well-designed rooms and suites including two Continental Club floors. The hotel is easily accessible to shopping and entertainment areas, only five to seven kilometres away from the CBD areas of Makati, Bonifacio Global City and



Eastwood City, and only 15 kilometres away from Manila Ninoy Aquino International Airport.

Adding to Manila's best dining destinations are four specialty outlets: Cucina, the all-day dining restaurant that features live show kitchens; Lung Hin, a contemporary Chinese restaurant serving traditional and authentic Cantonese cuisine; Café Pronto, a relaxed and friendly coffee venue; and VU's, the first of its kind sky bar and lounge located on the topmost 45<sup>th</sup> floor of the hotel.

# GROUP MALLS SET THE STANDARD FOR SHOPPING EXPERIENCE

With the innovative art and promotion campaigns, and many “firsts” in our premium malls on both sides of the Victoria Harbour, the Group unremittably provides surprises and excitement to shoppers, bringing unparalleled “shoppertainment” experience for everyone.

## ASIA'S FIRST EVER GAUDÍ EXHIBITION IN HONG KONG

**時代廣場展出高迪建築 加泰隆尼亞國家博物館珍藏同時登場**

【大公報訊】記者陳靜儀攝：時代廣場之邊，西區哥倫比亞與海濱商業博物館（MNHAC）全新開幕，即日起至六月，日誌時代廣場舉行「高迪建築展」，展出十四件MNHAC珍藏，包括建築師Josep Serra Vilabla的自傳受本館所贈，該片與高迪建築師高迪，他最珍貴的「在現代社會及現代社會存活的存人不受美化的關係，他認為，如果時代的藝術與建築師，不能與社會人，博物館及公眾，作為高迪建築的藝術的演進，高迪除了對時代廣場二層大堂設計外，亦參與了該館開幕，以及當天廣場會放多項高迪模型外，更展出MNHAC的珍藏文物，包括高迪設計的門牌，還有二層門牌，五件模型，四座椅子等一應俱全。

**別忘了留意門把手**

Josep Serra Vilabla表示：「建築不能移動，但我們還是從多個方面展示高迪」。如果你去過加泰隆尼亞，巴特利之家的高迪建築，他最珍貴的門牌，反對於高迪建築的「建築師」，一切高迪建築，在加泰隆尼亞的門牌也出現，高迪建築師，高迪建築師的門牌，反對於高迪建築的「建築師」，反對於高迪建築的「建築師」，反對於高迪建築的「建築師」。

**別忽視年輕人興趣**

高迪建築師，反對於高迪建築的「建築師」，反對於高迪建築的「建築師」，反對於高迪建築的「建築師」。

▲高迪建築師的門牌之模型 資料圖片

▲Josep接受本報專訪 本報攝

▲展覽現場矗立了高迪的建築 本報攝

▲複製的彩色大船輪出現在時代廣場門口 資料圖片

大公報 · 30/4/2014

The Group has long been a keen supporter of arts and regularly brings in exceptional works from around the world. The “Gaudí Architecture Exhibition” – the first of its kind exhibition was launched in Asia – in the newly renovated Times Square shopping mecca in Causeway Bay.

Held for a month, the ground-breaking exhibition attracted thousands of visitors during its one-month stay. 14 classic works of the Spanish architectural genius on direct loan from the Museu Nacional d’Art de Catalunya in Spain and the Basílica de la Sagrada Família were exhibited.

The construction of Basílica de la Sagrada Família was begun in 1882 by Francisco de Paula del Villar, and in 1883 Gaudí was commissioned to carry on the work, a task which he did not abandon until his death in 1926. Since then different architects had continued the work after Gaudí’s original idea, but the progress was interrupted by the Spanish Civil War in 1936. Parts of the unfinished basilica, Gaudí’s models and his workshop were destroyed.

The present design is based on modern adaptations and reconstructed versions of the plans that were burnt in a fire. The building work is still going on and is anticipated to be finished in the first-third of the 21<sup>st</sup> century, which makes the church the only one yet to be completed but listed as World Heritage. A 10-metre-tall paper sculpture of the church was produced for the exhibition by local designer Dolphin Ngai, which took him six months to complete.

The whimsical chimneys designed by Gaudí have been among his most appealing creations and the exhibition paid tributes to the architect with “Gaudí Garden of Chimneys” in Open Piazza. The exhibition also featured rare photographs of Gaudí illustrating the architect’s concepts, design elements and ideology.

To add even more flavour to the signature occasion, the exhibition was enhanced by a series of exciting Spanish cultural events organised by the Spanish Consulate in Hong Kong.

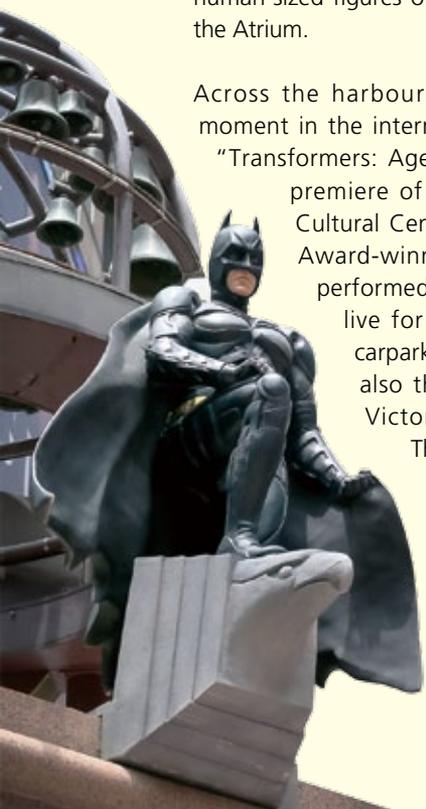


### SUPERHEROES IN THE MALLS

**H**ong Kong people were kept busy as Times Square and Harbour City hosted major entertainment extravaganzas one after the other, bringing thrill and excitement to the city.

On the heels of the ground breaking “Gaudi Architecture Exhibition”, Times Square joined forces with Warner Bros. and DC Entertainment to host the “75<sup>th</sup> Anniversary Batman Exhibition”. This involved transforming the premises into a showroom for vehicles and various products of Batman over the years. A larger than human-sized Batman figure overlooking the proceedings from the top of the Times Square clock tower, while a specially created 3D illusional art depicted human-sized figures of Batman and Robin climbing up the Atrium.

Across the harbour, Harbour City hosted a key moment in the international premiere of the movie “Transformers: Age Of Extinction”. Following the premiere of the movie at the Hong Kong Cultural Centre on 19<sup>th</sup> June, the Grammy Award-winning band “Imagine Dragons” performed the theme song “Battle Cry”, live for the first time at the roof-top carpark of Ocean Terminal, which was also the first-ever concert held with Victoria Harbour as the backdrop. The powerful singing of the band, the backdrop of footage from the film and dazzling fireworks and lighting gave the audience an astonishing entertainment experience.



### DARE TO DREAM WITH SNOOPY

**T**railing closely the superheroes, the world’s largest 3.3-metre-tall Snoopy figurine was unveiled and attracted fans of all age to Harbour City this summer. Since the launch of classic comic cartoon “Peanuts” in the United States in 1950, the main character Snoopy has become a symbol of “dreams coming true”. At the “Dare to Dream” Snoopy Art & Life Exhibition, the “Dreams Never Fail” Snoopy’s Time Track Giant Art Installation curated by the renowned Japanese artist Yoshiteru Otani features four Snoopy figurines running across the Ocean Terminal Forecourt, as if Snoopy was travelling all the way from the US, Japan to Hong Kong, promoting art without boundaries.

A series of activities including Snoopy Calligraphy Performance, “Create Your Dreams” Snoopy-themed Calligraphy and Japanese Craft Exhibition, “Small House, Big World” Snoopy Dog House Art Array, painting workshops, cookies baking classes, postcard charity sale, “Dream Memorial” pop-up store and more were also held to bring visitors a complete journey of dream with Snoopy.



# RUBBER DUCK CONTINUES TO WOW THE WORLD

## CLINCHING THE 'BEST OF THE BEST' AWARD – THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS

**W**hen the giant yellow duck (“Rubber Duck”) first appeared in Victoria Harbour last year, it captured the hearts and minds of the entire city. It was a triumph both for Harbour City and for Hong Kong, and it continues to garner awards to date.

In May, Harbour City’s “Rubber Duck” Campaign won the “Best of the Best Award” in the marketing category of the International Council of Shopping Centers (ICSC) VIVA awards in Las Vegas. “Rubber Duck” was first shortlisted for the Asia-Pacific region in the ICSC Asia Pacific Awards as it had received two ICSC gold awards in Public Relations & Events and Social Media.

VIVA stands for Vision, Innovation, Value and Achievement. It is the most prestigious award of its kind in the world. Harbour City is the first shopping mall in Hong Kong to win the award which honours the most outstanding examples of shopping mall design and development, sustainability, marketing, and community service worldwide.

In addition, “Rubber Duck” also won “The Hong Kong Arts Development Award 2013” organised by the Hong Kong Arts Development Council and rated the “Hottest Topic” by renowned search engine Sina Weibo in this year. It is also included in the Hongkong Yearbook 2013 published by the Hong Kong SAR Government.

As of today, this art promotion campaign received more than 20 local and international awards and recognitions.





Marketing

**VIVA “Best-of-the-Best” – Evolving Marketing Winner**

Rubber Duck @ Harbour City  
Harbour City  
Hong Kong

Owner: The Wharf (Holdings) Limited  
Management Company: Harbour City Estates Limited



Harbour City’s creativity helped spread joy around the city by inviting the gigantic inflatable Rubber Duck exhibition to Hong Kong. To raise the online presence of Harbour City locally and internationally, the center invited internationally acclaimed artist Florentin Hubner to exhibit his masterpiece, a 16.5-meter large Rubber Duck at Victoria Harbour. With Victoria Harbour as its giant bathtub, the Rubber Duck was literally a maritime art exhibition, attracting global media coverage, drawing unprecedented levels of mall traffic and sales, and further establishing Harbour City as the destination in Hong Kong. The integrated online campaign increased mall traffic and sales, and achieved the goal of bringing joy and happiness to the city.

Viva Award Winners

2014

The International Center of Shopping Center’s annual VIVA “Best-of-the-Best” Awards honors and recognizes the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide. Gold winners from all regional competitions are automatically entered to win. For more information on the VIVA “Best-of-the-Best” Awards program, or any of the regional Award Programs, please visit [www.icsc.org/globalawards](http://www.icsc.org/globalawards).





3



## VIVA BEST-OF-THE-BEST AWARDS

The VIVA Best-of-the-Best Awards honor and recognize the most outstanding examples of shopping center design and development, sustainability, marketing and community service worldwide.



The winners will be announced during the VIVA Awards Presentation which will take place on Sunday, May 18, 2014.

### Traditional Marketing



### Public Relations

Art Arrived at Colombo  
Centro Colombo  
Lisbon, Portugal

Tour de France-Post-it WR  
Galleries St. Lambert  
Liège, Belgium

Rubber Duck @ Harbour City  
Harbour City  
Hong Kong

Grévin at the Montreal Eaton Centre  
Montreal Eaton Centre  
Montreal, Quebec

### New Media



Flower Festival digital Campaign 2012  
Centro Comercial Santafé Medellín P.H.  
Medellin, Colombia

Emporia Social Media for Grand Opening  
Emporia  
Malmö, Sweden

Rubber Duck @ Harbour City  
Harbour City  
Hong Kong

16 20/5/2014 Tue  
News  
晴報新聞

## 橡皮鴨再揚威 海港城創意冠全球

恭喜海港城又揚威！今次仲捧香港一個前無古人的「大獎」！昨午麗安收到海港城推廣及市場部副總經理譚麗賢 (Karen) 傳音，稱去年推出的「橡皮鴨遊世界」市場推廣方案，剛在國際購物中心協會 (ICSC) 的全球年度博覽會上，擊敗美、英、加、澳及中東等地區，奪走全球最高榮譽「市場推廣類別」的「ICSC VIVA Best-of-the-Best (Evolving Marketing) 大獎」，是第一個香港、甚至亞洲的商場獲此殊榮，可謂威震全球！

ICSC的獎項是國際市場的權威指標，每年都會就商場設計、發展、市場推廣及社會服務等方面，選出各地最佳代表，再於全球博覽會進行大比閱。海港城正因去年度揚走ICSC亞太區「傳統市場推廣公關」及「新媒體社交媒體類」兩項全獎，才可問鼎全球性獎座。

▲大會頒發「橡皮鴨遊世界」成功將創意融入生活，圖中為麗賢區。

▲海港城執行董事譚麗賢 (Yen) 日前專程飛去美國拉斯維加斯，領取橡皮鴨為他們帶來的第15個獎項。Karen稱她無任高興這事，因為告訴麗安「橡皮鴨遊世界」是地工作生涯最具挑戰的項目：既是她第一次舉辦的大型海上展覽，亦是她第一件處理的突發藝術區，過程多過海軍處、建築局、九龍管理處、藝術家及同事幫助，才可為港人創造出如此歡樂的開場。麗安亦希望商場繼續努力，製造更多驚喜與香港市民。

Copyright © 2014, SkyPost. All rights reserved. Reprinted by permission.

晴報 · 20/5/2014

香港藝術發展局  
Hong Kong Arts Development Council

## 2013香港藝術發展獎 表揚本地傑出藝術家及團體

香港藝術發展局(藝發局)主辦、香港電台電視部協助製作的「2013香港藝術發展獎」頒獎禮，早前已圓滿舉行。當晚典禮由行政長官梁振英、民政事務局長黃智勇、藝發局主席王英偉及副主席陳巧兒，共頒發七個獎項，包括：「終身成就獎」、「傑出藝術成就獎」、「藝術發展獎」、「藝術推廣獎」和「藝術贊助獎」。共29位獲獎本地藝術家及團體，表揚他們對香港藝術發展的真獻和成就。

終身成就獎 羅復禮

藝發局主席王英偉在頒獎禮上表示，羅復禮是香港藝術界的一顆新星，他的藝術創作充滿了對生活的熱愛和對社會的關懷。他的作品不僅具有極高的藝術價值，更是一份對社會的深刻思考。希望他能繼續努力，為香港藝術事業做出更大的貢獻。



# LOUIS VUITTON'S LARGEST FLAGSHIP STORE IN WESTERN CHINA LANDS IN CHENGDU IFS

## 路易威登華西最大旗艦店落戶成都國際金融中心



位於成都國際金融中心(成都IFS)的路易威登華西旗艦店已於六月下旬隆重揭幕，為成都IFS創下又一里程碑。樓高三層的旗艦店座落於大慈寺路和紅星路的交匯處，店舖橫跨七十六米，高逾十八米，氣派不凡。

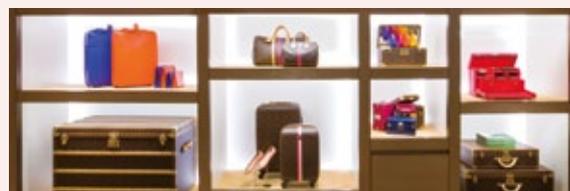
路易威登北亞區總裁霍禮表示：「成都是一個時尚且富有活力的休閒城市，這裡的顧客對時尚有敏銳的觸覺。路易威登很榮幸為成都顧客帶來品牌傳承已久的頂級工藝，以及與紐約、倫敦、巴黎相比擬的國際化服務。」

成都IFS商場部分於今年初開幕，近三百家國際著名品牌專賣店陸續進駐，當中近九十家更是成都以至華西地區的首店。路易威登旗艦店雄踞商場臨街店舖的優越位置，令成都IFS更形閃爍矚目。截至七月，成都IFS商場接近100%承租，逾九成商店已開幕。

Chengdu International Finance Square (Chengdu IFS) has entered a new milestone with Louis Vuitton's largest flagship store in China West landed in late-June. The three-storey flagship, 18-metre in height spanning over 76-metre street frontage, is a great attraction to customers by virtue of its grand design and excellent location at the inter-section of Dacisi Road and Hongxing Road.

"Chengdu is a stylish and vibrant leisure city, and its people are pleasant with a strong fashion sense. Louis Vuitton is proud to bring in the brand's finest workmanship as well as international services comparable with New York, London and Paris." said Philippe Fortunato, President of Louis Vuitton North Asia.

Following the debut of Chengdu IFS shopping mall earlier this year, nearly 300 of the world's most coveted brands have opened of which about 90 brands marked their very first presence in Chengdu or even the whole of Western China. Situated at the most premium location, the opening of Louis Vuitton's flagship store is definitely putting Chengdu IFS under the spotlight. As of July 2014, nearly 100% of the retail space was committed with over 90% of the retail tenants commenced operations.



# CHANGSHA IFS TO STRETCH SHOPPER'S IMAGINATIONS TO NEW LENGTHS

## 長沙國金中心為顧客帶來嶄新購物體驗

The Changsha International Finance Square (Changsha IFS) which is due to open in 2016 is set to introduce a new era of high quality shopping, commercial offices and hospitality in this booming city in Central China.

According to news reports in the Mainland, there were 1,362 Hong Kong companies in Changsha as of March this year with contracted foreign investments amounted to USD14.47 billion, and actual foreign investments amounted to USD13.50 billion.

Fan Xiaoxin, Secretary and Chairman of Changsha Committee of Chinese People's Political Consultative Conference, visited Changsha for a study tour. Fan appealed Hong Kong companies to provide greater efforts in improving corporate governance and technological innovation in Changsha as the city opens up and develops into an export-oriented economy. Fan also encouraged Hong Kong companies to play a central and leading role with active participation in the building of Changsha's latest "Three Cities" project.

Designed by award-winning architectural firm Benoy, Changsha IFS features a 452-metre tower and a 315-metre tower above a 230,000-square-metre mega mall. It will be one of the largest malls in Central China. In fact, the retail opportunities in Changsha IFS will surpass those of Harbour City, upon which it is modelled, with a retail street frontage of more than 700-metre that is longer than Canton Road's frontage of 530-metre.

Ideally located in the prime business area of Jiefang Road in Furong District with convenient and easy access, the mall will offer a mix of international brands, fine dining and entertainment, accompanied by a five-star sky hotel and premium Grade-A office.

**隨**著長沙國金中心於二〇一六年開幕，這位於華中的繁盛城市，將會踏入優質購物、營商及酒店服務的新紀元。

據一些內地新聞報導，截至今年三月底，在長沙的港資企業達到了一千三百六十二家，合同利用外資逾一百四十四億七千萬美元，實際利用外資達一百三十五億美元。

市政協黨組書記、主席范小新早前前往長沙調研。范小新希望港資企業堅定信心，加強企業管理和科技創新力度，在長沙對外開放、發展外向型經濟中發揮骨幹、引領作用；積極參與長沙率先建成「三市」的新一輪建設熱潮。

長沙國金中心由屢獲殊榮的建築師事務所 Benoy 設計，包括一座四百五十二米塔樓、一個面積達二十三萬平方米的超級大型商場，以及一座建於商場上的三百一十五米高塔樓，將成為華中最大型的商場之一。項目以海港城為藍本，擁有優厚的零售潛力，臨街店面長達七百多米，較五百三十米的廣東道更壯觀。

長沙國金中心位處核心中央商務區，座落芙蓉區解放路黃金地段，交通方便，匯聚國際品牌、高級餐飲及娛樂設施，並設有五星級天際酒店及甲級寫字樓。

\* 摘錄自 2014 年 5 月 6 日《長沙晚報》

# EIGHT HOURS OF POSITIVE ENERGY LIGHT UP SHANGHAI

## 八小時正能量照亮上海



隨著國內增長中的中產階級日益注重健康生活，集團位於上海之地標會德豐國際廣場舉辦各種有益身心活動，為租戶締造健康每一天。

較早時，會德豐國際廣場舉辦了「二〇一四靜安寺商圈·會德豐八小時正能量白領登樓大賽」，租戶及其他參賽者由廣場地下起步，跑樓梯到頂層。樓高六十一層的會德豐國際廣場是浦西區最高的商業大廈，也是上海中央商務區的標誌性建築，要登頂絕非易事。比賽分為男子、女子及團體接力賽三個組別，其中會德豐國際廣場團隊贏得接力賽冠軍，僅僅用了八分四十五秒便征服這幢高樓。

As China's growing white-collar middle class becomes increasingly health conscious, the Group's Shanghai landmark Shanghai Wheelock Square (SWS) organised different activities to help add a healthy glow to the daily lives of our tenants.

Earlier on, the "2014 Jing'an Temple Business District • Wheelock Eight Hours Positive Energy White-collar Building-climbing Competition" was organised. It challenged tenants and any others who wanted to join, to run up the interior stairs from the ground floor to the top of the building. As the 61-storey SWS is the tallest commercial building in Puxi and iconic structure of Shanghai's Central Business District, this was no mean feat.

There were three races: for men, women and a relay event for teams.

We are proud to report that the Wheelock Square Team won the relay event and conquered the building in just 8 minutes, 45 seconds.



# AWARDS & RECOGNITIONS

The Wharf Group and its subsidiaries have garnered a number of awards in recognition of their outstanding achievements in various areas. The awards include:



1

## WHARF CONTINUED TO OBTAIN COMMUNITY CHEST AWARDS

Wharf was awarded the “President’s Award” (picture 1) with the continue support to the Community Chest’s social welfare work. Besides, Wharf was awarded “Distinguished Donors” for a donation of HK\$2 million in “Corporate & Employee Contribution Programme 2013/14” (picture 2) and named the “Third Top Fund-raiser” in Dress Casual Day (picture 3).



2



3



1

## WHARF AND 11 GROUP COMPANIES AWARDED CARING COMPANY LOGO

Wharf and its 11 business units were awarded “Caring Company” logo by the Hong Kong Council of Social Service, in which i-CABLE and The “Star” Ferry were honoured the “10 Years Plus” Logo (picture 1) and the latter was also named a “Barrier-free Company” (picture 2).



2

## NINE GROUP COMPANIES NAMED FAMILY-FRIENDLY EMPLOYERS

Nine business units were named “Family-Friendly Employers” by Family Council in recognition of their commitment to implement family-friendly employment policies and practices.

### CABLE TV

- Won the Television News Merit Award of 2013 in the 6<sup>th</sup> Chinese University Journalism Award (1)
- Obtained a Certificate of Merit under “Public Affairs / Video News Release” in 2013 Chicago International Film Festival Television Awards (2)



### MARCO POLO HOTELS

- Marco Polo Hongkong Hotel, Gateway Hotel, Prince Hotel and Marco Polo Xiamen Hotel received “Certificate of Excellence 2013” by TripAdvisor
- Marco Polo Xiamen Hotel named “The Best Business Hotel in Xiamen” by *Business Traveller China Magazine*

### MODERN TERMINALS

- The first Hong Kong organisation to receive “CISPROS (Continual Improvement Safety Programme Recognition of System) Level 3 Certificate” by Hong Kong Occupational Safety and Health Council since 2007 (1)
- Awarded “Manpower Developer 2014-16” by Employees Retraining Board (2)



### PACIFIC CLUB

- Honoured with “18 Districts Caring Employers 2013 Award” presented by the Rehabilitation Advisory Committee of Labour & Welfare Bureau, the Hong Kong Joint Council for People with Disabilities and the Hong Kong Council of Social Services



### PLAZA HOLLYWOOD

- The winner of “Internet Advertising Competition 2014 – Best Shopping Website” by Web Marketing Association of USA
- Received “U Green Awards 2013-14 – Excellence of Environmental Contribution Award” by *U Magazine*



### WHARF T&T

- Named “The Outstanding Fibre Business Broadband Service Provider” in the Capital Outstanding Enterprise Awards for two consecutive years
- Received the “Hong Kong Business High-Flyers Awards – Fixed Network and Broadband – Telecommunications” by *Hong Kong Business* for two consecutive years (1)
- Accredited with the Gold Label of Low-carbon Office Operation (LOOP) Labelling Scheme by WWF for four consecutive years (2)



## THE "STAR" FERRY

- The honour of "Manpower Developer 1<sup>st</sup>" by Employees Retraining Board (1)
- Gained Gold Award in the "Web Accessibility Recognition Scheme 2014" co-organised by Office of the Government Chief Information Officer and Equal Opportunities Commission (2)



## TIMES SQUARE

- Awarded "Top 10 My Favourite Shopping Mall" and "Top 25 Favourite Shopping Mall Activity" for its "Gundam Docks at Hong Kong" in "My Favourite Shopping Mall Awards 2013/14" by *Hong Kong Economic Times*
- Named "The Most Popular Brands in Hong Kong and Macau" by China Media Network



## CHENGDU IFS



- Named "The Most Demonstrative Commercial Complex in Western China 2013" by Sichuan Chain Business Association, *Chengdu Economic Daily*, *Western Economic Daily* and Sina house.com
- "I Am Here" The Giant Panda Art & Charity Project garnered "Integrated Marketing Category" Bronze Award in the 5<sup>th</sup> Golden Mouse E-marketing Awards and "Business Services & Industrial Products Category" Silver Award in Hooxiao Award 2013/14

## CHENGDU TIMES OUTLET

- Ranked 6<sup>th</sup> among the top 10 China outlets for annual sales revenue in 2013 by soupu.com

## CHONGQING TIMES SQUARE

- Awarded "Chongqing's Most Loved Fashion Landmark" by *Chongqing Economic Times*, *City Life* and CQ.QQ.com



## DALIAN TIMES SQUARE

- "City Benchmarking Commercial Project In China" at China Commercial Real Estate Summit 2014



## SHANGHAI WHEELLOCK SQUARE

- Achieved LEED (Leadership in Energy & Environmental Design) Gold Certification by the U.S. Green Building Council

## CHINA DP



- Shanghai Songjiang Xianhe Road Project won "2013 E-commerce Top-sales Property in Shanghai" by house.sina.com.cn
- Named "2013 Top 10 Real-estate Enterprise in Philanthropy in Chengdu" by West China Media Group; and the project Sorrento (also known as The Orion) became one of the "Most Deluxe Residence"
- Palazzo Pitti in Hangzhou became one of the "Top 10 Best Quality Properties" by QQ.com
- Unique Garden in Beijing named "Chinese Model Residential Property" by *Beijing Wanbao*

# GROUP CHAIRMAN PETER WOO TALKS ABOUT BUSINESS-IN-COMMUNITY... Project WeCan

**O**ur Group Chairman Peter Woo recently shared with local media about the Group's flagship education programme Project WeCan (PWC). Below highlights:

- The traditional cheque-book philanthropy, with companies simply signing a cheque to charitable organisations, may have been helpful but does not seem to have solved many of our social issues such as the rich and poor gap.
- Business-in-Community (BIC) is a concept for companies to fund and support meaningful community projects with staff volunteers engaging actively for the community.
- Only 18% of secondary school students make it to university or tertiary institution, but the bottom 40% (usually underprivileged) have to cope unfairly with the mainstream curriculum that is only applicable to the university minority.
- The current education curriculum originated from the Industrial Revolution some 200 years ago has remained relatively unchanged. We are in a whole new era and our students need to be properly equipped for new challenges.
- The education-for-all fair policy, while "fair", turns out to be "unfair" to schools and students of underprivileged background.
- We believe we all want to do well, and so do our young people.

## Project WeCan (PWC)

- A BIC programme designed to complement the current education system by providing alternative support that would otherwise be unavailable to those underprivileged students.
- Started in 2011 as an open platform for the business community with 11 schools, each with a funding budget of HK\$2.5 million per year for six school years.
- Expanded to 14 secondary schools by 2013.
- Academically supported by Quality School Improvement Project of CUHK.

- Each school has been "adopted" by various business units including two non-group corporates, Elegant Watch and Jewellery and Lane Crawford.
- In September 2014, 30 schools joined PWC2 (Phase 2), each with a funding budget of HK\$500,000 per year for 5 school years.
- In total, the Programme now supports 44 schools benefiting about 40,000 students.
- Staff volunteers at all levels, plus friends and families, are actively involved and serving our community.
- A "multiple-win" project for Corporates, Professionals, Retirees to all collaborate and leverage their expertise and resources to provide support for the underprivileged students.
- Key programmes include: Summer Job Tasting, Mentorship, English Improvement, Career Planning, Company Visits, Community Services in China and Star Talks...

## Our Vision

- Prepare Project WeCan students as they enter society. Small successes add up confidence, desire to learn more and sense of achievement.
- Provide students with opportunities, exposures and skills required in today's working environment.
- Inspire and empower our young people to become positive energy in our community.
- Eliminate Band 3 schools with the overall base for secondary schools lifted.

## PWC2 Supporting Companies and Organisations

AIA Group Office and AIA Hong Kong • Bluebell Group • BNP Paribas • Coach Hong Kong Limited • DBS Bank • French Consulate • Grosvenor Limited • I.T Limited • LWK & Partners (HK) Limited • Midland Holdings Limited • Prince Jewellery and Watch Company • Standard Chartered Hong Kong 150<sup>th</sup> Anniversary Community Foundation • City University of Hong Kong • The Hong Kong Polytechnic University

Common Sense

Character Building

44 schools

40,000  
benefitting students

Creativity

12 group companies

Learn to Learn

20+ supporting companies and organisations

Communication Skills

500 volunteers and friends



# RARE OPPORTUNITIES FOR Project WeCan STUDENTS

## A VISIT TO THE GOVERNMENT HOUSE

**P**roject WeCan was recognised at the highest level earlier when The Chief Executive of Hong Kong SAR, The Honourable Leung Chun-ying invited 100 students, principals and teachers, committee members, the Group's senior management and staff volunteers of Project WeCan to the Government House.

The Chief Executive spent over half an hour chatting personally to the students. Writing later in his blog, he said "these students have one thing in common, which is a passion for advancement. I am deeply encouraged by their readiness to broaden their horizons and train themselves both physically and mentally through Project WeCan".



“我不是唯一受惠的人，大部分同學同樣獲益良多。我非常珍惜這些活動，而最重要的是，我知道有人關心我們，這確實對我們的人生帶來轉變。”

棉紡會中學吳子富同學

Project WeCan Business Bliss 2014 : Young Innovators Bazaar  
「學校起動」計劃2014展銷會  
**趁墟做老闆**

**90後開檔做老闆  
賣手藝 學營商**

早前一電視節目《我要做老闆》，令不少人希望一嚐當老闆的滋味。有企業乘勢走進社區，帶領一向「諗頭多多」的九十後學生親身經營生意，體驗營商之道。由學生親自經營的「小墟市」昨正式開鑼，「小老闆」們均落力推銷自行縫製的「小皮包」、自製的天然肥皂等，期望多吸取營商經驗。 **本報記者**

為了解一群九十後基層學生能及早規劃人生，九龍倉公司連續第二年舉行「趁墟做老闆」計劃，讓學生體驗當老闆的滋味。有關計劃的展銷會儼如「小墟市」般，一連四天在鑽石山一個商場舉行，以售賣自家設計(DIY)的產品為主，包括自行縫製的「小皮包」、自製的天然肥皂及相架等，吸引不少市民到場「趁墟」。「小老闆」們為增加營業額，紛紛各出奇招，其中有學生表示，除提供折扣優惠外，若顧客購買相架，會送贈「即影即有」相。

有份參加計劃的天主教兩學中學，去年在活動中獲利不少，今年再次參與活動，主打環保概念，售賣水種蔬菜、自製相架及皮革用品等。

其中有份負責製作產品的蘇同學表示，今次花了兩個月的時間製作皮革產品，全以人手一針一線縫製出來，款款獨一無二。

學生展示自家設計產品。

頭條日報，2/5/2014

## YOUNG INNOVATORS BAZAAR

**T**he annual joint-school activity the "Project WeCan Business Bliss-Young Innovators Bazaar" was held at Plaza Hollywood in May. It aimed at providing opportunities for students to create a business from scratch and to inspire them in their future endeavours through the four-month planning. More than 200 students from 14 schools participated and competed for 10 categories of awards. During these four days, student also took the stage and showed their talents through a range of talent shows.

“遇到麻煩的客人都會有少少不開心，但覺得出到社會工作都會如此，亦都會遇到不同的人……我們不只賺到錢，更賺到經驗，學會靈活變通、營銷策略，以及溝通技巧。”

香港電台「築福香港有你同行」訪問  
— 鳳溪第一中學梁安婷同學

## SERVING TOGETHER – WU ZHI QIAO BRIDGE BUILDING

With Wharf's HK\$1 million sponsorship and Wu Zhi Qiao (Bridge to China) Charitable Foundation's cooperation, 18 students, teachers and staff volunteers from two Project WeCan schools joined a bridge building project in Qingling Village, Chongqing from 19<sup>th</sup> to 27<sup>th</sup> July. 15 students from The University of Hong Kong also joined hands to build the bridge, water tanks and fit out washrooms for the villagers. Project WeCan students also helped out in the improvement work such as painting the walls at a primary school in the village and organised fun activities with the children.

九龍倉集團早前向無止橋慈善基金捐贈港幣一百萬元贊助興建「重慶青靈村無止橋」。兩間「學校起動」計劃學校的18名學生、教師及集團義工由七月十九至二十七日前往重慶市青靈村，與來自香港大學的15名學生攜手為村民搭建橋樑、水缸及粉飾洗手間。「學校起動」計劃學生亦幫助村內一所小學粉刷牆壁，並通過玩遊戲方式讓小朋友學習有趣知識。

“那種體驗是無法用三言兩語來表達，是感覺，是領悟。由心出發所帶出堅持的理念。九天時間，卻是我人生的一大里程碑……在旅程中，有不少意外的收獲，也認識很多新朋友。無止橋給我經歷了很多不一樣的時光，給我更多的領悟……我真心覺得參與這次無止橋是值得的，帶給我另一番新的體驗和留下深刻且寶貴的回憶。”

中華基督教會基協中學 — 童詩淋同學

“在青靈村，我經歷許多的第一次，我從剛到埗時畏首畏尾到現在豁出去，都是對自己的一大考驗……在建橋的時候發生了很多小人物大感動的事件，我們從這些大學生及村民身上學到那份堅毅的精神，那份執著的毅力。”

五育中學 — 胡婉媛同學



# HELPING HANDS TO NEEDY YOUTH WITH “HANG OUT” OF YOUTH OUTREACH



明報 · 19/6/2014

**W**harf is dedicated to youth development in Hong Kong. Since the Group's sponsorship to “Hang Out” of Youth Outreach in 2011 with a total amount of HK\$2 million for two years, over 210,000 users were recorded, with 2,500 cases handled at almost 90% success rate. The Group has decided to extend the same amount of sponsorship for another two years.

信報 · 19/6/2014



## STEPHEN NG TALKS TO CUHK UNDERGRADUATES – “THE ROADS TO A BUSINESS LEADER”

**S**tephen Ng, Deputy Chairman and Managing Director of the Wharf Group, was invited to be a guest speaker of a talk hosted by The Chinese University of Hong Kong (CUHK) to share his experience in career pursuit with a group of undergraduates of its business school on 11<sup>th</sup> April.

Mr Ng gave an overview of the Group including its 128 years of history, achievements, business transformation and growth, and CSR pursuit. He also talked about his career development and challenges from a university graduate to become a senior executive today. Last but not least, he encouraged students to take advantage of every single opportunity to learn and acquire relevant experience and skills as a step to move up the career ladder.





*Affordable, convenient and quick, the famous green and white ferries take you across the harbour in about 10 minutes for just HK\$2.5 on weekdays, it is not only incredibly popular with locals, but also an absolute must on the itinerary of almost every tourist visiting the city.*

*Over the years, The "Star" Ferry has been voted among the "10 Best Ferry Rides in the World" and one of the "31 Reasons Why Everyone Should Live in Hong Kong". TripAdvisor ranks it as number one of "Must-see Destinations in Hong Kong", and National Geographic ranks it among the "Top 10 City Boat Rides in the World".*



WHARF

*Building for Tomorrow*

[www.wharfholdings.com](http://www.wharfholdings.com)