

horizon PLUS



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Private terrace, 1 Plantation Road
種植道 1 號 私人庭園

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Navigating Challenges Seizing Opportunities

逆市求進 開拓機遇

The Group announced its 2024 final results in March. The post-COVID recovery faltered in 2023 and 2024 due to global uncertainties. The Central government and HKSAR government implemented measures to boost consumer sentiment and economic revitalisation but outcomes shortlived. Hong Kong retail sales dropped by 7% to HK\$377 billion in spite of a 31% increase in visitors. In both Hong Kong and the Mainland, Office sector struggled with low demand, while the hotel industry adapted to budget-conscious travellers, resulting in declining room rates.

Over the past decade, the Group's portfolio has undergone transformative enhancements. Value-creation efforts, brand refinements and effective marketing campaigns have boosted malls' foot traffic and sales. Despite a sluggish retail recovery, leasing demand remained robust with continued investments from top-tier brands, demonstrating confidence in the Group and Hong Kong. Exciting developments include Louis Vuitton's expansion to four storeys on Canton Road and reopening of her Times Square store in early 2025.

Removal of cooling measures and interest rate cuts helped stabilise Hong Kong's residential market. The enhanced New Capital Investment Entrant Scheme sparked increased interest in luxury residence from high-net-worth buyers. 1 Plantation Road has been well received by our VIPs since launch.

Award-winning Niccolo Chengdu just celebrated 10th anniversary on 15 April. It is the first Niccolo hotel of the Group. Over the past decade, Niccolo Chengdu has stood as an enduring symbol of luxury, chic and impeccable hospitality in China West.

In the midst of intense competition and supply chain realignments, Hong Kong port's challenges remained.

In line with our Business-in-Community philosophy, we continue our support for youth development through The Wharf Hong Kong Secondary School Art Competition, The Architectural Design Internship Programme and our flagship programme Project WeCan. 2024 also marked the 10th anniversary of the WeCan Scholarship Scheme.

The Group remains committed to actively supporting different segments of society and we are grateful for the Third Top Donor 2023/2024 award given by The Community Chest.

Amidst challenges lie opportunities. Collective efforts are poised to rejuvenate Hong Kong's market dynamics positively.

We hope you enjoy this issue of *horizon PLUS*.



集團於三月公布二〇二四年全年業績。由於環球各種不確定因素，新冠疫情後的復甦步伐在二〇二三及二四年表現疲軟。中央政府和香港特區政府陸續推出措施提振消費意欲及為經濟注入動力，惟成效短暫。香港全年接待旅客按年增長31%，但零售銷售全年卻下跌7%至港幣三千七百七十億元。在香港及內地，寫字樓市場需求低迷，經營環境困難；酒店業亦努力適應精打細算的旅客，面對房價下滑的經營局面。

過去十年，集團物業持續提升及增值，塑造了當前的優質資產組合。集團商場透過創優增值、提升品牌及成效顯著的市場推廣活動，帶動商場的人流和銷售額。儘管零售復甦緩慢，租賃需求依然強勁。頂級品牌持續投資，展現了他們對集團及香港前景的信心。以Louis Vuitton為例，其位於廣東道臨街的旗艦店正擴充至四層，時代廣場分店亦於今年年初以全新姿態回歸。

撤辣及減息均有助穩定香港住宅市場。優化後的「新資本投資者入境計劃」刺激高淨值買家對豪宅物業的濃厚興趣。豪華山頂物業項目1 Plantation Road深受潛在買家歡迎。

獲獎無數的成都尼依格羅酒店剛於四月十五日慶祝開業十周年。作為集團旗下首家尼依格羅酒店，成都尼依格羅在過去十年可說是成都核心區呈現奢華、體貼與卓越待客之道的最佳代言人。

香港港口業務正面臨激烈競爭，以及供應鏈重組帶來的挑戰。

秉承集團「社、企共勉」理念，集團透過九龍倉全港中學生繪畫比賽、建築設計實習計劃，以及旗艦項目「學校起動」計劃，致力支持青少年發展。二〇二四年更標誌着「學校起動」計劃獎學金踏入十周年。

集團積極參與公益活動，感謝香港公益金頒發二〇二三/二〇二四年度最高籌款機構第三名殊榮。

縱遇挑戰，機遇猶在。群策群力之下，香港市場活力有望逐步回升。

希望您喜歡今期的《horizon PLUS》。

THE WHARF GROUP 2024 FINAL RESULTS

WHARF REIC (1997.HK) 2024 FINAL RESULTS HIGHLIGHTS

- Revenue slipped by 3%
- Continuing deleveraging to 18% reduced borrowing cost by 10%
- Total value of Investment Properties declined by 3%
- A second interim dividend of HK\$0.60 per share to Shareholders

九置核心盈利增2% 派息微削

吳天海：企業尋求控制成本 寫字樓需求見疲軟

九龍倉置業 (01997) 公佈 2024 年業績，基礎淨盈利增加 2% 至 61.39 億元，股東應佔盈利則大減逾八成至 8.91 億元，派第二次中期股息 0.6 元，按年跌 1.6%。主席兼常務董事吳天海表示，目前尚未見到零售及寫字樓市場有任何反彈跡象，但假若對於全國兩會及接下來可能出台的措施，市場給出積極反饋，則下半年業務表現有望好於上半年。

大公報記者 蔣去悄



◀ 吳天海 (中) 表示，全國兩會及接下來可能出台的措施，有望為下半年業務帶來利好刺激。

2024 年九龍倉置業收入減少 3% 至 129.12 億元，其中投資物業收入減少 1% 至 108.01 億元。集團表示，本港經濟呈現溫和增長的跡象，但市場對商用物業的需求仍然疲弱，零售銷售在 2023 年初疫後復常初期短暫反彈後再度下滑至今，港元強勢及減息步伐相對緩慢均持續削弱零售銷售，寫字樓需求亦見疲軟，皆因企業在不確定的環境下紛紛尋求控制成本。

「上半年市場難見改善。」對於市場前景，吳天海信心不足，並提到今年首 2 個月集團旗下寫字樓、商場的續租情況與去年同期相若，整體處於下降趨勢。他稱，年初至今尚未見到租客踴躍度出現顯著變化，租客暫時未有提出擴充業務、增加租用面積等，若見到租客做出類似調整，「將為我們注入更多信心。」

至於市場何時反彈？吳天海表示，寫字樓受疫情影響，大部分租客在過去幾年收縮業務，部分甚至離開香港市場，因此市場好轉的信號在於租客由收縮轉向擴充，以及是否有來自香港以外地區的新租客入場，零售市場的轉折點則是香港零售總額止跌回升。

國際品牌擴充 海港城收入增

【大公報訊】九龍倉置業 (01997) 旗下海港城 (包括酒店) 的全年收入增加 2% 至 90.96 億元，營業盈利增加 0.4% 至 72.04 億元，分別佔集團總收入的 70% 和營業盈利的 74%。

截至去年底，海港城商場部分出租率下滑 3 個百分點至 94%，期內有品牌旗艦店在海港城擴大規模，其中 FENDI 在廣東道開設新店，CELINE 和 LOUIS VUITTON 亦於不同樓層進行擴充。寫字樓部分受到金融及保險業界租戶帶動，出租率上升 2 個百分點至 90%。

另外，時代廣場的收入和營業盈利皆下跌 6%，商場出租率下滑 2 個百分點至 93%，至於寫字樓則受惠現有租戶擴大租賃規模，以及來自科技、媒體和金融公司的新租約，令出租率增加 2 個百分點至 90%。

九龍倉置業預計，隨著香港國際機場三跑道系統的落成，本港客貨運航班容量受提振，加上中央政府出台大規模的經濟刺激組合拳以重建市場信心、特區政府着力吸引優質旅客，一旦周期性因素轉向，這些綜合措施將提振零售業和酒店業，有助於振興市場。

大公報，2025年3月11日



FENDI 去年在廣東道開設新店

九龍倉置業及九龍倉集團公布二〇二四年全年業績

THE WHARF (HOLDINGS) LIMITED (4.HK) 2024 FINAL RESULTS HIGHLIGHTS

- Revenue declined by 36% & Operating Profit by 18%, led by Mainland Development Properties ("DP")
- Underlying Net Profit declined by 22% on further de-risking of DP stock
- Investment Properties provisions produced a Group loss of HK\$3.2 billion
- Low net debt with gearing at 5%
- A second interim dividend of HK\$0.20 per share to Shareholders

九龍倉集團有限公司 (4.HK) 二〇二四年全年業績摘要

- 收入下跌 36% 及營業盈利下跌 18%，主因為內地發展物業
- 發展物業庫存風險進一步減低，令基礎淨盈利下跌 22%
- 投資物業撥備導致集團虧損港幣三十二億元
- 負債淨額低，負債比率為 5%
- 第二次中期股息每股港幣 0.20 元



Project WeCan students and teacher from Cotton Spinners Association Secondary School observe at the media briefing 「學校起動」計劃參與學校棉紡會中學師生出席業績傳媒簡報會



LEGACY CONTINUES: 1 PLANTATION ROAD 山頂經典項目 1 PLANTATION ROAD 延續瑰麗傳奇

As luxury residences and fine art share an enduring synergy, a series of VIP events were held earlier to unveil 1 Plantation Road, another gem of the Group's Peak Collection. The project offers 20 houses with a total GFA of 91,000 square feet.

九龍倉及會德豐地產早前舉行「GLAMOUR OF SAINT-JEAN-CAP-FERRAT」貴賓酒會，為集團山頂項目種植道 1 號揭開序幕。



“The Group boasts a rich legacy in project development on The Peak. Throughout the years, we have curated many iconic luxury residences as a key landlord and developer. We believe 1 Plantation Road will continue this prestigious legacy.

The exquisite interiors of ultra-luxury properties demand curation of exceptional artworks, just as timeless masterpieces find their fullest expression within spaces of discerning taste and elegance—each elevating the other to unparalleled brilliance.

作為於山頂擁有最多土地的主要發展商之一，集團在山頂擁有悠久的項目發展足跡，多年來打造多個標誌性和經典頂級府邸，相信種植道 1 號可以延續佳績。

超級豪宅的精緻空間，需要藝術品的點綴；而藝術大師的傳世之作，也需要與同樣具有品味格調的空間相輝映，才能綻放出更耀眼的光芒。

Stephen Ng
Chairman and Managing Director
The Wharf Group
九龍倉集團主席兼常務董事吳天海



WHEN ART MEETS ULTRA-LUXURY LIVING

As a proud partner of French May Arts Festival, the Group presented an exclusive VIP preview of “The Hong Kong Jockey Club Series: Picasso for Asia: A Conversation” – the city's first major Picasso exhibition in 10 years, with incredible art talk and tour by preeminent Picasso authority, Mr Felix Kwok.

Meanwhile, in collaboration with Chini Gallery, the Group unveiled “Ho Kan@Hong Kong” at Peak Salon, showcasing 40 seminal works by the 92-year-old Chinese abstraction pioneer, the master artist gracing the opening with 90% of the work making their global debut.

Photos on Top 上圖：
1: “Glamour of SaintJean-Cap-Ferrat” VIP reception
“Glamour of SaintJean-Cap-Ferrat” 貴賓酒會
2 & 5: Exclusive preview of the Picasso paintings
「畢加索 — 與亞洲對話」貴賓預展及藝術對談會
3 & 4: “Ho Kan @ Hong Kong” exhibition opening ceremony
「霍剛：走進香港」展覽開幕酒會



The Peak Story



面見傳媒

當藝術邂逅至臻奢華

集團鼎力支持法國五月「畢加索—與亞洲對話」十年首展，於 M+ 舉辦專家導賞酒會，並邀請亞洲區最權威的畢加索專家，多次刷新畢加索亞洲拍賣紀錄的郭東杰先生進行導覽及藝術對談會。另一方面，集團更聯同知名藝廊在中環會德豐大廈 PEAK SALON 呈獻「霍剛：走進香港」，展出九十二歲華人抽象大師四十幅作品（近九成作品更是全球首展），霍剛先生更親臨開幕酒會分享創作理念。

“1 Plantation Road is a new gem on the Peak by The Wharf and Wheelock Group, following Mount Nicholson and 77/79 Peak Road. Over the years, the Peak Collection has earned an outstanding reputation and has been highly sought after.

種植道 1 號項目是九龍倉及會德豐繼 Mount Nicholson 和 77/79 Peak Road 後，另一個籌備經年的山頂住宅項目。多年來 Peak Collection 均口碑載道，備受追捧。

Stewart Leung
Chairman
Wheelock Properties
會德豐地產主席梁志堅

A WARM WELCOME TO ANCHOR TENANTS 集團商場歡迎新店進駐

Louis Vuitton's new flagship store at Times Square is unveiled. An elegantly crafted and innovative space that seamlessly merges art and craftsmanship, offering an unparalleled luxury experience.

Louis Vuitton 全新時代廣場旗艦店現已開幕！創新與精緻工藝完美融合的空間，讓顧客每一刻都充滿無與倫比的奢華體驗。



Explore this new Louis Vuitton flagship
探索全新 Louis Vuitton 旗艦店

STITCH ARRIVES!!! @ HARBOUR CITY 史迪仔亂入海港城!!!



Harbour City has teamed up with Disney Hong Kong to present the biggest Stitch solo event in Hong Kong from 1 May to 15 June. Don't miss it!

海港城聯同香港迪士尼於五月一日至六月十五日推出香港最大型史迪仔主題活動，不容錯過！

#HarbourCity
#StitchArrives
#LiloAndStitch

Anchor tenant Muji, is opened at Plaza Hollywood, boasting a total area of over 12,000 square feet. A highlight of the store is a "MUJI CYCLE" recycling box which promotes a greener life.



無印良品現已進駐荷里活廣場，店鋪總面積逾一萬二千平方呎。新店更設有 "MUJI CYCLE" 資源再生回收箱，致力提倡減少資源浪費，傳遞環保理念。 ♪

A PERFECT WEEKEND ON BOARD THE "STAR" FERRY 周末好去處？天星維港遊

What is your
weekend plan?
今個周末
有好節目?



Stay Bar



The Peninsula
香港半島酒店



Option 1 Enjoy The Peninsula Afternoon Tea aboard the exclusive "World Star" ferry. Savour the exquisite treats while cruising along Victoria Harbour with live music.

Option 2 Catch the sunset at the outdoor area of the Harbour City, with a perfect cocktail at the newest floating bar, STAY BAR which offers a unique experience to relax and chill on the iconic "Shinning Star" at the Tsim Sha Tsui Star Ferry pier.

Option 3 Why not both?

選擇一 乘搭「世星號」遨遊維港，品嚐獨特精緻的「維港半島經典下午茶」。

選擇二 於海港城戶外欣賞醉人日落，並於全港最新的海上酒吧 STAY BAR (坐落於尖沙咀天星碼頭的「輝星號」) 暢飲，欣賞維港夜景。

選擇三 兩者皆選！ ♪



Management from the Star Ferry and Stay Bar, welcome (third and fourth from left) Miss Rosanna Law, JP, Secretary for Culture, Sports and Tourism and Mr Dane Cheng, Executive Director, Hong Kong Tourism Board on board.

天星小輪管理層與 Stay Bar 負責人歡迎文化體育及旅遊局局長羅淑佩，JP (左三) 和香港旅遊發展局總幹事程鼎一先生登上 Stay Bar (右三)。

CHENGDU IFS: A MASTERPIECE UNVEILS – LOUIS VUITTON'S NEW FLAGSHIP 成都 IFS : LOUIS VUITTON 新店璀璨綻放



Louis Vuitton ("LV") redefines the art of retail with the grand re-opening of its Chengdu IFS flagship store — a breathtaking architectural and experiential marvel. Spanning three levels and over 3,000 square metres, this new flagship is testimonial to LV's commitment to innovation, craftsmanship and timeless elegance. With its full range collections and VIP space, this LV flagship store is more than a store, it is a pilgrimage for fashionista.

成都 IFS LV 店於今年首季以全新姿態亮相，新店橫跨三層，總空間逾三千平方米，匯聚 LV 全線產品。店內第二層設有旅行文化沙龍空間，盡展 LV「旅遊精神」的品牌理念。第三層則備有中國首個 360° LED 屏環繞的熱氣球主題古董硬箱展示空間，更設有全國第二個 LV 家居空間，展示 Objets Nomades 旅行家居、餐桌藝術、生活方式及裝飾品等系列，彰顯品牌美學。新店還設有三個專屬貴賓區域，為客戶提供私密而舒適的購物環境。全新成都 IFS LV 店將必成為時尚奢華愛好者的朝聖地。■



NICCOLO CHENGDU: MEET ME AT 10 成都尼依格羅酒店十週年：「鑒藝拾光 藝啟未來」



In celebration of its 10th anniversary on 15 April, Niccolo Chengdu has unveiled a captivating series of curated gastronomy and lifestyle experiences under the theme "Meet Me at 10 • The Future Rendezvous", inspired by renowned artist Dong Jin's acclaimed "Wanhua" artworks.

The celebration was kicked off with a gala dinner. Robert Cousins, General Manager of Niccolo Chengdu reflected on the hotel's legacy, "Over the past decade, Niccolo Chengdu has stood as an enduring symbol of luxury, chic and impeccable hospitality in China West. This anniversary not only honours our journey but also underscores our unwavering dedication to delivering exceptional experiences for many more decades ahead."

成都尼依格羅酒店今年四月十五日慶祝開業十週年，並與本土藝術家董瑾女士合作，透過其萬華系列畫作，以「鑒藝拾光 藝啟未來」為主題，圍繞美食、時尚和生活方式，為客人帶來多項非凡體驗。

慶祝活動以盛大晚宴揭開序幕。成都尼依格羅酒店總經理 Robert Cousins 在晚宴上回顧了酒店的輝煌歷程：「過去十載，成都尼依格羅始終屹立於城市核心，成為奢華、時尚與卓越服務的代表。周年慶典不僅是對我們過往成就的致敬，更彰顯了我們矢志不渝的承諾——在未來更多的十年，繼續為賓客締造非凡體驗。」■

MTL: CHILEAN CHERRY DELIVERY HERO

現代貨箱碼頭：智利車厘子幕後英雄

SENIOR OFFICIAL VISITS KWAI TSING CONTAINER TERMINALS

Secretary for Transport and Logistics Ms Mable Chan, JP visited Kwai Tsing Container Terminals, including the new energy deployment, in January.

During the visit, Ms Chan also witnessed MTL welcoming a container vessel carrying 3,700 TEUs of Chilean cherries, the largest number of containers discharged from a single vessel call this season. Ms Chan was impressed with the quick customs clearance and high efficiency of the Hong Kong single port.

HONG KONG SETS RECORD FOR CHILEAN CHERRY CONTAINERS

According to MTL, about 6,500 containers were shipped to Hong Kong via the 'Cherry Express' service and the majority of them were processed at MTL. Hong Kong manages about 40% of the Chilean cherries exported to Mainland China.

Horace Lo, Group Managing Director of MTL, said, "An estimated growth of 40-50% in the volume of Chilean cherry containers was handled during the 2024/2025 season. We take pride in our role as the main and largest gateway for Chilean cherry exports to the Mainland. We will continue to work closely with our partners and maintain our world-class service."

運輸及物流局局長到訪葵青

運輸及物流局局長陳美寶，JP 於一月到訪葵青貨櫃碼頭，分別與現代貨箱碼頭營運商會面。陳局長亦視察了貨櫃碼頭的運作，包括在使用新能源方面的進程。參觀當日，適逢今季運載最多智利車厘子的船舶抵港，陳局長見證了單一船舶卸下約三千七百個標準箱的智利車厘子，並稱讚香港清關運作效率之高。

香港再創處理智利車厘子貨櫃紀錄

今年一月，約有六千五百個貨櫃透過「車厘子快線」服務運往香港，創下疫後單月新高，當中大部分均由現代貨箱碼頭處理。運往中國內地的智利車厘子，有約四成經香港處理，是這季節性業務最大的門戶港口。

現代貨箱碼頭集團董事總經理盧偉民表示：「二〇二四／二五年度經香港處理的智利車厘子貨櫃數量估計約有40%至50%的增長。作為智利車厘子出口到中國的主要門戶港口，我們感到非常自豪。我們會繼續與業界緊密合作，發揮世界級服務水平。」

九倉：港碼頭吞吐量高 具重要價值

【大公報訊】九龍倉集團（00004）昨公布2024年全年業績，期內基礎淨盈利按年下跌21.5%至27.98億元，主要由於內地發展物業確認入賬銷售額減少，以及應佔減值撥備增加所致。按年由盈轉虧，股東應佔虧損32.24億元，上年同期賺9.45億元。集團宣布派發第二次中期息每股20仙，全年合共派息40仙。

集團主席兼常務董事吳天海表示，香港港口吞吐量持續受壓，今年表現可能難以維持去年水平，儘管香港貨櫃碼頭吞吐量排名有所下降，但整體數字仍相當可觀，具有重要價值。

吳天海指出，受鄰近港口競爭加劇及地緣政治影響，香港港口地位在過去十多年間逐漸下滑。尤其是今年2月以來，部分全球性船運公司重組航線，香港在這過程中處於不利位置，而鄰近港口則受益。因此，他對今年香港港口吞吐量的前景持謹慎態度。不過，他強調，中國與西方以外地區的貿易往來日益頻繁，這或可彌補西方市場需求減少的缺口。

葵涌物流中心料2027年完工

此外，吳天海透露，集團正在葵涌興建一個面積超過400萬平方呎的物流中心，投資

額達50至60億元。目前上蓋工程正在審核中，預計2027年完工。

內地房地產方面，今年政府工作報告提出，要「穩住樓市」，持續用力推動房地產市場止跌回穩。吳天海表示，兩會後市場初步反應正面，氣氛較去年有所改善，未來中央的支持力度可能進一步加大。

至於香港樓市，他指出，集團在港的住宅投資主要集中在超級豪宅及中價樓，但目前旗下中價樓庫存不多，將根據市場情況適時推出新項目。九龍倉近期推出山頂極道1號部分住宅單位，測試市場反應，他預計超豪宅市場將帶來新衝擊。

AWARDS & RECOGNITIONS

★★ 獎項與殊榮 ★★



THE WHARF (HOLDINGS) LIMITED

Top 10 Cover Stories of ArtCan by Sing Tao Daily

Listed Company Awards of Excellence 2024 by Hong Kong Economic Journal



THE MURRAY, HONG KONG

CUCINA, MARCO POLO HONGKONG

HARBOUR CITY TIMES SQUARE PLAZA HOLLYWOOD

Certificate of Excellence, Green Mall of the Year, and Finalist Green Shop Alliance Award 2024

NICCOLO CHANGSHA

Best Luxury Hotel Voyage Hotels & Resort Awards

NICCOLO CHONGQING

Best Luxury Hotel Voyage Hotels & Resort Awards

MARCO POLO HOTELS

Best Hotel Brand Voyage Hotels & Resort Awards

MARCO POLO WUHAN

2024 Premium Hotel Trip.Best Global Award

NICCOLO CHENGDU

2024 Premium Hotels Travel + Leisure 2024 China Travel Awards

NICCOLO SUZHOU

Best Luxury Wedding Venue The 10th Hotel Wedding Award

Best Luxury Hotel Voyage Hotels & Resort Awards

City Landmark Hotel of the Year Target Taste 2024

CHANGSHA IFS

Gold Award Offline Event under Large Real Estate Category 2024 Interactive Creativity Awards & Media Marketing Awards

Silver Award Integrated Marketing in Commercial Property TopDigital 2024

Top 100 Most Popular Shopping Centres of the Year 2024 by Winshang.com

SHANGHAI WHEELLOCK SQUARE

China's High-Quality Service Development Leading Company by Golden Keys China

6S Management Innovation Award by Golden Key Alliance

China's Excellent Service Team by Golden Keys China

CHENGDU IFS

Silver Award Innovation in Consumer Events Asia-Pacific Stevie Awards 2024

SHANGHAI TIMES SQUARE

Fashion, Art and Commercial Landmark of the Year 2025 GOGO Shanghai

CHONGQING IFS

Grand Winner Experiential Marketing Campaign 2024 NYX Awards

Best Trendy Shopping Centre by The Stars Travelling Scope 2024

DALIAN TIMES SQUARE

Mall China Golden Mall List of Excellent Characteristic Consumption Scenario 2024

Brand Marketing Innovation Award 2024 by Sina Liaoning

MODERN TERMINALS

Elite Enterprise Partnership Distinguished Award 2024 by Customs and Excise Department

Bronze Award Transport and Logistics Hong Kong Awards for Environmental Excellence



Project WeCan
「學校起動」計劃

FLAGSHIP PROGRAMMES MARK 10TH ANNIVERSARY

旗艦項目相繼踏入十周年

2024/25 marked a significant milestone for Project WeCan, with both WeCan Scholarship Scheme and Shape Our Future: WeCan! – Career Exploration Day, stepping into their 10th year. In the meantime the three-day Young Innovators Bazaar also completed with great success in March. 🎉



▶「學校起動」計劃成立十年 出錢出力照亮九百學生

「學校起動」計劃上周六頒發 2024/25 年度獎學金，給 86 名中學畢業生，嘉許他們獲取錄入讀本地學士學位課程。計劃推出至今 10 年，共約 900 名學生獲得獎學金，絕大多數係家中首個入讀大學成員，總金額約 7000 萬元。

「學校起動」計劃基金會委員會主席吳天海表示，計劃今年起擴大申請範圍，除本地 8 間大學及香港演藝學院合資格學生外，亦涵蓋指定學士課程。

頭條日報 · 2024 年 11 月 18 日

「學校起動」生涯規劃日十周年 參與機構數目創新高 逾四千學生參與



▲警務處處長蕭澤頤（左四）、「學校起動」計劃基金會委員黃光耀（右四）和眾嘉賓主持「『職』出前路，我做得到！」生涯規劃日啟典禮。

明報 · 2025 年 1 月 12 日

“工作因拼搏而精彩
人生因奮鬥而無憾

警務處處長蕭澤頤”

「學校起動」計劃「趁墟做老闆」三天展銷會 逾一千五百名中學生體驗創業營商

一年一度「學校起動」計劃之「趁墟做老闆」展銷會於 3 月 28 日在鑽石山荷里活廣場舉行啟典禮。大會邀得民政及青年事務局長麥美娟、SBS、JP 擔任主禮嘉賓。63 間參與中學的師生、夥伴企業及機構代表亦到場為學生打氣。

民政及青年事務局長麥美娟在致辭時說：「青年是香港的未來、棟樑和希望，更是推動社會和經濟長遠發展的核心。隨着科技進步、資訊流通，加上市場靈活多變，創業在現今社會已不再是遙不可及的夢想。衷心感謝「學校起動」計劃多年來積極推動青年發展，並悉心籌辦是次活動，讓同學可以獲得做老闆的經驗，希望同學們繼續發揮創意，日後學以致用。」



明報 · 2025 年 4 月 3 日

CONNECTING THE COMMUNITY THROUGH VOLUNTEERING

義工獻關懷

HELLO PANDAS!



探訪國寶！

集團支持香港公益金主辦的「全城喜迎大熊貓」慈善日活動，由主席兼常務董事吳天海帶領，本集團義工接待了一百位來自兒童癌病基金、和諧之家及香港社區組織協會的家庭，以及「學校起動」計劃參與中學天主教普照中學（「普照」）到海洋公園，近距離與安安和可可見面。

九龍倉普照師友計劃

Wharf is pleased to support The Community Chest “Meet with the Giant Pandas” Charity Day. Chairman and Managing Director, Stephen Ng, Wharf’s staff volunteers, 100 participants from three NGOs and Po Chiu Catholic Secondary School (“Po Chiu”), Wharf’s Project WeCan partner school visited the two giant pandas, An An and Ke Ke at Ocean Park. Everyone was excited to meet these national treasures.

Photo on Top:
The families from The Children’s Cancer Foundation Hong Kong, Harmony House, and the Society for Community Organisation, joined the Panda Day

上圖：
共一百位來自兒童癌病基金、和諧之家以及香港社區組織協會的受惠家庭，與天主教普照中學師友計劃的藍朋青友「探訪」國寶熊貓

九龍倉義工隊又與普照學生開展「藍朋青友」師友計劃。該計劃始於二〇一二年，迄今已有一百三十多名學生參與其中。義工和學生透過定期活動，互相學習擴闊社交圈子。校長袁玉蘭表示：「『學校起動』計劃讓普照能夠與九龍倉這大企業合作，讓學生在課堂之外獲得額外的學習機會。在過去的十三年裡，我們因這種夥伴關係而見證了許多鼓舞人心的故事。衷心感謝。」

WHARF x PO CHIU MENTORSHIP

Aiming to connect staff volunteers with student to foster mutual learning and expand students’ social network, Wharf volunteer team conduct regular events for student mentees at Po Chiu. To date, over 130 students have joined the mentorship programme since 2012.

“Thanks to Wharf, Po Chiu students got additional learning opportunities beyond the classrooms. Over the past 13 years, we have witnessed many inspiring and encouraging stories because of this partnership. We are deeply grateful.”, School principal Ms Yuen Yuk Lan.



REVITALISING SPACE, MAKING A DIFFERENCE

Supported by Harbour City and Times Square Technical Departments, 70 volunteers and their families rolled up their sleeves after painting training sessions to plaster and repaint classrooms, transforming Ling On Nursery School into a brightened learning space. Their collective effort, totalling over 500 hours, turned faded walls into canvases of inspiration for children. Led by our Group Chairman and Managing Director Stephen Ng and Wharf Estates Limited's Assistant Director & General Manager (Human Resources & Administration) Irene Luk, this initiative demonstrates Wharf's dedication to community and the next generation.



九龍倉置業義工為幼童改善校園

九龍倉置業義工隊在海港城及時代廣場技術部門的支援下，為靈安幼兒學校翻新課室和洗手間，改善幼童的學習環境。九龍倉集團主席兼常務董事吳天海及九龍倉置業有限公司助理董事兼總經理(人力資源及行政)陸雅文更身體力行，與近七十名義工及親友攜手為幼童建立煥然一新的學習空間，共同投入超過五百小時的義工時數。



WHARF VOLUNTEERS: SENDING CARE TO ELDERLY



Together with Project WeCan students, Wharf Volunteer Team participated in elderly home visit in Shatin organised by the Senior Citizen Home Safety Association. Through chit-chatting, the seniors were touched by the care from the juniors and our volunteers who were also inspired by the seniors.

九龍倉義工：長者送暖

九龍倉義工隊聯同「學校起動」計劃師生早前參與了香港社會服務聯會舉辦的「齊心護老送平安」探訪行動。義工們帶著大會愛心物資，前往沙田探望獨居長者，瞭解他們生活點滴。探訪不僅為長者帶來溫暖，更令參與者有所感悟。



Congratulations to Wharf Teams in The Community Chest Sports for Millions 2025

恭喜各參與公益金百萬運動會的
九龍倉健兒！



