

# HORIZON Plus

Corporate Magazine of the Wharf Group 九龍倉集團刊物

SPRING 2015 ISSUE



WHARF

Established 1886

# CONTENTS

## 目錄

**FULL STEAM AHEAD** P 1-2  
聚焦未來 全速向前

**CHANGE OF CHAIRMAN** P 3-4  
集團主席變更

**APPOINTMENT OF DEPUTY CHAIRMAN AND VICE CHAIRMEN** P 5  
集團委任第一副主席及副主席

**2014 FINAL RESULTS** P 6  
二〇一四年全年業績

### ▶ **HONG KONG** 香港業務

**NEW LIFESTYLE APPROACH BOOSTS HARBOUR CITY APPEAL** P 7  
讓顧客細味生活 海港城更具吸引力

**TIMES SQUARE UNVEILS “GLOBAL PRIVILEGE PARTNERSHIP”  
MORE UNIQUE BENEFITS FOR LOCAL AND OVERSEAS VIPs** P 8  
時代廣場首推「全球尊享禮遇聯盟」為本地及海外尊貴會員  
提供更優質購物體驗

### ▶ **CHINA** 中國業務

**ANDREW CHOW UPDATES MEDIA ON WHARF'S CHINA  
DEVELOPMENT BUSINESS** P 9-10  
周安橋談集團中國地產業務

**BEIJING UNIQUE GARDEN ACHIEVES REMARKABLE SALES** P 11  
北京臻園銷售創佳績

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](mailto:pr@wharfholdings.com)

The Design Associates Ltd. 設計堂  
[www.tda.com.hk](http://www.tda.com.hk)

Copyright © 2015 The Wharf (Holdings) Limited  
版權所有 © 九龍倉集團有限公司 2015

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。



**SWEET AS ONE A STELLAR YEAR FOR CHENGDU IFS** P 12-14  
甜蜜如一 成都國際金融中心優秀第一年

**WHARF TO DEVELOP WORLD-CLASS OUTLET MALLS IN THE MAINLAND** P 15  
集團在內地打造頂級名牌特賣場

**SHANGHAI WHEELOCK SQUARE'S "OFFICE BUTLER SERVICE" SETS FOOT ON INTERNATIONAL STAGE** P 16  
上海會德豐國際廣場 「管家式物業服務」獲國際殊榮

▶ **AWARDS & RECOGNITIONS 獎項殊榮** P 17-18

▶ **BUSINESS-IN-COMMUNITY 社、企共勉**

**THE CHAIRMAN CALLS ON THE COMMUNITY TO SUPPORT Project *WeCan*** P 19  
吳主席呼籲社會各界支持「學校起動」計劃

**CALL FOR ACTION CONTINUES** P 20  
管理層繼續呼籲各界支持「學校起動」計劃

**WE CAN TWO • WE CAN TOO MORE CORPORATES JOIN HANDS TO SUPPORT Project *WeCan*** P 21-22  
更多企業參與支持「學校起動」計劃

**STUDENTS LEARN THE ART OF BUSINESS AT YOUNG INNOVATORS BAZAAR** P 23-24  
「趁墟做老闆」二〇一五展銷會

**Project *WeCan* ACTIVITIES HIGHLIGHTS** P 25  
「學校起動」計劃活動花絮

**THE WHARF HONG KONG SECONDARY SCHOOL ART COMPETITION REALISES YOUNG TALENTS' DREAMS** P 26-27  
九龍倉全港中學生繪畫比賽助藝術新秀圓夢



# FULL STEAM AHEAD

## 聚焦未來 全速向前

**T**he lead story in this edition is the announcement that our Chairman Peter Woo has decided not to stand for re-election at the forthcoming Annual General Meeting (AGM) of Wheelock and Wharf Group after his 37 years of dedication. Mr Woo will continue to serve as Senior Counsel to both Companies. Effective also after the Wharf AGM in May, Stephen Ng, currently Deputy Chairman and Managing Director of Wharf will take up the Chairmanship. Andrew Chow, currently Vice Chairman will become Deputy Chairman, Doreen Lee and Paul Tsui, current Executive Directors will become Vice Chairman respectively. As the company announcement puts it, the Group's process of an orderly succession plan with a solid management structure is well in place.

The Group also announced the 2014 full year results in March. Despite a more challenging business environment, the Group spares no effort in offering unique shoppertainment experience to customers by continuous refinement of the facilities. Yet another example is the creation of a new space to house the biggest Page One and the opening of a host of new restaurants and shops in Harbour City such as The Royal Touch, HanBing Korean Dessert Café and TOMS.

The Group's flagship IFS in China, the Chengdu IFS, celebrated its first anniversary since opening in January 2014, bringing further excitement to local shoppers. Consumers in China will soon have another value-for-money choice with the Group's plan to develop an outlet mall in Changsha.

In this issue, we feature key highlights on China market from a media luncheon hosted by Andrew Chow, our Chairman of Wharf China Development, which also shed lights on where the Group is steering to in China's property development market.

Despite the Group's remarkable business success in 2014, programmes devoted to helping the community are equally close to the company's heart. Calls for more companies to join Project *WeCan* (PWC), to give disadvantaged students more opportunities, start all the way from the top including the Chairman and Stephen Ng's recent sharing at various occasions.

All of these successes bode well for another fulfilling year in 2015 thanks to the extraordinary passion and efforts of everyone in the Group. Enjoy the stories.



Scene No. 25 (partial), Abe Minako, 2010

今期《HORIZON Plus》的重點報導，是集團主席吳光正在帶領集團三十七年後，決定在會德豐及九龍倉集團即將舉行的股東周年大會後不再應選連任。吳先生將擔任兩間公司之首席顧問。在五月的股東周年大會後，九龍倉集團現任副主席兼常務董事吳天海將接任主席、現任集團副主席周安橋將擔任第一副主席、現任集團執行董事李玉芳及徐耀祥則分別擔任副主席。正如公告所述，集團的管理架構清晰，整項繼任安排井然有序。

集團亦於三月公布二〇一四年全年業績。儘管營商環境充滿挑戰，集團將繼續優化商場及善用空間，不遺餘力地為我們的顧客提供無可比擬的娛樂購物體驗。最近的實例是商場創造新的空間來容納全港最大的Page One書店，以及新的餐館和商店包括The Royal Touch，韓冰和TOMS等。

至於集團在中國的旗艦項目國際金融中心(IFS)，在二〇一四年一月於成都開業至今一周年，繼續為當地的消費者帶來更多驚喜。集團亦計劃於長沙打造一個頂級名牌特賣場，為國內顧客提供另一選擇。

今期另一專題是輯錄九龍倉中國地產發展主席周安橋於早前一個傳媒午餐會中談及集團在國內的物業發展情況和方向。

集團年內締造卓績之時，亦不忘關愛社群。集團上下包括吳主席和副主席吳天海，均在不同場合呼籲更多公司參與「學校起動」計劃，為弱勢學生創造機會。

憑著全體同事的工作熱誠和辛勤努力，集團定能於二〇一五年續創佳績。請欣賞本期的一連串精彩故事。

# CHANGE OF CHAIRMAN

## 集團主席變更

**P**eter Woo, Chairman of Wharf, Senior Director of Wheelock and Company, has announced not to stand for re-election to the Board at the upcoming Annual General Meetings (AGM) in May 2015. The Deputy Chairman of Wheelock and Wharf Group, Stephen Ng, has been elected to chair Wharf after the coming AGM for a term of three years. Mr Woo will serve as Senior Counsel to both Companies.

Mr Woo said in the company announcement, "Sir Yue-kong Pao in 1982 entrusted me with the opportunity to run Wheelock and Wharf when I was 36. For Douglas Woo to have a comparable opportunity was my objective when I announced my decision to vacate the Chair of Wheelock in November 2013. Douglas Woo has proceeded to oversee the Wheelock Group and its subsidiaries as Chairman and Managing Director since 1<sup>st</sup> January 2014. It is now timely and within my plan that I do not seek re-election to the Board at the AGM when my term expires in May 2015."

"The heart of it is that now together with the Wheelock Vice Chairman Stewart Leung who is currently also Chairman of Wheelock Properties Limited, Douglas Woo, as Chairman and Managing Director of the Wheelock Group of companies, will now have two vice chairmen of Wheelock accountable to him in covering his two principal Wheelock subsidiaries. I was agreeable to act as Senior Counsel. Our process of an orderly succession plan with a solid management structure is well in place." Mr Woo said.

**九**龍倉集團主席、會德豐有限公司高級董事吳光正早前宣布，於二〇一五年五月舉行的股東周年大會上從董事會輪值卸任後，將不再應選連任。現任會德豐及九龍倉副主席吳天海獲邀於本年股東周年大會後出任九龍倉集團主席，任期三年。吳光正於卸任後會出任公司之首席顧問。

吳先生在公告中說：「一九八二年包玉剛爵士委以我領導會德豐及九龍倉之重任，當時我三十六歲。我希望吳宗權也可以有同樣的機會，故此於二〇一三年十一月，我宣布由吳宗權接替本人出任會德豐主席。二〇一四年一月一日開始，吳宗權已出任會德豐主席兼常務董事，負責會德豐集團及旗下附屬公司之業務。本人認為不再於二〇一五年五月會德豐及九龍倉舉行的股東周年大會的董事會輪值卸任後應選連任，是恰當時機。」

「重點是，以上安排、連同現時會德豐副主席兼會德豐地產主席梁志堅，在集團內部結構上，已清楚體現著會德豐旗下兩大主要附屬公司，均由兩位會德豐副主席分別向會德豐集團主席兼常務董事吳宗權負責；而本人亦欣然同意擔任集團首席顧問。整項繼任安排井然有序。」吳先生說。

**五月卸任主席  
改任首席顧問**

**九**龍倉公布卸任主席吳光正，雖然變動不大，但對股東而言，收銀60.3元，會德豐(020)則升2.7%，收銀42.85元。

**股價未有太大反應**

吳光正早於1978年已獲委任為九龍倉董事，當時他只有32歲。吳光正於新聞稿中表示：「在1982年，當時我只有36歲，包玉剛已給予機會以參與會德豐及九龍倉的運作」。他在40歲時全面接管兩家公司，並擔任主席長達8年，於1994年才因參與百利保而卸任旗下各家上市公司的主席，交由老臣子李耀仁接掌。至2002年才重新接掌九龍倉及會德豐。

2013年時吳光正繼任會德豐主席，讓吳宗權以年僅35歲之前出任會德豐主席兼常務董事，吳宗權於英國查爾斯大學獲頒建築，畢業後曾於福臨任職地產企業發展分析師，於2005年才加入家族企業會德豐。

吳宗權或將任安插到會德豐，他本人及董事會全力支持吳光正，並衷心感謝吳光正多年來的貢獻及職責。理解他在高層下讓出及卸任的見解。吳光正又說：「兩位會德豐主席分工清晰與吳宗權負責，整項繼任安排井然有序。」

九龍(004)主席吳光正在農曆新年前，安排家族旗幟上市公司的接任安排，昨公布決定於今年5月卸任主席及董事職務，改任集團首席顧問，現任副主席兼常務董事吳天海將接棒出任九龍倉主席。以香港家族企業而言，少有由外人繼任主席，市場人士認為，九龍倉交由兒子吳宗權接掌與天海坐鎮，相信是為未來接班做準備。

**為吳宗權接班鋪路**

2013年時，吳光正已經交代家族生意的繼任安排，會由吳宗權接手地產業務，次女吳宗恩掌管包括德華在內的零售物業。吳光正當時向《福布斯》表示，生意的傳承是與平地，均等地平分錢等於公平。分家後，子女只會為自己的業務負責，誰都不插手另一個人的生意。

有分析指，吳光正早已表明兒子吳宗權掌管地產業務，惟他可能向時與辭職，因此今次的任命由太傅吳天海坐鎮，相信是為未來接班做準備。安排說不令人意外。

事關接棒，後果計處仍有三個問題需要釐清，包括為何該公司選擇在現時公布換屆計畫，而不等到下月公布業績時宣布消息；換屆後對該公司資本開支會有甚麼影響；以及換屆後管理層在中國住宅地產的策略將有何轉變。惟該行的維持九龍龍騰大市的評說，目標額68.84元。

# 九倉吳光正交棒 吳天海接掌帥印

**九倉半年走勢**  
昨日收報60.3元，升0.4元

股份	昨日收報(元)	變幅(%)	市值(億元)
九龍倉(004)	60.300	+0.67	1827.71
會德豐(020)	42.850	+2.40	870.65
海港企業(051)	14.100	-0.84	99.93
Joyce(647)	0.465	+4.49	7.55
會德豐(1097)	0.700	+1.45	14.08
會德豐新加坡	1.856	-1.00	22.20

吳天海以人非空接掌吳宗權，吳宗權在港地產界發展多年。

吳光正在五月卸任九龍倉主席及董事職務，吳天海將接掌帥印。

# 吳光正全退九倉系董事

## 找吳天海任主席 料鋪路兒子接棒

九龍倉(0004)昨天公布，集團主席吳光正將會卸任主席及董事職務，同時接受董事會邀請，出任集團的首席顧問。至於主席職務方面，則交予副主席兼常務董事吳天海接任，為期3年。同時九倉的母公司會德豐(0020)亦宣布，吳光正會卸任高級董事一職。兩項職務變動均由5月舉行股東會後生效，即到時吳光正會完全退出會德豐及九倉的董事局。

明報記者 陳偉榮

吳光正在兩家公司的新聞稿中指出，1982年他36歲時，獲其外父兼時任九倉主席包玉剛委託並且給予機會，領導會德豐及九龍倉兩家公司。當他在2013年11月宣布退任會德豐主席職務，交棒給兒子吳宗權時，亦實現給予吳宗權一個和他同樣的機會，當時吳宗權35歲。隨着吳宗權已經自2014年1月起接手會德豐的主席兼常務董事職務，吳光正認為現時是適當時間退任。同時他邀請現任九倉副主席吳天海接手主席職務。

### 兩父子均30餘歲開始領導集團

吳光正進一步稱，今次安排的核心是，吳宗權之下，兩位會德豐副主席，即梁志堅及吳天海，將分別出任系內兩間主要附屬公司會德豐地產及九龍倉的主席，並且向吳宗權問責。隨着他同意出任首席顧問後，相信是次井然有序的繼任人安排，令到集團有堅實的管理結構。

在退出兩間上市公司日常董事會管理後，吳光正指出，他會繼續出任隆豐投資、連卡佛載思及會德豐上市公司的最終控股家族公司會德豐控股(私營)公司主席職務。



### 吳光正大事記

已故胞王包玉剛。

- 1972年 在港約大通銀行開展事業
- 1973年 與包裕容結婚，成為胞王包玉剛女婿
- 1975年 出任包玉剛旗下環球船運董事
- 1978年 出任九龍倉董事
- 1982年 受包玉剛委以重任領導會德豐及九龍倉
- 1986年 出任會德豐前壽隆豐國際主席
- 1994年 卸任九龍倉主席職務
- 1996年 卸任會德豐主席職務
- 1997年 參與香港特首競選
- 2002年 復任會德豐及九龍倉主席
- 2014年 轉任會德豐高級董事

**2015年2月** 宣布退任會德豐高級董事及九倉主席職務，於5月股東會後生效

### 吳宗權：全力支持父親

吳宗權則稱，他及董事會全力支持父親吳光正昨天的公布，並且衷心感謝父親為集團多年來的貢獻及領導，並歡迎他在新崗位下為集團提出真知灼見。在過去10年，他感到榮幸也珍惜能與集團不同崗位各同事共事。他與兩位會德豐副主席及團隊將合作無間。

現時會德豐名下大部分收入及利潤來自會德豐地產及九倉，九倉的生意更主要來自位於海港城及時代廣場等主要項目的租金收入，並且旁及貨櫃碼頭、有線電視等投資(見圖)。



吳光正(左)將會德豐主席職務交棒他的兒子吳宗權(右)一年後，正式宣布一併卸任會德豐的高級董事及九龍倉主席職務。(資料圖片)

### 本地「大仔沙」接班情況

富豪	年齡	企業	交棒情況	企業重組情況
李兆基	87歲	恒基地產(0012)	已委任兩名兒子李家傑及李家誠出任副主席	早年已將煤氣、小輪及美羅華直棧歸於置地
李嘉誠	86歲	長實(0001)和黃(0013)	長子李澤鉅出任董事地產經理兼副主席	長實及黃擬通商兼合併，再分拆長地上市
吳光正	69歲	會德豐(0020)九龍倉(0004)	兒子吳宗權出任會德豐主席	不適用
鄭家純	68歲	周大福(1929)新世界(0017)	父親鄭裕彤2012年卸任後接任主席，兒子鄭志剛任新世界總經理	不適用
郭炳聯	62歲	新鴻基地產(0016)	郭家第三代郭炳江之子郭基輝出任執行董事	不適用

### 兩上市公司消息曝光後上揚

吳光正淡出會德豐及九龍倉董事會的消息在昨午休市時間公布後，兩家公司的股價均見上升，分別收報42.85及60.3元，微升0.67及2.39%。匯豐證券董事謝明光指出，投資市場早已預期吳光正處於半退休，並且留意下一代何時接棒，因此今次該系公司公布吳光正退休，未至令到市場感意外。他進一步稱，目前市場正關注李嘉誠日後退休時對旗下市值更大的長實(0001)及和黃(0013)會有什麼影響。至於其他華資家族方面，則因為多已經作出繼承人安排，一般預期對市場影響不大。

# APPOINTMENT OF DEPUTY CHAIRMAN AND VICE CHAIRMEN

## 集團委任第一副主席及副主席

The Wharf Group announced major appointments which will take effect with the conclusion of the forthcoming Annual General Meeting to be held in May 2015. Andrew Chow, currently Vice Chairman of The Wharf (Holdings) Limited, has been elected Deputy Chairman of the Group, Mr Chow will remain the Chairman of Wharf China Development Limited. Doreen Lee and Paul Tsui, respectively Executive Director of the Group currently, have been elected Vice Chairman of the Group respectively. Mr Tsui will continue to hold the position of Group Chief Financial Officer.

集團宣布重要的董事會成員任命，並於二〇一五年五月舉行的股東周年大會終結時開始生效。現任副主席周安橋獲委任為第一副主席。周先生同時繼續擔任九龍倉中國地產發展有限公司的主席。現任執行董事李玉芳及徐耀祥已獲選為本公司副主席。徐先生繼續擔任集團財務總監。

### Andrew Chow

Mr Chow has been a Director and Vice Chairman of the Company since July 2011, he is also Chairman of Wharf China Development Limited. He oversees the Group's development property business in Mainland China, which accounts for about 50% of the Group's turnover. He joined the Group in 2006.

Mr Chow has extensive experience in the finance and property sectors in Hong Kong and Mainland China, and formerly held senior executive positions in Tian An China Investment Limited and Next Media Limited. He is a graduate of The University of Hong Kong where he obtained his bachelor's degree in Social Science. He is also an independent non-executive director of Hong Kong Economic Times Holdings Limited, publicly listed in Hong Kong.

### Doreen Lee

Ms Lee has been a Director of the Company since 2003 and became an Executive Director in March 2007. Ms Lee is also Chairman of Wharf Estates Limited and Wharf China Estates Limited. She oversees the Group's portfolio of investment properties in Hong Kong and Mainland China, which accounts for about 70% of the Group's total assets.

Ms Lee was formerly a director of Harbour Centre Development from July 2010 to July 2012. She is a Director of Joyce Boutique Holdings Limited, publicly listed in Hong Kong. Ms Lee joined the Group in 1984.

### Paul Tsui

Mr Tsui, *FCCA, FCPA, FCMA, CGMA, FCIS, CGA-Canada*, is Executive Director & Group Chief Financial Officer of both Wharf and Wheelock group. He joined the Group in 1996 and became a director of Wheelock in 1998. He is also a director of Harbour Centre Development Limited and i-CABLE Communications Limited. Furthermore, Mr Tsui is a director of Wheelock Properties (Singapore) Limited, Greentown China Holdings and Joyce Boutique Holdings Limited, both publicly listed in Hong Kong. He is also vice chairman of Wheelock Properties Limited.



# 2014 FINAL RESULTS

## 二〇一四年全年業績

**W**harf announced its 2014 final results with a media briefing and an analyst briefing held on 16<sup>th</sup> March, 2015.

Stephen Ng, Deputy Chairman and Managing Director of Wharf said, "We will continue to do more and bigger in 2015 although it is getting tougher amidst the challenging business environment. Investment properties will continue to grow this year. For China properties, we recorded property sales of RMB 22 billion last year and target to achieve more than that in 2015."

### Results Highlights:

- Group turnover increased by HK\$6.2 billion or 20%, mainly due to Investment Properties (IP) and Development Properties (DP)
- Operating profit increased by HK\$1.0 billion or 8%, net of a 33% decrease reported for DP
- Declines totalling HK\$2.0 billion were reported for associates/joint ventures and other income
- Core profit declined by 7% to HK\$10.5 billion
- An impairment provision of HK\$2.0 billion was booked against DP assets
- Accordingly, Group profit before IP surplus decreased by 32% to HK\$8.2 billion
- A net IP revaluation surplus of HK\$27.7 billion was recorded
- Group profit after IP surplus increased by 22% to HK\$35.9 billion
- In lieu of a final dividend, a second interim dividend of HK\$1.26 per share will be paid

**九**龍倉公布二〇一四年全年業績，並於本年三月十六日舉行記者會及投資者簡報會，向與會者講述集團的業務表現。

九龍倉集團副主席兼常務董事吳天海在會上表示：「二〇一五年我們的生意會繼續做大、做多一點，不過，營商環境並不容易。在收租物業方面，我們今年估計仍可以增長，至於內地物業發展方面，今年賣樓目標是希望能夠超過去年所達的二百二十億人民幣的目標。」

### 業績摘要：

- 集團營業額增加港幣六十二億元或20%，主要是投資物業和發展物業所致。
- 集團營業盈利增加港幣十億元或8%，已扣除發展物業所錄得的33%跌幅。
- 由聯營公司／合營公司及其它收入下跌合共港幣二十億元。
- 核心盈利下跌7%至港幣一百零五億元。
- 為發展物業資產作出港幣二十億元的減值撥備。
- 未計入投資物業盈餘前的集團盈利相應減少32%至港幣八十二億元。
- 錄得投資物業重估盈餘淨額港幣二百七十七億元。
- 計入投資物業盈餘後的集團盈利增加22%至港幣三百五十九億元。
- 第二次中期股息每股港幣1.26元。

# NEW LIFESTYLE APPROACH BOOSTS HARBOUR CITY APPEAL



**H**arbour City's total commitment to bring new shopping experiences to visitors and create a diverse shopping environment full of surprises is paying off.

In the past three years, retail space has increased by 120,000 square feet and the mall has introduced a wide variety of pop-up stores and exciting promotional activities to enrich customers' visits. The mall has deliberately created more open leisure space, not only can customers enjoy shopping, but they can also savour lifestyle moments.

A classic example of this is the opening of the new Page One book store, its largest and first concept store in Hong Kong. Taking more than 35,000 square feet of space, the store offers visitors everything from a vast selection of books to fashion and lifestyle products, as well as a bakery and a café. The world's second Nike concept store is also opened next door. There are a number of new shops opened at various corners of the mall including HanBing Korean Dessert Café, TOMS and The Royal Touch.

Offering two million square feet of contiguous mall space, Harbour City is unquestionably the largest and most comprehensive retail

## Page One 租海港城 3.5 萬呎

【明報專訊】九倉(0004)近年積極為旗下尖沙咀海港城增闊面積部分樓面，其中不少來自寫字樓部分，知名書店Page One近日便承租當中超過3.5萬方呎樓面作為本港之旗艦店，面積直逼銅鑼灣希慎廣場佔逾4萬方呎的誠品書店。

上述新店位於海港城3、4樓，涉樓面35,229方呎，預料為該公司在港最大店舖，當中位於4樓部分原為寫字樓，但由於租約訂保密條款，故業堂及九倉均未透露租金及租期。該店現時位於3樓的面積為8428方呎，新店面積比例細多3倍，新店全加設餐飲、麵包店及服飾等元素。

**面積直逼希慎誠品店**

九倉執行董事凌綠庭表示，海港城過去3年透過改造商場空間，增加超過12萬方呎零售面積，除Page One外，亦有全球第二間的Nike概念店Nike Kicks Lounge等，當中把寫字樓樓面改建為零售樓面，則涉及約6萬至7萬方呎，未來3至5年，則會再增加3萬至4萬方呎零售面積。

此外，市傳環球貿易廣場5層樓面傳費拾租，當中包括3層原由德意志銀行交回新地(0016)的樓面，每層面積約3.5萬方呎，合

共逾10萬方呎，另加2層現由新地自用樓面，傳聞呎租達78元水平，如傳聞屬實則月租高達千萬。

另土地註冊處顯示，香港警察儲備互助社以2.11億元購入葵涌九龍貿易中心A座16樓全層，呎價8330元。

市場指，由永旺百貨(0984)或相關人士的葵涌工業街威信物流中心全幢，近日項目獲財團出價約7億元洽購，物業地盤面積約30,668方呎，總樓面約282,130方呎，呎價約2481元。



九倉執行董事凌綠庭稱，海港城未來3至5年仍會增加高層樓面，當中將租予不同品牌在港的旗艦店。

明報 · 17/9/2014

destination under one roof in Hong Kong. With its 530 metres of retail frontage along Canton Road, Harbour City is among the world's leading shopping destinations and one of the most sought-after locations for top brands in the region.

# TIMES SQUARE UNVEILS “GLOBAL PRIVILEGE PARTNERSHIP”

MORE UNIQUE BENEFITS FOR LOCAL AND OVERSEAS VIPs

時代廣場首推「全球尊享禮遇聯盟」

為本地及海外尊貴會員提供更優質購物體驗

Times Square is glad to collaborate with three renowned shopping complexes namely Lotte Shopping from South Korea, Siam Piwat from Thailand and Robinsons from Singapore, to launch the “Global Privilege Partnership” campaign for the first time, which brings forth quality and intimate experience to shoppers and visitors.

Times Square VIC (Very Important Customer) members and VIPs of the three international partners can enjoy reciprocal premium privileges, welcome gifts, over 400 special shopping offers and VIP lounge services when they next visit the malls. Currently the combined membership base is over 160,000 in the four regions.

Times Square hopes that the collaboration can bring more exciting privileges, unique experience and heartwarming services to Times Square VIC members, so they feel like home when travelling abroad. The mall is believed to attract more customers from South Korea, Thailand and Singapore to visit Times Square in return.

Meanwhile the Times Square VIC Lounge which is located on 15/F, Tower 1 is now open. Stylishly designed and exquisitely furnished, the lounge will surely provide members with a warm and comfy environment.



時代廣場去年底與著名的購物中心包括韓國Lotte Shopping、泰國Siam Piwat及新加坡Robinsons攜手合作，首次推出「全球尊享禮遇聯盟」，為顧客提供更優質貼心的購物體驗。

時代廣場與合作伙伴的尊貴會員到上述商場購物，可尊享相互禮遇，包括迎新禮品、超過四百間商戶的特別購物優惠及享用尊貴休息室等。現時，四個地區的會員顧客合共超過十六萬人。

時代廣場希望透過是次合作能為客戶帶來更多獨一無二的體驗、尊貴的禮遇及貼心的服務，讓他們身處外地也可擁有賓至如歸的感覺，同時亦希望吸引更多韓國、泰國及新加坡旅客到訪時代廣場。

另外，時代廣場設於一座十五樓的貴賓休息室已隆重開幕。時尚的設計配合精緻的家品，為會員提供舒適休憩的空間。

1/	<p><b>LOTTE DEPARTMENT STORE</b> 韓國首爾樂天百貨</p> <p>SEOUL, KOREA 11 Nov 2014 - 31 Dec 2015 - Lotte Department Store Main Branch, Myung-dong (韓國) - AVENUE, Myung-dong (韓國) - Lotte Young Plaza, Myung-dong (韓國) - Lotte Department Store Jamil Branch, Jamil (馬來西亞) MVG 貴賓室位於樂天百貨A1F及羅敏申大廈11/F MVG Lounge located at A1F, Main branch and 11/F, Jamil branch</p>
2/	<p><b>ROBINSONS DEPARTMENT STORE</b> 新加坡ROBINSONS百貨</p> <p>SINGAPORE 11 Nov 2014 - 31 Dec 2015 - Robinsons The Heavens - Robinsons Raffles City VIP Lounge located at Robinsons The Heavens 5/F VIP Lounge located at Level 3, Robinsons The Heavens</p>
3/	<p><b>SIAM SHOPPING COMPLEX</b> 泰國曼谷暹羅購物中心</p> <p>BANGKOK, THAILAND 11 Nov 2014 - 28 Feb 2015 - Siam Paragon - Siam Center - Siam Discovery VIC Lounge located at Siam Centre 1樓 VIC Lounge located at 1/F Siam Centre</p>



# ANDREW CHOW UPDATES MEDIA ON WHARF'S CHINA DEVELOPMENT BUSINESS

## 周安橋談集團中國地產業務



In February, a media luncheon hosted by Andrew Chow, Vice Chairman of the Wharf Group, Chairman of Wharf China Development, was held in Shanghai. Mr Chow shared with the Chinese media the Group's insight on China property market and our latest development.

With a less stringent residential mortgage loan requirement for application and a decline in the Required Reserve Ratio and interest rate, the Group expects the property market to pick up this year. Our sales target for 2015 is in line with the Group's property sales of HK\$22 billion last year. Leveraging on the relatively high awareness of Wharf brand in major mainland cities, the Group plans to be more focused on developing upscale residential projects in the first- and second-tier cities such as Shanghai, Beijing, Guangdong, Hangzhou and Suzhou etc.

The Group will replenish our land bank in the selective cities if opportunity arises. For investment properties (IP),

we will have invested about \$50 billion in five International Finance Square (IFS) projects in Chengdu, Changsha, Chongqing, Suzhou and Wuxi upon their completion in the next two years.

The first Niccolo hotel, the Group's new collection of luxury hotels, will soon make its debut at Chengdu IFS. The second and third Niccolo hotels are planned to anchor at Changsha IFS and Suzhou IFS.

The Group continues to learn through joint venture developments over the years and Greentown is one of our most preferred partners who provides unparalleled quality of high-end residential properties. The Group's investment in Greentown is a long-term commitment. The Group also welcomes China Communications Construction Group's proposed acquisition of shares in Greentown.

**九**龍倉副主席周安橋於今年二月在上海與國內傳媒見面，談及國內地產市場，以及集團在國內的發展規模、拓展及合作。內容撮要如下：

## 關於內地市場

問：央行二月五日起降准，您怎麼看對房地產的影響？

答：降准、降息對房地產肯定是好的，這給房地產吹來了一點點暖風。九龍倉對今年的看法比去年肯定要好一點，去年下半年開始基本上就放鬆限貸了。

問：對於中國這一輪的城鎮化，不知道九龍倉會怎麼把握這個商機？

答：在城鎮化裡面，九龍倉不認為能有多大的戲，因為我們會回歸到一二線城市，城鎮化更多的是二三線、三四線城市。

## 集團在內地的規模和拓展

問：去年定的業績目標是二百三十億，有沒有完成？今年目標是多少？

答：去年按照我們公司內部的計算是賣了二百二十億。有些專案我們和合夥人之間說好了由他們併表，所以我們有一些銷售就併到他們財務報表上，二百二十億是淨算我們自己的權益。今年目標方面，不會比去年差。

問：九龍倉的買地和投資決定有沒有一般的原則或標準？

答：九龍倉現在的考慮是少做點城市，可能還要減少一點城市。我們的相對優勢是在一些大城市，現在基本上不會去一些三、四線偏遠的城市，也不會去做一些售價比較低的地方，盡可能不去做房價在一萬塊以下的地方，我們希望盡可能做一些中高檔的。因為在這些地方，九龍倉的優勢會顯露出來。

問：會繼續保留哪些城市或者區域？

答：首先保留的肯定是上海、北京，還有廣東、杭州、蘇州，比較繁榮的城市我們還會繼續做。

問：您去年講過九龍倉以後會更多的單獨去做項目，但是今年看下來，還是合作的形式為主？

答：九龍倉還是兩條腿走路，當然如果自己的力量越完善、越強大，自然會更多地自己做，另外跟合夥人一起肯定是其中一個方法，就是借用對方的力量，補自己的不足之處。

問：從這種產品的定位來看，國內有這麼多做豪宅的開發商，哪些是九龍倉比較心儀的合作夥伴？

答：第一個就是綠城，所以為什麼九龍倉當年會入股綠城，就是它在豪宅的市場比我們做得還好，做得深，做得廣。當然機會是偶然的，但是我們本來就很看中它的產品。

## 商業地產

問：二〇一五年在內地有沒有一些區域上或者專案上的重大動作？

答：首先是按照正常發展，在選定的幾個城市有可能的話就買地。在收租物業方面，去年成都IFS已經開業了，接下來是重慶及長沙項目，這幾個都是巨無霸，很佔用資金。成都、長沙、重慶、蘇州、無錫這五個國金中心項目到明後年就差不多有五百億沉澱在收租物業上。當然我們還不排除繼續去找新的商業專案。

問：九龍倉到現在基本上很傳統，業務還是專注在住宅和商場，有沒有考慮旅遊地產、養老地產、酒店之類？

答：養老地產綠城要做，酒店方面，我們有一個酒店品牌叫馬哥孛羅，現在在做一個新的品牌尼依格羅NICCOLO，是馬哥孛羅的升級版，成都會開第一家，之後在長沙、蘇州也會開。

## 關於融綠

問：對中交接手綠城股權這個結果滿意嗎？

答：對結果肯定滿意。當然這件事情本身也正在等香港有關部門批准。中交是一個央企，它有很多房地產業務，我們期待它進來以後對綠城是正面的影響。

問：九龍倉會考慮退出綠城嗎？

答：正常情況是不會退出，因為我們不是考慮一個買賣的東西，這是長期的投資。



# BEIJING UNIQUE GARDEN ACHIEVES REMARKABLE SALES

## 北京臻園銷售創佳績

The award-winning Beijing Unique Garden is a joint-venture project among the Wharf Group, China Merchants Property Development Company Limited and Overseas Chinese Town Group Limited. Ideally located at the western side of the inter-section between Guangshun North Street and Laiguangying West Road in Chaoyang District, this luxurious residential project enjoys an excellent transport network to Beijing Capital Airport, CBD and neighbourhood areas with highways and subway lines.

Unique Garden was sold in phases, with more than 1,000 units, a total of 35,800 square metres were promptly sold for proceeds of RMB1,651 million on an attributable basis. Its successful launch made it the Group's best-selling residential project in China in 2014. The Project also won the championship among residential projects in Beijing and ranked among top three in China by 2014 total sales.

屢獲獎項的北京臻園是九龍倉集團與招商局地產及華僑城集團共同合作打造的高級住宅項目，位於朝陽望京廣順北大街與來廣營西路交匯處西側，地理位置優越；南側緊鄰北五環、北依來廣營西路可暢達首都機場、東接廣順北大街直達望京中央商務區、西鄰京承高速連接昌平懷柔等北京周邊城區；距離天安門僅二十二公里，加上地鐵13號線、14號線及15號線，交通四通八達。

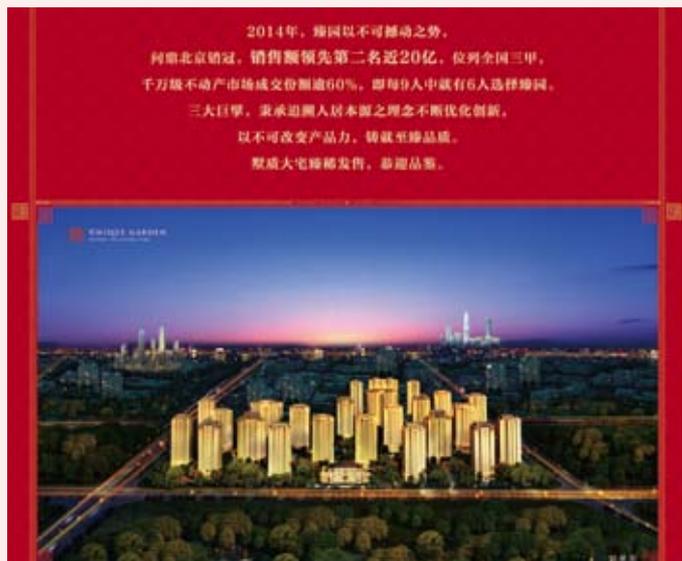
項目潛心規劃七組品字形建築，提供超過一千個單位，並採取新英倫建築風格，經典三段式外立面、融合一萬五千平方米中心園林、1.5米臺地設計，呈多層次景觀空間，錯落有致，讓每位住戶都享有景觀視覺享受。單位內甄選世界一線品質建材，為北京市住宅項目提供最高級服務標準。項目周邊更有多個高端配套，包括北京朝來森林公園、望湖公園、北小河公園、北京北湖國際高爾夫俱樂部、北辰高爾夫球會及鴻華高爾夫俱樂部等。

項目加推數期，提供超過一千個單位，市場反應熱烈，按集團應佔份額計算，迅即售出三萬五千八百平方米，銷售所得為人民幣十六億五千一百萬元。

此佳績令臻園成為集團二〇一四年國內銷售額最高的住宅項目，並奪得北京市商品房年度銷售金額冠軍，更位列全國銷售額三甲，成績斐然。

項目亦獲得市場大獎，備受業界認同：

- 「二〇一四年最強營銷團隊大獎」
- 「北京年度樓盤」



# SWEET AS 1

## A STELLAR YEAR FOR CHENGDU IFS

### 甜蜜如一 成都國際金融中心優秀第一年

**F**rom the Ferrari and Lexus Car shows, to the Doraemon Exhibition and Little Prince Fair, to the glamorous *VOGUE* Fashion's Night Out (FNO) and the longest 185-metre long candy carpet of "Sweet As One" Exhibition, Chengdu IFS is always the talk of the town, setting the trend as the magnet to celebrities and crowds. Wonders never cease at Chengdu IFS.

To mark the first anniversary of its opening, Chengdu IFS held the "Sweet As One" Exhibition in January. The 185-metre long, 7-metre width candy carpet was designed by Craig & Karl, with inspiration from the Chinese New Year and Sichuan elements. More than 40 pieces of art installations as well as over a hundred desserts from around the world were displayed at every corner of the Mall, making the Exhibition the first of its kind in the country. Chengdu IFS also made a donation through the "Free Lunch For Children" programme on behalf of every participants who joined the candy carpet preparation. Nearly 2,000 children in rural areas will benefit and receive a one-week nutritious lunch made available by the donation.

#### FIRST ANNIVERSARY WITH SOLID PERFORMANCE

Chengdu IFS has also crowned a stellar business year with solid performance, with the occupancy rate of the mall reaching 99%, and 96% of shops already in operation. Retail sales and foot traffic at year end jumped by nearly 400% and 250%.

Chengdu IFS boasts three Grade-A office towers. Tower One's occupancy has reached 40%, half of which is multinational corporations (MNCs). It recorded the highest penetration for office leasing in Chengdu. With 50,000-square-metre of office space being leased in 2014, Chengdu IFS recorded the largest transaction and greatest floor space for office in Chengdu for the past two consecutive quarters.

Doreen Lee, Executive Director of The Wharf Group said, "Chengdu is the financial centre for China West and half of Fortune 500 MNCs have made their presence here. With Chengdu people's high spending power and demand for a quality life, we believe Chengdu IFS will continue to grow in its subsequent years and become a role model for our upcoming IFS projects in Changsha, Chongqing, Wuxi and Suzhou."

#### SWEEP UP INTERNATIONAL AWARDS

Chengdu IFS garnered a string of international awards that underscored the property's world-class design and superb management.

First up was the *Gold Award for Marketing Excellence at The ICSC Asia Pacific Shopping Center Awards*. The award pays tribute to the centre's extraordinary "I Am Here" Panda Art Charity Grand Opening. The panda installation is hugely appealing for local people and tourists exploring Chengdu. With the Gold Award, Chengdu IFS is eligible to win the global ICSC's "VIVA Best-of-the-Best Awards".





Designed by world renowned architecture firm Benoy, Chengdu IFS was nominated among the *"Best 10 for Shopping Spaces"* at the *Asia Pacific Interior Design Awards (APIDA)*. Now in its 22<sup>nd</sup> year, the competition attracted 650 entries from the Asia Pacific region with Chengdu IFS the only shopping centre selected, proving its strength in design for such a vast retail space of over 210,000 square metres.

The third major award is *"Best Mixed-Use Development (South China)"* by the *China Property Awards*. This is the inaugural year for the Award shining the spotlight on the China property market, attracting top developers and design firms from Greater China to participate.

Chengdu IFS also made a splash on the global stage when it was recognised internationally as one of the *six shortlisted shopping malls* at the *World Architecture Festival in Singapore*, which is the world's largest award dedicated to celebrating architectural excellence across the globe.

Other awards received by Chengdu IFS:

- *"The Most Demonstrative Commercial Complex in Western China 2014"* by Sichuan Chain Business Association, *Chengdu Economic Daily*, *Western Economic Daily* and *Sina house.com*
- *"2014 Five Star Shopping Mall"* by Western Media Group



# 商場如何突圍

去年中國經濟增長雖稍優於市場預期，卻屬二十四年新低，去年初曾於本欄提及近年在銳意拓展商場王國的九倉(004)，在內地的旗艦項目：成都國際金融中心(成都IFS)，在中國經濟持續下行、零售消費受壓的挑戰下，輾轉間已在慶祝開幕一周年，從商場年內共奪多項本地及國際獎項可見，市場對九倉在商場發展及零售管理方面的認同。

## 緊跟顧客口味

以投資物業組合計，集團的賬面值已躋身全球首三大地產同行之列。這個佔地二十一萬平方米、面積與海港城相若的成都IFS，在新進品牌落戶與國際知名品牌紛紛進駐下，成為當地消費者眼中的消費購物熱點。

現時成都IFS商場部分的承租率達99%，超過96%租戶已投入營運服務。商場去年底的銷售額，較開幕時翻近四番，人流增加兩倍半。

至於同一物業組合中的三幢甲級寫字樓，則以銀行金融為對象，第一幢正在招租，出租率達四成，當中一半為跨國企業，已屬該市寫字樓物業滲透率之冠。由

於《財富》五百強中的跨國企業，已有一半進駐成都，過去一年已租出寫字樓面積達五萬平方米，去年連續兩個季度，更成為當地成交量最大及完成單筆成交最大的寫字樓物業。

而以「馬哥孛羅尼依格羅」為全新酒店品牌的豪華天際酒店，亦預計將於本年中開業。

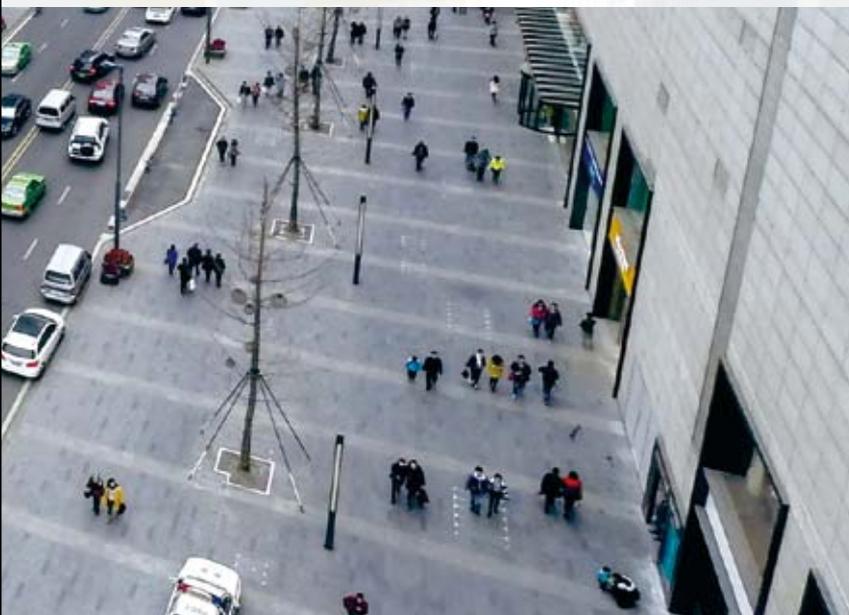
隨着內地消費市場日趨成熟，顧客普遍追求生活品味，消費力隨工資攀升。經過多年努力不懈，九倉成功建立如海港城、時代廣場等國際知名商場品牌，以成都IFS的成功，料有望為集團未來四個IFS包括長沙、重慶、無錫及蘇州提供先導作用。

成都IFS去年為配合商場開幕典禮，邀請到國際知名藝術家Lawrence Argent攜手製作大型戶外大熊貓藝術裝置及慈善公益項目「I am Here」，該活動獲國際購物中心協會(ICSC)亞洲購物中心大獎金獎。

這個商場，在去年的第二十二屆亞太區室內設計大獎中，榮獲「十大最佳購物空間」獎項，而且是唯一獲獎的購物中心。

胡孟青 獨立股評人

蘋果日報，21/1/2015



星島日報，14/1/2015

## 大熊貓搶鏡

# 成都IFS爭國際獎

不知不覺，九龍倉在內地的成都國際金融中心(成都IFS)已開幕一年。盧駿聞說該商場的承租率達到九成九，不少皆是國際知名品牌，商場銷售額比開幕時增加了近四倍，成績超乎預期。

商場還邀請了國際知名藝術家Lawrence Argent，在外牆打造了一隻高十五米的巨型熊貓(見圖)，帶動社會大眾支持和關注保護大熊貓，不但成為遊客必到的景點，更獲國際購物中心協會(ICSC)「亞洲購物中心大獎」金獎，早前再下一城，入圍角逐全球最高榮譽「VIVA Best-of-the-Best」大獎，希望IFS成功勝出啦。



# WHARF TO DEVELOP WORLD-CLASS OUTLET MALLS IN THE MAINLAND

## 集團在內地打造頂級名牌特賣場

The Wharf Group announces the successful bid of a land parcel at the intersection of Jinshuixi Road and Ouzhoubei Road, Jinzhou New District, Changsha at RMB150 million in February, 2015. Wharf is planning to develop an outlet mall of about 70,000 square metres in continental style. Construction work is scheduled for commencement in the second half of this year and completion is expected by the end of 2016.

The Group will join hand with Walton Brown of Lane Crawford and Joyce Group again to leverage respective strengths to provide a new shopping experience to the middle class pursuing for high quality products at value prices.

“Changsha, as a fast-emerging city in central China, its consumption growth has been ahead of other cities in the region. In the first three quarters of 2014, the city's sales consumption increased by 13%, ranking the third among provincial capitals in the Mainland.” said Doreen Lee, Chairman of Wharf China Estates.

Wharf is no stranger to the development of outlet malls in China. Dating back to 2006, Wharf joined hands with Bailian group to develop Bailian Outlets Plaza in Qingpu, Shanghai. In 2009, the Group's first commercial development in Chengdu, Chengdu Times Outlet was opened and became one of the top ten outlet malls in the Mainland and most well-known one in the city with over 250 top-notch brands.

集團於二〇一五年二月，以一億五千萬元人民幣競得長沙市金洲新區金水西路與歐洲北路交界地塊，並計劃將之打造成為歐陸式建築風格、規模逾七萬平方米的頂級名牌特賣場（內地稱之為「奧特萊斯」）。項目計劃於二〇一五年下半年動工，二〇一六年年年底完成。

目前，內地傳統的零售百貨業在網購及電子商貿急速發展的衝擊下，可說正處於汰弱留強的狀態。然而，近年迅速發展的「奧特萊斯」卻因為能夠提供多元化國際品牌、超高折扣商品，深受中產人士歡迎，並正急速發展。

九龍倉中國置業主席李玉芳說：「作為華中的核心城市，長沙近年正急速發展，而作為區域消費中心，消費增長速度更一直領先中部省會城市。二〇一四年前三季度全市社會消費品零售總額增速為13%，居全國省會城市第三位。集團是次打造的『長沙奧特萊斯』，地理位置優越，交通發達，與周邊多個風景名勝區形成配套互補。集團將與華登集團再次攜手，運用『成都時代·奧特萊斯』的管理和營運經驗，打造另一奧特萊斯，為品牌夥伴提供減少貨存的一大途徑，也為中國的中產消費者提供高品質、更優惠及更便捷的購物體驗。」

早在二〇〇六年集團便與百聯集團共同開發了上海「青浦奧特萊斯」，並於二〇〇九年在成都投資開發「成都時代·奧特萊斯」，匯聚逾二百五十個國際頂尖品牌，現已名列中國十大奧特萊斯之一，是目前成都最成熟的國際大型名牌折扣購物中心，並已發展成為一站式的購物地標。



# SHANGHAI WHEELOCK SQUARE'S “OFFICE BUTLER SERVICE” SETS FOOT ON INTERNATIONAL STAGE

## 上海會德豐國際廣場 「管家式物業服務」獲國際殊榮

Shanghai Wheelock Square (SWS) is a premier office tower in the heart of Puxi CBD in Shanghai, strategically located right opposite to Jing'an Temple Metro Station with frequent trains commute to Pudong International Airport. As at end of 2014, office occupancy rate of SWS was 98%, lease renewal retention rate was 76% with solid rental reversion.

Since opening, SWS introduces a unique “Office Butler Service” to tenants. It is upgraded constantly according to international standard and puts strong focus on staff training. From daily office work to business trips and everything needed, SWS strives to offer tenants with flawless personalised service.

In recognition of its world-class management and impeccable quality of services, SWS garnered the “Best Luxurious Commercial Property Award”, “Luxury Attitude Award” and “Luxury Collection Property” awards, from the “Golden Key International Alliance” (GKIA) after its opening in 2010. With the “International Customer Relationship Excellence Award” received before, SWS is the only Grade A office that obtained these awards in Shanghai. Dave Siu, Assistant Director and General Manager of Wharf China Estates Limited said, “SWS is the tallest building in Puxi, and will be remembered by people for its unrivalled service.”

GKIA was founded in Paris, France in 1929. It is the world-renowned service enterprise coalescence in the industry. It covers more than 1,600 star hotels and luxurious properties in 225 cities since introduced in China in 1995.

上海會德豐國際廣場 (SWS) 是位於上海浦西中央商務區心臟地帶的優質寫字樓物業，位處靜安寺地鐵站正對面，有班次頻密的火車直抵浦東國際機場。截至二〇一四年，寫字樓的平均出租率達九成八，續租率為七成六，續租租金水平穩健。

SWS自開業以來推出獨一無二的「管家式物業服務」，更不斷升級，以國際標準制訂工作流程，亦重視人才培育。從日常辦公、工幹出差以至各項大小需要，SWS力求給租戶帶來個人化的完善服務。

憑藉其品牌定位及超卓的物業管理服務，SWS開業僅五年便得到「金鑰匙國際聯盟」(GKIA)頒發「高端商業物業卓越服務大獎」、「聯盟品味服務獎」及「聯盟精選物業」三大獎項，並於去年十二月獲正式授牌，加上早前獲得的「國際傑出顧客關係服務獎」，令SWS成為在上海唯一獲得雙料大獎的超甲級寫字樓。九龍倉中國置業助理董事兼總經理邵永官表示：「會德豐國際廣場是浦西第一高樓，並因其完善的服務獲得大眾認同。」

GKIA一九二九年起源於法國巴黎，是業內享譽全球的品牌服務組織。自一九九五年被正式引入中國以來，已覆蓋至二百二十五個城市的一千六百多家高星級酒店和高檔物業。



# WHARF SWEEPS UP MORE AWARDS

In 2014, the Group received awards in almost every aspect imaginable from business growth and results, to marketing, best shopping mall, social responsibility and popularity. Thanks to our people and generosity of the industry folks.

## THE WHARF GROUP AWARD

The Wharf Group was awarded the “Best Managed Company – Conglomerates” in Asia Best Managed Companies 2014 by *Euromoney*, as well as ranked sixth for the Group’s overall performance out of the 180 nominated Asian companies.

At Harbour City, Rubber Duck sweeps more prestigious awards including “The Greater China PR Campaign of the Year” at the annual PRWeek Awards Asia. The Mall

continues to blossom with more promotional triumphs incorporating other iconic characters such as Snoopy and Spider Man, making it a must-visit destination for both locals and visitors. Harbour City also garnered the greatest honour “The Event Marketer of the Year 2014 – Brand” which is the first time for Hong Kong company being awarded. **1**

COL, the IT service subsidiary of Wharf T&T, was awarded the “Excellent HR Information System Provider” at the HR Excellence Awards 2014, as a result of the successful implementation of COL’s flagship system HR Pro, sustainable corporate HR system framework for a Hong Kong-based conglomerate with over 1,800 employees. **2**

These recognitions will simply drive us to do even better in 2015. Thank You!

## The Wharf (Holdings) Limited

- The “**Best Managed Company – Conglomerates**” in Asia Best Managed Companies 2014 by *Euromoney* as well as ranked sixth for the Group’s overall performance out of the 180 nominated Asian companies **3**
- Wharf’s Annual Report 2013 was honoured Gold Award in “Diversified Business Category” in **ARC Awards 2014**, “Oscar” for global annual reports organised by MerComm Inc. **4**
- Selected as Constituent Member of “**Hang Seng Corporate Sustainability Benchmark Index**” **5**
- Awarded “**CSR Plus Mark**” in the CSR Index Plus Programme by Hong Kong Quality Assurance Agency **6**
- “**The Excellence of Listed Enterprise Awards 2014**” by *Capital Weekly* for four consecutive years **7**

- Certificate of Commendation with appreciation for the participation and contribution to “**The Carbon Footprint Disclosure**” by Carbon Footprint Repository for Listed Companies in Hong Kong **8**

## Wharf Estates Limited

- “**Inclusive Organisation – Employer Organisation 2013/14**” and “**Outstanding Inclusive Organisation**” by Labour and Welfare Bureau, in recognition of its support to “Talent-Wise Employment Charter” **9**

## Times Square

- “**2014 Asia-Pacific Community Support Award**” by ICSC Foundation for the programme “Liberate Local Music to the Locals” **10**

## Plaza Hollywood

- “**Traditional Marketing – Cause Related Marketing**” finalist for its “GreenLife YOY Programme” in ICSC Asia Pacific Shopping Center Awards **11**

## Shanghai Wheelock Square

- **LEED** (Leadership in Energy and Environmental Design) Gold Certificate by the US Green Building Council **12**
- “Best Luxurious Commercial Property Award”, “Luxury Attitude Award” and “Luxury Collection Property” awards by **Golden Key International Alliance** **13**

## Chongqing Times Square

- “**Chongqing’s Good Shopping Mall**” by Chongqing Commerce Commission, Chongqing Retailers Association, *Chongqing Daily News* and *Chongqing Evening Post* **14**



1



6

# AWARDS AND RECOGNITIONS 獎項殊榮



2



7



10



3



8



11



4



5



9



12

# THE CHAIRMAN CALLS ON THE COMMUNITY TO SUPPORT Project *WeCan*



biz.hk, AmCham,  
December 2014

**T**he underlying goal of every civilised society is to avail equal opportunities for everyone. Despite the rapid development of our society, a great many young people in Hong Kong are in a disadvantaged position to benefit as the economy prospers. Every year 20% of Hong Kong students make it to university while the bottom 40% are left with a curriculum that is only suited to an academic path they are not groomed from.

Peter Woo, Chairman of the Wharf Group, has been making impassioned pleas through media to the Hong Kong community to rally round the ground-breaking Project *WeCan* (PWC) to bring hope and opportunities to Hong Kong’s less advantaged young people.

Most recently Mr Woo was invited by the French Chamber of Commerce and Industry in Hong Kong to share about PWC and how the business community could play a part.

Launched three years ago, PWC was the largest educational support programme ever undertaken by the business sector in Hong Kong. It is malleable and the Chairman is calling upon other companies and organisations to join hands to support more schools and students. With over 40,000 students now benefitting, the programme needs a total community effort to sustain its effect and continue to bring more hope to more young people.

**“ If you want to do something for Hong Kong, for the community, this is a live option. For your staff, give them a chance to pay back. In the end, the success is yours. ”**

# CALL FOR ACTION CONTINUES



灼見名家  
MAKER-INSIGHT.COM

【教育論壇】 2015年3月1日

## 吳天海：學校起動計劃助弱勢學生追夢

另一位講者是來自商界的九龍倉集團副主席兼常務董事吳天海。吳天海很謙虛的表示，自己並不能代表香港商界說話，但願意跟在座嘉賓、講者分享一些個人想法和經驗，亦希望能從各嘉賓身上學習。

### 讀書不成不等於失敗者

承接蔡元雲醫生（下稱蔡醫）的發言，吳天海亦認為香港的主流教育制度出現了問題：「就剛剛蔡醫所說，香港的年輕人只有20%能夠升讀大學，80%要另覓出路。這80%的其中一半學生是來自第三組別的學校。粗略估計，這些來自第三組別學校的學生，一百人中最少有40%從來沒有想過讀大學。一是因為他們的親戚朋友也沒有讀過大學，二是因為他們並不知道為什麼要讀大學。但這四十人也是社會的一分子，真正要想的是如何好好利用他們，使他們從負能力變成正能量，為社會注入新動力。」

吳天海認為主流教育未必適合所有人，若只以主流教育的準則去評定一個人的成敗，這明顯對某部分人不公平。「據我所知，主流的中學課程主要是為了訓練學生讀大學。但有不少屬於第三組別學校的學生，從第一天進中學開始就沒有打算讀大學，他們大多已經處於放棄狀態。實際上，主流教育亦的確不適合他們，勉強要他們讀，他們當然讀得不好，而讀得不好，學校、社會又紛紛說他們是失敗者，這對他們並不公平。」

### 學校起動計劃助弱勢學生

全港有大量第三組別的學校，而弱勢學生的數量亦多不勝數，若要有效地幫助他們，必須有一個策略。吳

Call for action to support Project WeCan (PWC) never stops. Stephen Ng, Deputy Chairman and Managing Director of the Wharf Group joined a conference organised by the Hong Kong University Graduates Association Education Foundation and was interviewed by *Master Insight*, to talk about how PWC helps the disadvantaged students to realise their dreams.

Mr Ng said, "Project WeCan is an open platform for corporates and organisations to support resource-thirst students and schools of the same band." Mr Ng is also calling for support from professionals and retirees.

The ultimate goal is to support about 150,000 students in all 150 secondary schools of the same band. The Group is looking forward to more partners joining in the future, with an aim to provide opportunities and create real positive change for our youths.

天海說：「針對第三組別學校，九龍倉集團在二〇一一年選了十一所學校，大約一萬二千名學生。在第一期計劃裡，我們為他們提供六年的財政資助，我們亦提供人手，幫助學生了解社會狀況，讓學生知道商界的環境，擴闊他們的視野。在過程中，我們發現香港年輕人的能力絕不遜色，但需要各界多給予他們機會多學、多看、多見識。由於第一期計劃非常成功，令我們更有信心推行第二期計劃，這次有望從十四所學校，增加到三十至四十所學校，受惠學生達四萬名。更重要的是，整個計劃並不只是商業機構參加，更包括非商業機構，如香港理工大學和香港城市大學也動員大學生到各個不同社區幫助中學生，讓他們認識社會。同時，法國領事館亦是其中一個重要的合作夥伴。法國領事館希望藉着這個計劃深入香港社會，推廣法國文化。商業機構方面，也有一些大型銀行如渣打、星展以及I.T、零售、地產的合作夥伴。我們想讓學生更能了解他們的出路，亦令他們可以早一點認清目標，做好準備。」

最後，吳天海認為，全港要幫助的學生太多，需要各方齊心合力才可以解決弱勢學童的問題。「全港有一百五十所屬於第三組別的學校，然而由於人手有限，我們只能幫助其中四十所中學。」吳天海希望日後有更多團體、人士可以加入，為弱勢學童出一分力。「日後除了business-in-community之外，還希望會有professionals-in-community (PIC)、retirees-in-community (RIC)等計劃，若然大家都可以出一分力，那相信問題很快便可以解決。」

# WE CAN TWO • WE CAN TOO

## MORE CORPORATES JOIN HANDS TO SUPPORT Project *WeCan*

**P**roject *WeCan* (PWC) has reached a new milestone for the new school term in September last year with the number of schools being supported increased three folds from 14 to 44 benefitting 40,000 students (PWC2). The programme has garnered support of about 30 corporate partners from various sectors. Organisations like Consulate General of France in Hong Kong and Macau and some tertiary institutions also joined force.

Peter Woo, Chairman of the Wharf Group and Founding Patron of PWC, hosted a reception to thank partners for their generous support on 30<sup>th</sup> September 2014. **1 2 3**

Separately, a Sponsor Orientation Session was held to enable the new corporate partners an in-depth understanding of PWC2. During the session, volunteers shared their experience about volunteering, programme planning and collaboration with schools. The session was wrapped up with a volunteer training provided by Hong Kong Christian Service.

Corporate supporters are quick on board with a number of them already kicked start various activities with their partner schools.

### AIA Career Talk

Global insurance giant AIA held a career panel for over 200 students from Form 4 to Form 6 of Concordia Lutheran School – North Point in December 2014. The panel introduced to students a diverse range of career choices available, and offered guidance as students start to consider their future pursuits after graduation. Throughout the hour-long panel discussion, speakers shared stories about their current and past job experiences and the lessons learnt. **4**

### BNP Paribas staff volunteers conducted English mock interviews

Eight BNP Paribas staff volunteers helped in a mock interview for Form 6 students of Man Kiu College earlier on. It was designed to help enhance students' confidence in attending admission interviews for universities and future job seeking. After the interviews, a debriefing was given by their interviewers on the do's and don'ts. Though most of the students admitted that it was nerve-wracking to answer questions in different languages, they all appreciated the opportunity. **5**





### BHSS L Café and Motion Box Opening

HKSKH Bishop Hall Secondary School (BHSS) is fully supported by its corporate partner Midland Holdings Limited, without which their new facilities named L Café and Motion Box would not have been possible. An opening ceremony was held in December 2014.

The “L” of L Café means “Learning, Languages and Love”. It aims to provide students with a relaxing and warm environment for improving language proficiency and table manners. The Café is also an ideal venue for teachers and students to interact. A small cinema Motion Box coupled with advanced audio-visual equipment were installed to enhance students’ motivation through e-learning.

### 3D Printing

Ko Lui Secondary School is the partner school of LWK & Partners. The architects kicked off the collaboration by introducing their expertise with the 3D printing technology to attract students’ interest in design. Ronald Liang, Managing Director and Ivan Fu, Director of the Company shared, “Whatever the students think of can be drawn and printed by the 3D printing technology. They can even sell the printed products. As long as there are adequate resources and guidance, students can do the same good design.”

The 3D printing products made by the students were sold in “Young Innovators Bazaar 2015” held in early February. Wong Sheung Kam, Principal of Ko Lui Secondary School said, “It is a rare opportunity for our students to be able to follow the architects, learning the new technology and understand the profession. We are thankful.”

### Encounters with the French culture

Apart from corporates and universities, PWC also brought together the Consulate General of France in Hong Kong and Macau and TWGHs Yow Kam Yuen College. To widen students’ horizons, the Consulate will provide the school with a series of educational and art activities including workshops, performances and meet-the-artist sessions during the 2015 Le French May. Students were also invited to perform at the preview cocktail of Le French May held in late October 2014, unveiling this world-renowned event and the unprecedented collaboration.

#### PWC2 Corporate Sponsors

1. AIA Group Limited and AIA International Limited
2. Bluebell Hong Kong Limited
3. BNP Paribas
4. Coach Hong Kong Limited
5. DBS Bank
6. Grosvenor Limited
7. I.T Limited
8. LWK & Partners (HK) Limited
9. Midland Holdings Limited
10. Prince Jewellery & Watch Company
11. Standard Chartered Hong Kong 150<sup>th</sup> Anniversary Community Foundation
12. Parfums Christian Dior Hong Kong Ltd. (2015/16)
13. Emperor Watch & Jewellery Limited (2015/16)

#### Consulate Partner

1. Consulate General of France in Hong Kong and Macau

#### University Partners

1. City University of Hong Kong
2. The Chinese University of Hong Kong
3. The Hong Kong Polytechnic University

# STUDENTS LEARN THE ART OF BUSINESS AT YOUNG INNOVATORS BAZAAR

Over 500 Project WeCan (PWC) students from 25 secondary schools showcased their entrepreneurial acumen and creativity at the Young Innovators Bazaar at Plaza Hollywood from 6<sup>th</sup> to 8<sup>th</sup> February.

The event aimed to stimulate students' entrepreneurial spirit by setting up their own retail business from scratch. The bazaar was divided into four theme zones "Love and Care", "Respect", "Trust" and "Appreciation". These themes were then reflected in students' entrepreneurial vision by way of their product designs and sales promotions.



## CARING FOR OTHERS

A team of Form 4 students from the Caritas Fanling Chan Chun Ha Secondary School were new to any kinds of bazaars. They took their business idea one step further to create a "social enterprise", selling calligraphy and red packets created by "Lam Po", a rehabilitant; as well as candies hand-made by local women and stores in the Northern District. Customers who purchased a "Fortune Bag" containing a mix of different products were encouraged to buy yet one more for charity as the second purchase will be distributed to the needy in the Northern District by food banks. As the students put it, "We wanted to show that even when doing business, we can still care for others, spreading blessings and fortune."

## EXPERIENCE BREEDS CONFIDENCE AND AMBITION

This was the third year Ng Yuk Secondary School joining the bazaar. The teacher in-charge spoke highly of the learning opportunities provided by the event. Students have become more confident after these years. As the Valentine's Day was approaching, they also sold some hot items as limited editions to attract more customers.

今年二月初，「學校起動」計劃在荷里活廣場舉行年度大型室內年宵——「趁墟做老闆」展銷會，超過五百名來自二十五間「學校起動」計劃中學的學生一嘗做老闆的滋味，除展現生意頭腦及創意外，亦讓他們運用平日所學，體驗從無到有的營商過程，以及培育創業精神。

“創業做老闆是不少年輕人的夢想，是次年宵活動正好為他們提供一個真實的環境，讓他們可以大膽發揮創意及展現他們的生意眼光，加上企業夥伴及義工的建議和支持，希望參與學生能從中有所得着。我很高興見到學生都十分認真投入，生意更做得有聲有色。”

李玉芳  
「學校起動」計劃委員會委員

“過往以為銷售一件產品很簡單，但其實當中有不少學問。在籌備過程中，組員需要緊密合作，能訓練領導才能外，還讓我們明白分工的重要。參加此活動讓我成長了不少。”

陳嘉怡  
五育中學學生





### Wharf Estates In-Service Training Programme

To provide job opportunity and training for the Project WeCan (PWC) students who cannot get a place from local universities, Wharf Estates Limited introduced the In-service Training Programme in September, 2014 to allow these students to pursue their career in the property management industry. 25 students were selected to join the programme.

Working at Harbour City or Times Square as property management trainees, the students are subsidised to study a related part-time course provided by Hong Kong Vocational Training Council for two years. The trainees who completed the Programme will have the opportunity to be promoted to a senior position and continue their studies with training subsidies provided. Wharf Estates is also negotiating with professional bodies to assist the trainees in obtaining relevant professional accreditations.

As the Hong Kong Diploma of Secondary Education Examination is fast approaching, sharing sessions were held for Form 6 students of interested schools. A new round for 2015 graduates will be available for application soon.

### Hong Kong Sinfonietta opens the door to music world for students

With the positive feedback from PWC teachers and students, the third Hong Kong Sinfonietta (HKS) x

PWC concert was held on 23<sup>rd</sup> January at Hong Kong City Hall. "Know Your Classical Music: Percussion" is an one-hour concert conducted by Yip Wing-sie, the renowned music director of HKS, and this time with famous German percussionist Johannes Fischer. This was the first time Fischer performed in Hong Kong. He demonstrated a wide range of unique percussion instruments with tools like drum sticks and bamboo sticks. Yip Wing-sie introduced to students the musical instruments and historical background of music.

Over 1,300 students from 16 PWC schools joined the concert and all of them showed great interest.

### CTMMFSS Campus TV Opening

With PWC funding, Caritas Tuen Mun Marden Foundation Secondary School (CTMMFSS) was able to launch its Campus TV this academic year. The school hopes the students can understand different social issues, improve their communication abilities, broaden their horizons, nurture their sense of belongings and help them become knowledgeable and responsible citizens.

### City'super cooking class

16 students from Po Chiu Catholic Secondary School cooked their first French meal in January with Charmaine Cheung, Executive Chef of City'super. The cooking class was tailored for students to learn English in an unusual setting.

# THE WHARF HONG KONG SECONDARY SCHOOL ART COMPETITION REALISES YOUNG TALENTS' DREAMS



To nurture young artists and promote interest in arts among local secondary school students, “The Wharf Hong Kong Secondary School Art Competition 2014-15”, has entered its fourth year.

The judging panel in this year comprised Professor Kurt Chan Yuk Keung, Department of Fine Arts, The Chinese University of Hong Kong; Susanna Chung, Head of Learning & Participation, Asia Art Archive; Bob Dickensheets, Vice President, Savannah College of Art and Design (SCAD) Hong Kong; renowned artist Dr Kan Tai Keung; Dr Koon Wai Bong, Assistant Professor of Academy of Visual Arts, Hong Kong Baptist University; Dr Yee Wan Koon, Associate Professor of Department of Fine Arts, The University of Hong Kong and the famous artist Mok Yat San.

In addition to cash prizes and book vouchers, the winning students will participate in an exchange tour and art

courses. The qualified 18 finalists can also apply for “The Wharf Art Scholarship”. When approved, the awardees will receive funding to study art-related bachelor programmes in their dream tertiary institutions locally or overseas.

Five students from the Competition in 2012 and 2013 were subsequently awarded a scholarship to pursue studies in art, architecture and design in renowned institutions of their choice in Chicago, Guangzhou, Hong Kong, London and Perth respectively. The Group has granted a total scholarship amount of over HK\$4.4 million in the past two years, making it the largest scholarship of its kind in Hong Kong.

The award ceremony of this year’s competition will be held in mid-April at Harbour City. Winning entries will be publicly exhibited in Harbour City, Times Square and Plaza Hollywood from April to May 2015. Don’t miss it!

## 基層生獲獎學金圓出國夢

往外國修讀藝術對基層學生遙不可及，今年「九龍倉藝術獎學金計畫」全額資助五名應屆文憑試考生升讀芝加哥、倫敦及本港的大學，攻讀設計及藝術學位課程，合共逾三百七十萬元。獲資助逾一百二十萬元的陳厚仁，獲畢業後回流從事建築師，改變本港的「倒模式」建築。

九龍倉集團去年起推行「九龍倉藝術獎學金計畫」，供在過去三年的「九龍倉全港中學生繪畫比賽」首十八名得獎人申請，經濟困難者獲優先考慮，今年遴選後最終選出五人，可獲全免學費，合共獲資助逾三百七十萬元。

### 五人獲370萬元

計畫昨舉行獎學金頒贈儀式，獲芝加哥藝術學院藝術系取錄的黃建強及獲倫敦的建築聯盟學院取錄的陳厚仁，分別獲資助逾一百四十萬元及一百二十萬元，另一位同往倫敦的中央聖馬丁藝術與設計學院攻讀藝術的王仲謙則獲資助逾七

十三萬元；至於分別升讀理工大學設計學文學士組合課程的何卓熹，和浸會大學視覺藝術的蕭區銘則各獲領逾十六萬元。

### 冀改變香港建築

成長於單親家庭的陳厚仁，一直與父親居於深水埗唐樓，「家庭經濟環境徘徊貧窮錢邊線，沒可能出國(升學)。」

去年於比賽憑描繪未來城市而奪魁的他，自幼鍾情高樓大廈，獲畢業後回流返港從事建築師，改變本港的「倒模式」建築，「發展是需要，但應有分寸，不能「食水」太深，如「砌Lego」般設計住屋。」獎學金只資助學費，故他透露將與同往倫敦的王仲謙合租公寓，又計畫兼職賺取生活費。記者 岑詠欣



■獲領逾一百二十萬元獎學金的陳厚仁(右二)，將往英國最古老的獨立建築學院建築聯盟學院升讀大學。 雷日昇攝

星島日報，21/8/2014

“ This programme is like a ship in the ocean, carrying our dreams to the land for the exploration of our future. This is such a valuable opportunity, thank you, Wharf, for your support! ”

Chan Hau-yan,  
Champion of 2012/13 Competition  
ARB/RIBA Accredited Undergraduate Programme,  
Architectural Association, School of Architecture,  
London, UK

“ I am glad to see the five students got admitted to renowned institutions, best, of their own choice. It is a great testament to their potential and effort. I believe their talent will be further unleashed with exposures to different arts and cultures.

Studying art is not a luxury as many would have thought. It is so relevant to our daily life. ”

Doreen Lee,  
Executive Director,  
The Wharf (Holdings) Limited

## 資助學生修讀藝術設計

### 給予支持

本港商場近年經常加入藝術或文化元素，希望在「熟口熟面」的商舖組合中，凸顯自己的特色。九倉(004)近年致力推動本港藝術教育，其藝術獎學金計畫，今年選出五位比賽得獎學生，以「無上限」形式，資助他們往外國或本地升讀藝術相關科目，九倉資助全數大學學費，涉及金額約360萬元。

九倉每年舉辦全港中學生繪畫比賽，首18名得獎者，得獎人可在三年內向九倉申請獎學金，今年合共11人申請，原本獎學金名額只有三個。「我同主席(吳光正)講，我揀咗五個，但好難取捨，佢話咁就送晒佢哋去啦！」是次計劃評審李玉芳說。

獎學金主要資助學生修讀藝術、設計及

建築科目，李玉芳認為學生有意進修上述科目在香港較難得，冀給予支持。「香港父母通常逼佢哋讀咩自己唔鍾意嘅嘢，會叫佢哋讀咩同職業上發展有關嘅。」希望學生未來回港在藝術建築相關發展，回饋社會。「我哋做物業投資，唔係淨係做一個看更，有add value，放幅畫嘅個場上，同人哋唔同。藝術修為會畀到我哋一個基礎。」

部份獲資助往外國進修的學生表示，若沒有獎學金資助，會選擇留港升學。李玉芳笑言，獲獎學生在每個學期需向她提交報告，「講番啲外國讀成點，有冇俾人蝦！」她指自己不會要求學生未來幫九倉打工，「但希望佢哋同其他人分享番個經歷，推動其他人。」



■九倉的藝術獎學金名額原本只有三個，但今年卻破例有五位同學獲得資助。左三為李玉芳。  
李展翹攝

蘋果日報，18/8/2014



*Kowloon Wharf and Godown and Ocean Terminal, 1960s*



WHARF

*Building for Tomorrow*

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