

HORIZON Plus

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

SUMMER 2015 ISSUE



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amazing

SUMMER!

We go to press in the midst of one of Hong Kong's warmest summers ever, but we could feel a breeze of coolness with back to back fabulous exhibitions at Harbour City. The biggest hyperrealist public art exhibition by one of the world's most prominent sculptors Carole A Feuerman, featuring five beautiful sculptures were staged on a 3D "swimming pool" in June, followed the gigantic "Where's Wally?" installation displays in different corners of Harbour City. Another highlight is the priceless original artworks of the illustrator Martin Handford exhibited for the first time. Meanwhile, the arrival of Jamie's Italian and LadyM present great additions of unparalleled dining experience to shoppers. Check them out.

The most memorable moment for us and our shareholders was the Wharf Annual General Meeting in May hosted by Peter Woo before his passing the baton of Wharf's chairmanship after his 37 years as the Chairman. In the past decades, the Group has reached achievements undreamed-of as Mr Woo put it. Wharf's standing today also reflects Mr Woo's visionary thinking, leadership and sound

management, and his belief in "Business-in-Community". From a dilapidated godown to a location that offers showcase effect and record sales for many of the retail brands, the Group has created much value for its properties with market capitalisation increased from \$3.5 billion to a net book value of \$300 billion today. Our new Chairman Stephen Ng has taken up the baton with vigour and enthusiasm. He shares with us his path to success in this issue.

We are grateful to our corporate partners for their support to Project WeCan which you can tell from the subsequent stories. Our key partner The Chinese University of Hong Kong's support has made the English WeCan programme possible.

Wharf T&T's 20th Anniversary, the Group's acquisition of two prime sites in Hangzhou, the topping off ceremony of Chongqing IFS, the launching of the new luxury hotel Niccolo and the many "firsts" in Chengdu IFS in this issue are news that you cannot miss either.

It is hot! Happy reading!



本期籌備之時正值炎炎夏日，但當走近海港城便能感到陣陣涼意。曾獲多個世界藝術大獎的美國超寫實雕塑藝術大師 Carole A Feuerman，於六月在海運大廈露天廣場舉辦香港最大型超寫實雕塑公共藝術展，穿上不同款式泳衣的雕塑以多種姿態在特製的「泳池」出現。海港城之後再化身成 Wally 奇妙國度，多個角落正展出《Where's Wally?》的巨型藝術裝置及配合連串活動，引領遊客踏上尋找歡樂之旅。是次展覽另一亮點是首次展出作者馬丁・漢福的珍貴原稿。與此同時，Jamie's Italian 及 LadyM 於海港城開幕為顧客帶來更多精彩餐飲體驗，亦是近期的焦點所在。

五月舉行的股東周年大會對集團全人及股東可謂難忘。主席吳光正領導集團三十七年後正式交棒。在吳氏的帶領下，集團過去數十載創建了意想不到的成就。集團今天的輝煌成績反映了吳氏的遠見卓識、領

導才能和完善管理，以及「社、企共勉」的信念。由當初杳無人煙的碼頭貨倉，到今天成為眾多零售品牌的旗艦店及最高銷售額店鋪之所在地，集團不斷為旗下物業創優增值，集團的市值已由當初的三十五億增至現時的三千億港元賬面淨值。新任主席吳天海將承先啟後，繼續帶領集團穩步向前。他亦於早前透過接受本地傳媒訪問與我們分享成功之道。

我們感謝一眾企業夥伴身體力行支持「學校起動」計劃，從今期的故事可知一二。全憑我們的主要合作夥伴香港中文大學全力支持，English WeCan 才得以順利開展。

九倉電訊開業二十周年、集團於杭州購入兩幅優質地塊、重慶國金中心舉行平頂儀式，全新奢華尼依格羅酒店開幕，以及成都國際金融中心為市民帶來多項「第一次」特色展覽等故事均不容錯過。

希望您享受這個炎炎夏日，亦喜歡本期《HORIZON Plus》為您帶來的精彩內容！

多姿多彩 迎夏日！

2015 ANNUAL GENERAL MEETING WELL ATTENDED

二〇一五年股東周年大會順利舉行



The Wharf Annual General Meeting (AGM) was held on 15th May with great attendance of about 350 shareholders. This year's AGM marked Peter Woo taking leave as Chairman of Wharf after leading the Group for 37 years. Woo now serves as Senior Counsel of the Company.

In response to some shareholders' requests, a group photo was taken of Woo and the Board members with shareholders to mark the special moment. During the AGM, shareholders expressed their thanks to Woo's contributions over the past 37 years, speaking highly of him as the pathfinder and pioneer of the Company who has laid a good succession plan. During Woo's chairmanship, the Company's market capitalisation of HK\$3.5 billion increased to a net book value standing at HK\$300 billion today.

Woo also shared his personal feelings at the AGM where he recalled taking an ocean vessel at the age of 15 through Ocean Terminal Gate No 1. At the time Wharf had not been acquired by Sir Yue-kong Pao, nor had Woo ever thought of himself becoming the chairman of Wharf, not to mention Harbour City and Times Square being developed to what they are today. Woo thanked the Board, colleagues and shareholders for their unwavering support over the past decades.

New Management Team

Stephen Ng succeeded as Chairman & Managing Director; Andrew Chow, Deputy Chairman; Doreen Lee, Vice Chairman; Paul Tsui, Vice Chairman & Group Chief Financial Officer; and both Yen Leng and Kevin Chan are a Director of the Board.

九 龍倉集團於五月十五日舉行股東周年大會，超過三百五十名股東出席。隨著股東會結束，帶領九龍倉三十七年的吳光正卸任九龍倉主席一職並出任集團的首席顧問。

股東會開始之前，應部分股東要求，吳氏及股東會成員與股東大合照。會有股東讚揚他過去三十七年對集團的貢獻，是集團的開荒者及先驅，並妥善安排繼任人選。在吳氏的領導下，集團的市值更由當時的三十五億港元增至現時的三千億港元賬面淨值，成績驕人。

吳氏亦於會上分享個人感受，憶述十五歲時在海運大廈一號閣乘搭遠洋船出國。當時包玉剛爵士仍未收購九龍倉，他沒有想過自己會成為集團之主席，更沒有想過海港城及時代廣場會發展至今天的規模。他感謝董事會、同事及股東多年來的鼎力支持。

集團新管理層

吳天海接任主席兼常務董事、周安橋為第一副主席、李玉芳為副主席、徐耀祥為副主席兼集團財務總監、凌緣庭及陳國邦分別為董事。

吳光正對港前景有信心

香港文匯報訊（記者 蘇洪鑽）曾經競逐首屆特首選舉的吳光正，昨天正式卸任九倉（0004）主席，其所領導長達37年、市值逾2,600億元的上市王國，將由兒子吳宗權接棒。在當前零售市道轉弱下，旗下商場營業額倒退，但吳光正認為香港經歷過多次大上落，集團能在香港發展是成功因素，亦有信心香港能維持競爭力。公司股價昨天升1.1%收報56元。

近月本港零售市道疲弱，而集團旗下尖沙咀海港城及銅鑼灣時代廣場3月份零售額按年降17%及12%，吳光正昨直言今年首季零售市道疲弱，而4月份「商場都無咁好轉」。當中以高檔零售較受影響，不過中低檔零售則維持增長，然而對於應對環境，集團從去年年中已有準備。

「不要低估香港競爭力」

內地最新宣布降低部分外國進口日用品的關稅，市場憂心進一步衝擊本地零售業，而吳光正則不以為然。他認為隨著內地發展，競爭力增加是遲早的事，而本港更需體認自身競爭力有幾強。他認為不要低估香港，「競爭力不只是錢，香港有好多選擇；其次係reliable，內地奶粉平啲，係咪就要去內地買？內地打少嘅嘢，係咪真貨？You Lam You (你認你)！」

現年68歲的吳光正，在九倉董事會工作37年，他說自1978年加入九倉以來，香港經歷不同的環境，曾經有大大上落的時期。九倉開始時只有30至50億元的資產，但至今已擁有3,000億元資產，他形容是「做夢都估不到」。九倉的成功要歸功於地利人和，更有賴於內地改革開放。他說，內地改革開放是一個新環境，很有幸參與此波浪潮中。

吳光正重申對香港仍有信心，認為香港有三大特色，包括貨品選擇多、服務及可靠程度，但仍須於以上事項再作加強，以應對競爭，同時呼籲社會各界應提升自己，面對競爭。

「經濟好樓市不會差」

他又指，期望香港不應只作為金融中心，同時應繼續在其他方面發展，以作多方面發展。以股票市場為例，雖然目前成交量有所增加，但認為市場仍未夠大，期望可做到規模令其他競爭者不足為競爭。

對於當下樓市，吳光正表示樂觀，「旗下幾個樓盤近期都一Q清貨，我唔怕會差（不會差）」，他留意到近期的兩房戶售價已達5、6百萬，有人憂心有泡沫，但亦有買家願意接納，認為市場購買力正在尋找平衡。他又指有些新盤的樓價長達4至6年，期內的樓價或許會升5%至6%，不過這樓盤的買家收入可能在4至6年開升三成，整體的經濟環境是重要因素。

吳宗權接掌上市王國

吳光正昨天最後一次以主席身份主持九倉股東大會，會後正式完成職務交接，卸任九倉主席，僅留任集團首席顧問之職，將市值逾2,600億元的上市王國，交由兒子吳宗權接棒。被問到為何選擇在退休時交棒，吳光正形容目前公司團隊成熟，「本身公司的質素、業務、計劃、方向亦好穩定，所以我想做定先，而唔係最後先畀人問幾時退。」



■前九倉主席吳光正（左四）與各董事及股東合照。

內房成「政策市」「一變生意都變」

香港文匯報訊（記者 蘇洪鑽）九倉近年對內地的投入有減少跡象，吳光正昨坦承內地發展物業面臨很大挑戰，利潤正在減少，並指「內地屬政策市，一變，你生意都變」。

三四線城市推地限制多

吳光正指出，集團在1989年已投資內房，當時人民幣亦相對較弱，利息也較低，不過今天內地三四線城市推地加緊不少限制，吸引不高，故在3、4年前已減少投資這些城市，以往投資內地城市多達14個，目前減至三四個。

分身有術 曾任多項公職

吳光正除擔任九倉掌舵人外，亦有許多頭銜，「第一屆特首候選人」、「醫管局主席」、「寶發局主席」等等，他昨日憶述往事時，也再次重提為何會擔任醫管局主席一職。他指，皆因在1980年的一天，其父親吳紹瑞於半山家中中風，當時被送往瑪麗醫院，但院內設備、服務則相當差，父親亦沒入理會，故最終於3日後不幸過身。

反感公院 盼改革醫管局

這段經歷也令吳光正對當時的公立醫院相當反感，故此當醫管局主席時，他抱著改革的決心入局。「當時我問大Sir（鍾士元），是否真是改革？如果真是名銜，我就不會加入。」他稱當時既要打理外父「船王」包玉剛的生意，亦每周有3日時間在醫管局內工作。

而在2000年時，吳氏加入寶發局任主席，他稱，由於過去做銀行工作時，已經常到九龍區內的工廠，接觸大批中小企業，故此他了解企業的困難，當時亦希望透過寶發局，來扶持中小企業發展。

吳光正「唔入火坑」退休學潛水



■前九倉主席吳光正（左四）與各董事及股東合照。

吳光正「唔入火坑」，九倉昨次的股東會開始前特別加設一項環節，讓股東可將最後一次以主席及董事身份主持股東會的吳光正象徵火坑。場面熱鬧，大會形容這是「應去年股東的要求」。另外，外界關注他退休後會否參選行政長官，吳光正直言「唔想跳入火坑」，並多番斬釘截鐵對參選「零興趣」。

怕聯文件無意加入行會

至於退休後的生活，他說過去多年管理太多人，如今想過「Operation Free」的生活，可能一星期打3、4次球，雖然減少打高爾夫球、滑雪，不過最近有學潛水，「健康會列首位，其他都次要，希望減慢退化。」至於會否重臨政壇？他重申「零興趣」，指做特首每天都要人360度圍住你；亦不想加入行政會議，因為要看好多文件，「唔想離開（九倉）個廚房，又要跳出去火坑？」

小股東建議重組股價

股東會當中，小股東提問前都不忘對掌管逾30年的吳光正讚美一番。有一名小股東直言，吳光正打造九倉是一項「豐功偉績」。另一自稱自己及家人都持有九倉股份的小股東亦指，「Peter，我好滿意你嘅表現」，形容吳氏是開闢者先驅，好不給他退下火爐，該事被起場內掌聲；又指該系內會德豐地產（0020）主席張志強是「業界的大學士」，以及指吳宗權主持活動表現「四平八穩」。

有自知之明難學李超人

然而祝詞過後，兩位股東均不約而同提出股價偏低的問題，問及會否減價及考慮重組。吳光正笑言集團「有學生（李嘉誠）咁多海外資產，主要集中在大中華及香港，形容自己「有自知之明」。集團會做好公司基礎業務及增值工作，帶給股東回報。

小股東又建議將旗下天星小輪碼頭修繕，「現時碼頭好細被人食晒」。



任職37年 見證公司增值百倍

吳光正於昨日股東會後正式卸任九倉主席，並於下周二同時卸任會德豐高級董事，正式全身而退，轉為出任兩家公司首席顧問。「無職一身輕」的他有問必答，應股東去年提出的要求，在股東會開始前，最後一次以主席身份和一小股東合照，表現十分親民。其後更有「真情」股東大讚吳光正過去37年在九倉的貢獻及成就，期間帶領九倉資產大升百倍至3000多億元。股東譚先生稱「自己和家人」都是九倉股東，長達40年，直言「好滿意Peter（吳）嘅表現」。又指吳光正安排副主席吳天海接任主席一職是「好嘅安排」，更讚其兒子吳宗權表現「四平八穩」，認同他現在退下火爐是合適安排。另一名股東麥先生（Mr Mak）形容吳光正打造九倉是一項「豐功偉績」。

明報，16/5/2015

大公報，16/5/2015

信報，16/5/2015



■吳光正（左三）卸任在即，九倉小股東要求與他及董事局成員大合照紀念此歷史時刻。（黃俊攝）

九倉變招 迎市道轉差

吳光正周五卸任九倉集團（00004）主席，轉任首席顧問。他主持任內最後一次股東會後透露，去年中起，已就本港零售市道轉差作出籌備及調整，且調整方案不是針對單一季度，而是較長期的準備。

海港城時代廣場未減租

瑞信本月6日發表報告指出，九倉旗下尖沙咀海港城及銅鑼灣時代廣場的3月份零售額分別按年下跌17%及12%，跑輸本港整體29%的跌幅。吳光正表示，內地反貪腐的確對奢侈品消費造成衝擊，旗下商場內的中低檔品牌零售額則不跌反升。他沒有披露4月銷售數據，僅說較首季無明顯變化，故不敢對

前景太樂觀，還待觀察秋季的數據。

吳光正說海港城、時代廣場是香港兩大地標購物中心，舖位仍供不應求，暫未見減租發生。被問及內地擬削減消費品進口關稅對本港零售的衝擊，他認為「影響肯定有，但減稅是錢的效應，香港的競爭力不一定是『錢』」。他強調，選擇多、保真貨、優質服務都是香港的競爭力，如今市場競爭加劇，反而會挑起香港業界進一步提升競爭力。此外，吳光正對本港樓市不感到悲觀，相信樓價不會大起大落。他對內地三四線城市發展物業則存有戒心，近3、4年已主動將發展項目的城市數目，由14個減至5、6個。

THE CHAIRMAN STEPHEN NG SHARES HIS PATH TO SUCCESS

九龍倉主席吳天海分享成功之道

香港經濟日報・06/05/2015

新聞
特寫

把握3個機會 吳天海踏青雲路

吳光正提攜 81年入九倉 會德豐磨練



即將出任九龍倉主席的吳天海，憑藉歷任3次重要的機會，創下年輕人「裝備自己，把握機會」。

九龍倉(00004)副主席吳天海在本月股東大會後將升任主席，這位81年就加入九倉、94年已當上副主席的老臣子，謙稱自己非最勤最努力的人，多得機會眷顧。他最感激職途上的3個機會，加上70年代的大時代環境，令他平步青雲。吳天海認為，屬於現時年輕人的「大時代」在於未來人口老化，人手不足，勉勵年輕人不應覺得「灰」，要裝備自己，把握機會。 ■本報記者 邱婷

上周末吳天海出席九倉與中大合作的中學生英文訓練計劃啟動禮，向在座的中學生和老師分享自己讀書時學英文的經歷。提到九倉每年都會為百多位第三組別中學生提供「job tasting」的機會，讓他們嘗試不同崗位，發掘職業興趣。他說：「很多學生很好，只是需要給予機會。」本月將正式擔任九倉主席的吳天海，甚少講個人經歷。今次難得與本報分享，透露自己在屋邨長大，那麼，34年間他如何平步青雲？

現職：
九倉副主席兼常務董事、
會德豐副主席、有線寬頻主席

年齡：62歲

學歷：

經歷：

70年代加入環球航運任行政見習生

1981年加入九倉

1989年擔任九倉常務董事

1994年成為九倉副主席

2015年5月股東大會後，將升任九倉主席，任期3年

1971至75年就讀於美國威斯康辛州瑞登(Ripon)的瑞登學院(Ripon College)及德國波恩大學，修讀數學系。



▲吳天海畢業於九龍華仁，留學回港後加入環球航運。(受訪者提供圖片)

「機會」二字，在他口中出現頻率很高。「功過我的人全世界好多，勤力過我的人全世界也很多，分別是撞不撞到機會。」

「我家背景並不很好，在屋邨長大，九龍華仁畢業，有機會讀大學都靠學校資助。」吳天海19歲到美國和德國留學，畢業回港後加入「船王」包玉剛的環球航運。

曾轉職廣告業 吳光正邀回巢

「第一個機會是跟到吳光正先生(現任九倉主席)。我1976年認識他，當時在環球航運，包玉剛爵士最初做船務，我加入做(行政)見習生。」數月後輪換的第二個職位在財務部門，「吳先生是財務總監，我開始跟他。」

他憶述最初回港想先工作，儲錢後再繼續升學。「做下去發現這份工已能不斷學東西，可不用升學。」他又坦言，曾有念頭想做老闆。考慮到自己唯一的經驗來自船務，但不可能有足夠資本創業。在環球航運兩年後，他轉行做廣告公司，賣此後創業。「做了幾年，發現(廣告業)不是我發揮的地方，不看好行業，自己也不夠才華，剛好又是時候考慮結婚，還是想找份穩定的工作。」

恰逢這時吳光正協助岳父包玉剛成功收購九倉，他邀吳天海回巢，互相覺得適合之下，吳天海重回環球航運，於是有了第二個機會：「幾個月後他派我進九龍倉。」

他的第三個機會，來自九龍倉1985年初收購了會德豐，他加入協助管理，「這對我來說是重要的機會，接觸新的管理人，學到很多。當時會德豐有很多鬼佬，我和他們『周旋』有些成績，可以和他們一起做事，涉及

很多重組工作，要和投行、律師經常合作。我不懂法律，就靠觀察、接觸，自己學，偷師。」

除了連續幾個機會，吳天海認為70年代的大時代背景也很關鍵。「當時正值香港經濟起飛，外國人撤退，需要大量本地人才，中國人資本家、管理人員擴充。如果不是那個大時代，今日完全改寫！」

對於有說法指今天的年輕人沒有以前那麼多機會，他不完全同意。「今天的大時代我雖未見到，但我估計是人口老化。70年代因為很多本地人，所以有很多機會。而現在人口老化，未來根本不夠人用。我覺得年輕人不應覺得絕望，覺得灰，要裝備自己，碰到機會時掌握機會！」

人口老化 青年多裝備迎機遇

外間形容他是少說多做的人。他解釋：「有些行業要多說，我做的行業不太需要多說，最重要是做。多做一定是對的，多說則要說之有物，否則白費其口，說話要有分量有深度，不是講廢話。」

即將升任主席，吳天海笑言是從「老臣子」變成「更老的老臣子」。責任當然更重，又大讚公司團隊很強，「我們很少辦公室政治，大家一心做事，這樣就事半功倍。而且吳光正先生已鋪好路，只要不大錯就不會有大問題，方向、團隊都在，幾乎可以自動波，所以不難。」



86年九倉員工合照，圖為吳天海(前排左二)及已故「船王」包玉剛(前排中)。(受訪者提供圖片)

Stephen Ng, Chairman and Managing Director of the Wharf Group, shared his path to success in the interview with *Hong Kong Economic Times* (HKET).

Ng has taken up the chairmanship of the Wharf Group in May 2015. A 34-year veteran at Wharf, he shares his personal experiences in these years. He is grateful for the opportunities over the years. According to Ng, there were three important opportunities in his life. The first opportunity was being able to join World-Wide Shipping as a trainee and got to know Peter Woo; the second was being back to the Wharf Group after working in the advertising industry for several years; and the third was joining the Wheelock Group. He added that the economic growth in 1970s was also a key to success for Hong Kong. He is confident in the future development of the Wharf

Group with the solid foundation built and the continued leadership of the management team.

Ng is also supportive of young people and Project WeCan programme, "many of the students are talented, what they need is opportunities." He encourages young people to be confident and equip themselves to be ready to seize the opportunities ahead.



Ng visits the annual Young Innovators Bazaar and cheers up for students by "shopping" at their stalls



Ng encourages students to improve their English competence



Ng explains to students why a listed company is required to hold Results Announcement events

細說廣東道今昔

資料來源：星島日報，3/5/2015

吳光正自從去年卸任會德豐主席，交棒兒子吳宗權後再退下火綫，將九倉主席一棒交予吳天海，正式退出會德豐及九倉的董事局。

吳光正的年代或結束，然而他為九倉開創的新時代卻已來臨，尤其是海港城和時代廣場，已躋身全球最貴租金地段之列！在他最後的一份主席報告書中，道盡海港城今昔，揭開黃金是怎樣煉出來……

尖 沙嘴黃金地段廣東道，名店林立人流如鯽，想在那裏做生意，就算付得起百萬計的租金，也得乖乖輪候慢慢排隊。很難想像，卅年多前的廣東道，靜如死城！

吳光正指出：「六十年代，尖沙嘴彌敦道是旅客及夜生活的熱點，而當時廣東道尤見殘舊，入夜後更杳無人煙。我們將海港城原有未盡用的地積比率盡量善用，把原來的地積比率增加了近五成。」

回歸引發不安

由昔日的碼頭貨倉成功轉型為今日的海港城，成為業界研究的對象，實在有賴於管理層敏銳的市場觸覺與前瞻性的管理。九倉恪守「創建明天」的理念去發展，不斷創優增值等待機遇。就算八九年政局危機、九七年金融危機，都無懼經濟氣候的轉變與動蕩，勇往直前。



擴建後的海港城，總樓面面積新增了二百四十萬平方呎，市值一千七百億元。

吳光正重申他的遠見，指一九九二年九倉發表《香港+》文件，提出當時鮮有人談論，關於在內地開放下，香港在一九九七年前後的機遇。他在文件中，闡述了對香港前途的正面及樂觀看法，有別於當時有些人在主權回歸前後，那有如「天塌下來」般的不安。

煉成黃金城

這些年來，海港城不斷展開大型重建，興建港威一期，總樓面面積新增了二百四十萬平方呎，市值是一千七百億港元。吳光正因早着先機而受惠中國改革開放的經濟騰飛，海港城這黃金終告煉成。

「在二〇〇四年至二〇一四年的十年間，九龍倉每股的資產淨值增加了約八十港元，比二〇〇四年上升約五倍。」無獨有偶，海港城二〇一四年的總零售銷售額為三百五十億，亦比二〇〇四年增加了五倍。

今天的海港城已變成國際零售地標，廣東道亦已打造成國際知名的「亞洲香榭麗舍大道」，是全球最頂尖品牌趨之若鶩之地，品牌包括Louis Vuitton、Chanel、

Fendi、Hermès、Coach、Dolce & Gabbana、Giorgio Armani & Emporio Armani、Gucci、Prada、Salvatore Ferragamo等，銷售額均為亞太區甚至全球店鋪之冠。

老店看風雲

要數早着先機的，應是三寶鐘錶。總裁李永安的父親七十年代已在海運大廈開鋪經營，他在廣東道長大，也看着廣東道變遷。「廣東道以前好多政府部門，去到尾段就好多傢俬鋪，當時好靜，成條街去到佐敦道都無樓，無中港城碼頭，得一所中學，都幾荒蕪。現在成條街同商場都變了，簡直是個大時代的來臨。」

七十年代，海運大廈還是個郵輪碼頭，歐美遊客居多；九十年代變成東南亞客市場；但金融風暴後逐漸消失；〇三年「沙士」過後是另一個時代來臨，成為內地客的天地。顧客對象大異，整個商場氣氛也有好大改變，「八十年代有好多手工藝品店，例如織花刺繡店、中式傢俬鋪等，然後慢慢轉成歐美名牌。裏面的裝修設計都很不同，客人有客人變，商場有商場的變，大家都隨住時代變。」





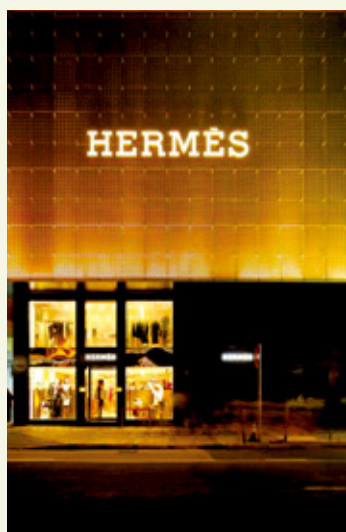
李永安慶幸公司能和海港城一同成長。

在海港城做了數十年生意，店鋪開了一家又一家的李永安很欣賞海港城的變。「有方向的改變我覺得幾好。有些賣散給不同業主的場，大家純粹追求租金回報，我看不到那個區嚮如何改善，零零碎碎做不出一個氣氛來。」他認為現在整條廣東道都因海港城得到「活化」，笑道：「九倉花了好多心機，托賴，我們都隨住他們一起成長。但如果不是站在這裏，成長的過程又未必一樣。」

大事件

廣東道於十九世紀末以第六任港督麥當奴 (Sir Richard MacDonnell) 命名，名為「勿當拿道」，後改為「麥當奴道」。一九〇九年三月為免與港島的同名道路混淆，遂改稱 Canton Road，中文譯為「廣東道」。它橫跨尖沙嘴、油麻地、旺角、大角嘴等地段，全長逾三公里。「廣東道名店街」指的多是海港城由星光行至港威商場延綿五百三十米的主要購物大道。

細味海港城今昔



廣東道已成品牌爭相進駐的零售地標。

七十年代，船王包玉剛看中九倉的發展潛力，積極收購該股票，成為九倉第一位華人主席，亦是華人勢力在香港商界冒起的轉捩點。

當年海運大廈落成，風頭一時無兩，港督戴麟趾主持揭幕儀式，瑪嘉烈公主與丈夫史諾頓勳爵亦是嘉賓。

無綫電視啟播前，也選定海運大廈試播。七五年英女皇伊麗莎白二世與愛丁堡公爵曾到訪。當年紅透一時的西片《蘇絲黃的世界》也在天星碼頭取景。Planet Hollywood開幕，連國際巨星史泰龍和布斯韋利士亦到訪。



- 1 七五年英女皇伊麗莎白二世與愛丁堡公爵到訪海運大廈。
- 2 海運大廈落成，港督戴麟趾和瑪嘉烈公主主持揭幕儀式。
- 3 當年大型展覽多選在海港城舉行，圖為登陸月球展。
- 4 Planet Hollywood開幕，請來國際超模仙蒂歌羅馥剪綵。
- 5 當年國際巨星史泰龍出現海港城，墟口程度不遜今日的韓星。

WHARF ACQUIRES TWO PRIME LAND PARCELS IN HANGZHOU

九龍倉投得杭州市中心兩幅優質地塊

The current land bank of the Group is maintained at 10.2 million square metres, spanning 15 cities.

In June, the Group acquired two prime residential sites in Gongshu District, Hangzhou. One of the sites is 19,600 square metres with a GFA of 43,200 square metres while the other is 18,400 square metres with a GFA of 53,500 square metres.

Two land parcels are located at the inter-section of Moganshan Road and Shenhua Road with convenient transportation network, and it is near to the future Metro Line 5 to be in operation in 2019. High-quality educational resources and extensive business facilities are also nearby.

Andrew Chow, Deputy Chairman of Wharf and Chairman of Wharf China Development Limited said, "The Wharf Group has been putting great importance to China property market. We value the opportunity in first- and second-tier cities and look for suitable land parcels actively. The land acquisition in Hangzhou is in line with Wharf's development strategies."

“Hangzhou is a leading mainland city with unrivalled competitive advantage. The Wharf Group is optimistic about its potential and has successfully built an array of upscale residential projects in the city. With our well-established project development and sales teams, we have confidence in turning the two newly acquired land parcels into sought-after residential projects.”

Andrew Chow
Deputy Chairman of the Wharf Group and
Chairman of Wharf China Development Limited

九龍倉集團目前的土地儲備維持於一千零二十萬平方米，遍及十五個城市。

今年六月，集團投得兩幅位於杭州市拱墅區的優質住宅地塊。其中一幅佔地面積約一萬九千六百平方米，建築面積約四萬三千二百平方米。另一幅佔地面積約一萬八千四百平方米，建築面積約五萬三千五百平方米。

兩幅地塊交通便利，位於主幹道莫干山路和申花路的交叉口，鄰近計劃於二〇一九年投入運營的地鐵5號線。地塊周邊亦擁有優質教育資源，並有豐富商業配套。

九龍倉集團第一副主席、九龍倉中國地產發展有限公司主席周安橋表示：「九龍倉集團一直重視在內地房地產投資，看重一二線城市的機會，積極尋找合適的地塊。此次投得杭州地塊，符合九龍倉集團的發展戰略。」

“杭州是內地極為重要的省會城市，城市綜合實力一直居於前列。九龍倉很早就看好杭州的發展潛力，曾打造了多個高端住宅項目，有著成熟的項目開發和行銷團隊，並有信心將此次投得的兩幅地塊打造成備受市場歡迎的住宅項目。”

九龍倉集團第一副主席、
九龍倉中國地產發展有限公司主席周安橋



THE NEW LUXURY HOTEL NICCOLO ANCHORS IN CHENGDU IFS

全新奢華尼依格羅酒店進駐成都 IFS

The first hotel under the new luxury brand Niccolo opened in April, raising the bar in style, taste and hospitality for all.

Situated at the Chengdu IFS, Niccolo Chengdu enjoys unparalleled geographical advantages. The contemporary urban chic hotel provides 230 luxurious guest rooms and suites with fashion-inspired interiors. It brings to life the art of dining with The Conservatory, a unique oval-shaped venue, and the Niccolo Ballroom which overlooks the stunning IFS Sculpture Garden.

Niccolo aims to provide personalised concierge service tailored to individual needs and interests. Guests can experience the very best of Chengdu at Niccolo.

Soon after its opening, Niccolo Chengdu already garnered its first award – “Best New Hotel Brand – Luxury” at the 5th Annual China Hotel Awards held by the renowned magazine *LifeStyle*.

In addition, Niccolo is the first ever property in the Mainland to have listed in the Ultratravel Collection, along with her very best hotels and resorts peers in the world.

“The introduction of Niccolo is part of our long term strategic vision of bringing a new luxury brand to the Wharf’s hotel portfolio. There will be three more Niccolo hotels opening in the next few years in the IFS being developed by Wharf in Chongqing, Changsha and Suzhou.”

Eric Waldburger
President of Marco Polo Hotel



集團首家以全新奢華品牌「尼依格羅」命名的酒店已在四月開業，為酒店在風格、品味及待客之道譜上全新定義。

成都尼依格羅座落於成都國際金融中心（成都IFS），佔盡地理優勢。酒店提供二百三十間奢華而不俗套的客房，並設有橢圓形落地玻璃禮堂及尼依格羅宴會廳，讓賓客一邊俯瞰成都IFS的雕塑花園，一邊享受非凡的餐飲與宴會。酒店臻力於滿足賓客的不同需求、興趣及愛好，特別推出私人定制的禮賓服務，讓賓客能在成都感受到一種超越物質的奢華。

酒店開業不久已獲得各界認同，當中包括於國內知名雜誌《品味生活》主辦的「第五屆中國酒店大獎」中獲選為「最佳新酒店品牌——奢華類」。此外，酒店更成為國內首家被列入Ultratravel Collection名錄的酒店，該名錄的會員包括來自世界各地最奢華及最具標誌性的酒店及度假村，提供最細緻及個人化的體驗。

“在成都IFS推出尼依格羅酒店，展現了我們將全新奢華品牌納入九龍倉酒店旗下的長遠策略目標。另外，三間尼依格羅酒店將陸續登場，分別位於正在籌建中的重慶、長沙及蘇州國金中心，並將在未來幾年開業。”

馬哥孛羅酒店集團主席華貝嘉

CHONGQING IFS TOPPING OFF

重慶國金中心平頂

The topping-off ceremony for the iconic 300-metre landmark tower of Chongqing IFS was held on 24th April, marking the coming full completion of the largest mixed-use development in Jiangbeizui District, the new CBD of Chongqing.

The 50:50 joint venture development with China Overseas Land & Investment features the tallest business tower in the CBD, along with four other towers above a 102,000-square-metre retail podium. Positioned to be a boutique-sized Harbour City, it will provide a shopping mall with a broad tenant mix and Grade A offices.

The retail leasing of Chongqing IFS is in good progress with over 50% of the floor area under offer with major corporations. Over 80% of office space at Tower Two and Three was sold in 2014. Full completion of the development is scheduled for 2016.



“Chongqing IFS is located at Jiangbeizui CBD, which is at the heart of the core financial area. It is an integrated commercial complex offering Grade-A office, high-end shopping mall, five-star hotel, luxurious apartments, and recreational facilities.”

Andrew Chow
Deputy Chairman of the Wharf Group and
Chairman of Wharf China Development Limited

江北嘴國金中心 300 米塔樓封頂 市民明年可在重慶版海港城掃貨

重慶晨報 · 27/4/2015

重慶晨報訊 記者 王秋思 明年，市民在重慶就可以逛“海港城”。昨日記者從九龍倉集團获悉，江北嘴目前最高建築——重慶國金中心迎來最高塔樓 300 米封頂，預計將於 2016 年下半年開業。重慶國金中心建成後，將复制香港著名“掃貨地”海港城的运营模式。

据了解，重慶國金中心項目由香港九龍倉集團和中海地產携手打造，坐落於重慶中央商务区江北嘴，總建築面積 66 萬平方米。整個建築群由 5 棟塔樓和一個大型購物中心組成，其中最高的一座塔樓高度為 300 米，是目前江北嘴 CBD 商務最高樓。

“重慶國金中心地處江北嘴 CBD 金融核心區的核心位置，是集甲級寫字

樓、高端購物中心、五星級酒店、高級公寓，以及休閒娛樂設施於一體的綜合項目。”九龍倉集團第一副主席周安橋介紹，重慶國金中心的購物中心定位為精品型的高端購物城，建成後將引入國際一二線知名品牌、高級餐廳、戲院等主力店。和已經開業的成都國金中心一樣，重慶國金中心也將复制九龍倉旗下的香港知名物業——海港城的运营模式。

据介绍，海港城是目前香港最大的購物中心，也是購物最青睞的“掃貨地”。按照“海港城”的商业模式，成都國金中心目前已經引入 LV、Dior、Burberry 等众多国际名牌。

▶ 昨日，江北嘴目前最高建築重慶國金中心(中間)封頂。



MANY FIRSTS AT CHENGDU IFS

成都 IFS 銳意為顧客不斷帶來新驚喜

From the glamorous VOGUE Fashion's Night Out, to the 185-metre longest candy carpet of "Sweet As One" Exhibition, the "Lego Ferrari Model Show" and "Ju Ming's Travelling Exhibition", Chengdu IFS is always the talk of the town, bringing many firsts to the city and its customers.

從充滿魅力的「VOGUE 摩登不夜城」，至「甜蜜如一」甜點主題展中全球最長的一百八十米糖果彩毯，到限量版樂高法拉利汽車模型展和朱銘藝術巡迴展，成都IFS一直是全城熱話，不斷為客戶帶來眾多驚喜「第一次」。

LEGO FERRARI MODEL SHOW

"2015 Lego Ferrari Model Show" has its first stop at Chengdu IFS in June. The exhibition not only displays the world's unique Lego Ferrari car models, but it also offers a series of interactive activities, including online racing games, model assembly competition and family activities. Lego and Ferrari fans enjoy DIY and model collection to the fullest.



全球限量版樂高法拉利汽車模型展

「二〇一五年全新樂高法拉利汽車模型展」首站於六月在成都IFS舉行。是次展覽不但展出全球獨有的法拉利樂高汽車模型，更安排了一系列互動活動，包括線上賽車遊戲、模型拼裝賽、樂高積木親子活動等，讓樂高迷和賽車迷們可享受動手製作、收集法拉利樂高模型的樂趣。

JU MING'S TRAVELLING EXHIBITION

Themed "When Art Meets Shopping Mall", the "Living World Series – Ju Ming's Travelling Exhibition in China 2015" has successfully completed its first stop in Chengdu IFS in April. This was the first time the art pieces of the world-acclaimed sculptor being exhibited in central and western China. Chongqing Times Square, Dalian Times Square and Shanghai Times Square will follow suit.

The collaboration between Ju Ming and business organisations in the Mainland aimed to bring art and cultural experience closer to the public through exhibition in open space. "Living World Series", the art pieces along with some works featuring shopping, is a collection which Master Ju is most satisfied with. The kick-off ceremony was held with Ju, joined by Christina Hau, General Manager (Operations) of Wharf China Estates, to officiate the exhibition. Ju also shared his art experiences with the public.



朱銘藝術巡迴展

以「商場遇見藝術」為主題，「雕刻人間・二〇一五朱銘藝術展中國巡展」在成都IFS舉行的首站已於四月完滿結束。這是國際著名雕塑大師朱銘的作品首次登陸中西部，亦相繼於重慶時代廣場、大連時代廣場及大上海時代廣場展出。

朱銘希望透過商業與藝術結合，讓市民在開放的空間亦能感受藝術和文化。展出的是朱銘最滿意的作品《人間系列》，以及該系列以購物為主題的部分作品。開幕當日，朱銘親臨現場與九龍倉中國置業總經理（營運）侯迅一同主持啟動儀式，大師亦與市民分享藝術心得。



HARBOUR CITY AND TIMES SQUARE CONTINUE TO WOW SHOPPERS WITH EXCITING TENANTS

海港城、時代廣場繼續為顧客帶來精彩消閒生活體驗

With the opening of renowned restaurants, Harbour City unrelentingly provides unparalleled dining experience to shoppers.

Jamie's Italian at Harbour City wows the guests with new elements

Announced by Jamie Oliver earlier this year, a new Jamie's Italian restaurant was launched at Harbour City in late May, bringing fresh and delicious Italian cuisine to food lovers by one of the world's most popular chefs.

The new location boasts a floor area of 6,000 square feet and a ceiling height of six metres. Guests are greeted at the entrance with the coffee station and open pizza oven which are exclusive to the Harbour City shop for Hong Kong. At the main dining area, a 360-degree visual sensation is created with a vibrant graffiti surrounding. Designed and painted by Jamie Oliver's long-time friend and artist Barnaby Purdy and local artist Peter Yuill, the artworks tell the stories of the old and new Hong Kong.

The outside area of 1,500 square-foot is a generous private terrace exclusive to the restaurant, which is decorated to create a relaxed secret garden ambience for guests to kick back and enjoy delicious food outdoor.



海港城不斷引入知名餐廳，為顧客帶來精彩餐飲體驗。

Jamie's Italian 海港城新店 設計「港」情懷

名廚Jamie Oliver早前來港親自宣布於海港城開幕的Jamie's Italian新店，已於五月底正式開幕，為美食愛好者帶來更多新鮮美味的意大利佳餚。

新店佔地六千平方呎，樓底六米高。入口旁邊是海港城分店獨有的咖啡茶座及開放式薄餅廚房。踏入用餐區，餐廳四面頂部牆壁繪有多幅充滿香港情懷的塗鴉，均出自Jamie Oliver的藝術家好友Barnaby Purdy及本地藝術家Peter Yuill之手，細說本港從古到今的故事。

海港城分店另一特色是佔地一千五百平方呎的私人戶外空間，舒適的設計為賓客營造出尤如置身神秘花園中寫意用餐的環境氣氛。





LadyM opens her first cake boutique in Greater China

LadyM, the celebrated luxury cake boutique from New York, opens her first cake boutique in Greater China at Harbour City in July, offering a variety of sweet options for local fans.

LadyM's confections are well known in the USA and Asia. It is regarded as the "marriage of French tradition and Japanese sensibility", pairing classic technique and the very best ingredients with great attention to details. Other than the cake and dessert collection that are loved by celebrities, the Harbour City restaurant also provides a quality beverage selection. LadyM is sure to hit the sweet spot in Hong Kong from its opening day.

LadyM 大中華地區首間分店正式開幕

國際知名的精品蛋糕店 LadyM 之大中華地區首間分店已於七月在海港城開幕，為本地蛋糕迷提供多樣化的甜美選擇。

來自紐約的 LadyM 早在美國及亞洲打響名堂，被譽為「傳統法式糕餅與精巧和風的完美結合」，在蛋糕的選材及製作均是一絲不苟，貫徹力臻完美的理念，一直深受名人擁戴。

除了蛋糕與甜點，海港城分店亦供應各款飲料，在各式場合為客人送上驚喜。

TIMES SQUARE FURTHER ENRICHES ITS TENANT MIX

時代廣場進一步優化其租戶組合

Times Square further enriches its tenant mix bringing matchless "shopping" experience to visitors. The latest anchor is the renowned body care and home fragrance brand SABON.

SABON was founded in 1997 by Avi Piatok and Sigal Kotler-Levi out of their shared passion for natural skincare innovation and the art of grooming and pleasure. At the heart of this founding ethos lies the brand's enduring value – to enjoy the moment and take in the small things of everyday life "The Essence of Pleasure!"

SABON offers a wide variety of rich and delightful products from soaps, bath products, to fragrances through its extensive distribution network encompassing close to 200 stores worldwide in Europe, US, Japan and more.

時代廣場進一步優化其租戶組合，為顧客帶來與別不同的購物體驗。最新進駐的是深受歡迎的人氣身體護理及家居香薰品牌 SABON。

SABON 於一九九七年由 Avi Piatok 和 Sigal Kotler-Levi 二人創立。二人積極研發嶄新的天然配方，致力為每位顧客創造愉快難忘的感官體驗，這正是品牌的哲學——「快樂地享受當下 The Essence of Pleasure!」

SABON 的產品種類多樣化，由肥皂至沐浴和香薰系列一應俱全。全球現有約二百間專門店，偏佈於歐洲、美國、日本等多個城市。





WHARF T&T CELEBRATES 20TH ANNIVERSARY

九倉電訊精彩二十年

This year marks the 20th anniversary of Wharf T&T, for which a new corporate advertising campaign has been recently launched starring pop diva, Kay Tse, who sang for the tailor-made TV commercial theme song bringing cloud applications to light. The TV commercial makes cloud audible with a beautiful melody, which best demonstrates the power of “Cloud @ Your Fingertips”.

“Wharf T&T has a widely recognised professional expertise in information and communications technology (ICT) along with an extensive fibre network throughout Hong Kong. Full of boundless opportunities, sky is no limit and cloud is just the beginning. Moving forward, we will continue to live up to the vision of excellence and gear up our efforts, deliver better and smarter ICT services to our customers enabling their businesses and drive Hong Kong’s ICT development to the next level.” said Vincent Ma, President of Wharf T&T, at the launching ceremony of the campaign.

To celebrate its anniversary this year, the company also organised “Wharf T&T Day” earlier. Colleagues were engaged and demonstrated strong team spirit in various sports activities and games.

“Full of boundless opportunities, sky is no limit and cloud is just the beginning.”

Vincent Ma
President of Wharf T&T



今年，九倉電訊成立二十周年，全新的企業宣傳活動最近正式展開。今年以樂壇天后謝安琪 (Kay) 作為代言人，並為廣告演繹突顯雲端的主題曲「在雲端遇見愛」，是次廣告藉著優美旋律及主題曲呈現雲端的精粹，完美詮釋「彈指雲端譜光芒」的威力。

九倉電訊總裁馬惟善在企業宣傳發布會上說：「九倉電訊擁有市場廣泛認同ICT專業優勢，網絡遍全港。天空遼闊無邊際，充滿著無限機遇，而雲端只是一個開始。展望將來，我們會繼續堅守使命，追求卓越，為公司日後進一步發展作好準備，提供更多更優質的ICT服務，協助企業大展『雲』圖，努力推動本港ICT發展。」

為慶祝成立二十周年，九倉電訊亦於早前舉辦員工活動「Wharf T&T Day」。同事們積極參與多項體育活動及遊戲，充分展現團隊精神及高昂士氣。



AWARDS & RECOGNITIONS

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

WHARF CONTINUED TO BE A BIG SUPPORTER OF THE COMMUNITY CHEST

The Wharf Group was awarded "Distinguish Award" for a donation of HK\$2 million in The Community Chest's "Corporate & Employee Contribution Programme 2014/15"; and ranked the fifth among "Top Ten Fund-raiser" in "The Community Chest Dress Casual Day 2014/15".



WHARF AND 11 GROUP COMPANIES AWARDED CARING COMPANY LOGOS

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.



TIMES SQUARE

- Silver Award of both "Website Stream" and "Mobile Application Stream" in Web Accessibility Recognition Scheme 2015 by the Office of the Government Chief Information Officer



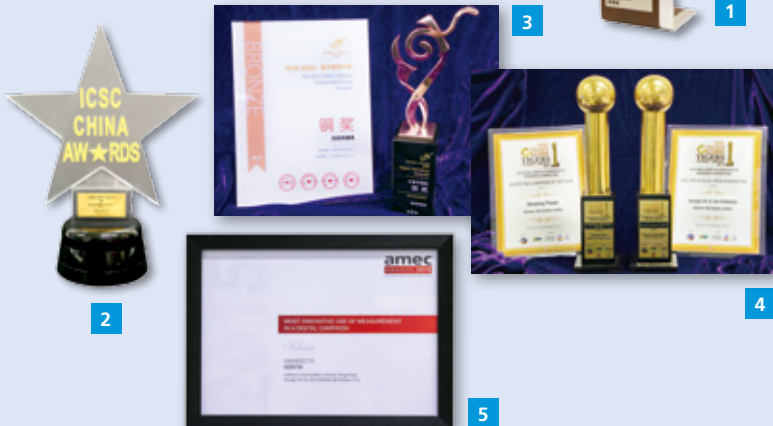
PLAZA HOLLYWOOD

- "Best Mall for Families" in Best Mall Awards 2014 by Apple Daily



HARBOUR CITY

Harbour City recently gained more international and regional awards for its marketing campaigns. It also obtained "Category Award of Shopping Malls" in Top Service Awards 2015 organised by Next Magazine.



The Amazing Power

- "Marketing Excellence" Gold Award in ICSC China Shopping Center Awards 2015
- "Creative Marketing" Bronze Award in the 6th Golden Mouse Digital Marketing Awards
- The Golden Globe Tigers Awards – Marketing Campaign of the Year
- The 6th Tiger Roar China Classical Communication Awards 2015

Snoopy Art & Life Exhibition

- The Golden Globe Tigers Awards – Best Use of Social Media in Marketing
- "Most Innovative Use of Measurement in a Digital Campaign" Silver Award in AMEC Awards 2015

Chocolate Trail 2015

- The 6th Tiger Roar China Classical Communication Awards 2015

PACIFIC CLUB

- Silver Awards in 2014 Hong Kong Awards for Environmental Excellence (Hotels and Recreational Clubs) and received certification of ISO 22000 Food Safety Management System, being the first private club in Hong Kong for these two recognitions

GATEWAY APARTMENTS

- "Best Serviced Apartment" in Best of the Best Awards by Squarefoot for five consecutive years **1**

MODERN TERMINALS

- Corporate Social Responsibility Award at the Containerisation International (CI) Awards 2015, being the first Hong Kong container terminal operator to be recognised in this category at the CI Awards
- Silver Award of "Website Stream" in Web Accessibility Recognition Scheme 2015, being the first terminal operator in Hong Kong to receive the award
- "Award of Recognition – Innovation" in Navis Inspire Awards 2015 for its new operating system Navis N4 **2**

WHARF T&T

- "The Outstanding Fibre Business Broadband Service Provider" and "The Outstanding Cloud Service Provider" in "The 15th Capital Outstanding Enterprise Awards" **3**
- "High Flyers Awards 2014 – Fixed Network and Broadband – Telecommunications" by Hong Kong Business for three consecutive years
- Wharf T&T eBusiness Limited (WeB), its IT services subsidiary, won "The Best ICT (Product) Award – Special Mention" in the Hong Kong ICT Awards 2015
- Bronze Award of media and communication category in Hong Kong Awards for Environmental Excellence by the Environmental Campaign Committee

THE "STAR" FERRY

- "Certificate of Excellence 2015" by TripAdvisor **4**
- Tsim Sha Tsui Star Ferry Pier, The 5 Flagpoles and the Central Star Ferry Pier were voted to receive "My 10 Most 'Liked' Hong Kong Architecture of the Century" Award organised by Hong Kong Architecture Centre **5**
- Gold Award of "Website Stream" in Web Accessibility Recognition Scheme 2015 for two consecutive years
- Gold Award in Junzi Corporation Survey 2014 by Hang Seng Management College

CHONGQING TIMES SQUARE

- "The Best Micromarketing" by Sina Chongqing for its Christmas event themed Santa Claus **6**
- "Chongqing's Most Favourite Mall" by Chongqing Ribao Group, Chongqing Guidao Group and Chongqing Metro News **7**

CHENGDU IFS

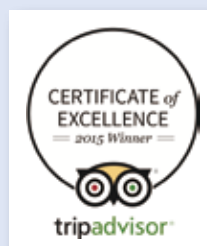
- "Design/Development" Gold Award; and "Marketing Excellence" Silver Award for its giant panda art and charity project "I AM HERE!" in ICSC China Shopping Center Awards 2015
- "Cross Media Marketing" Bronze Award in the 6th Golden Mouse Digital Marketing Award for its "100 Doraemon Secret Gadget Expo" **7**
- "Benchmarking City Commercial Real Estate of China" at the 12th China Commercial Real Estate Summit
- "City Landmark of China Commercial Real Estate" in "Chinese Commercial Real Estate Golden Awards 2014/15" by website Winshang



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FOUNDING PATRON PETER WOO CALLING UPON GREATER SUPPORT FOR Project *WeCan*

Project *WeCan* (PWC) continues to grow from strength to strength since its launch in 2011. The programme now covered 44 schools, representing one-third of the 150 secondary schools that are most resources-thirst, benefitting about 40,000 students.

Peter Woo, Founding Patron of PWC, has been making impassioned pleas to the Hong Kong community for the programme.

Woo was invited to speak at a business luncheon held by the American Chamber of Commerce in Hong Kong earlier to share how PWC cares and helps the young people.

In the interview with *Tatler*, Woo talked about his concern to bringing opportunity to the city's disadvantage children through PWC. At the luncheon, Woo shared his belief for business sector to engage itself with the community via direct support for the needy.

PWC is not merely a financial donation, but it also mobilises corporate resources, provides equipment, software, training and activities for schools and students. Woo is most grateful to see students gaining self-confidence and working harder to pursue their goals and aspirations.

Woo also calls upon different sectors in Hong Kong to join this meaningful programme.

PWC continues to look for support from corporates, professionals and retirees, with a goal for all the 150 schools and 150,000 students to benefit in the long run.



“ These students might not have a good start... We want to bring them basic integrity, to make sure they are entirely competent in basic skills, build their confidence and character, and expose them to career opportunities. ”

Peter Woo
Founding Patron , Project *WeCan*

WE CAN TWO • WE CAN TOO

CORPORATE PARTNERS PROVIDE UNFAILING SUPPORT

Coach sponsors a new digital “Learning Commons”

With sponsorship from its corporate partner Coach Hong Kong Limited, Kwun Tong Kung Lok Government Secondary School's new digital learning centre “Learning Commons” is set up recently to foster cooperative learning and sharing among students during lessons. A native English-speaking activity officer will be hired in the next school year to organise and implement different English extra-curricular activities for students.

1 2

AIA Reading & Writing Programme

AIA has launched the “AIA Reading & Writing Programme” with Concordia Lutheran School – North Point to enhance students’ reading and writing skills. The scheme has proven to be successful in motivating students to read 10 books in each of the three semesters and take part in at least two external writing competitions with some winning awards. Outstanding students were rewarded a day at the AIA Great European Carnival, 3 top students will be selected for a trip to Taiwan. With such encouraging results and overwhelming response, AIA is exploring to continue to run the programme in the coming school year.

3

“We firmly believe that at least 10-15% of the students want to be better at reading and writing – vital skills that would benefit them for life while also helping them to land better jobs or to pursue tertiary education.”

Mina Hsu

Group Chief Executive Office of AIA

LSTLKKC students’ visit to the Standard Chartered

A group of 16 Form 5 students from Lok Sin Tong Leung Kau Kui College (LSTLKKC) visited its sponsor the Standard Chartered Hong Kong Des Voeux Road branch, followed by a career sharing by Ryan Fung, Managing Director & Head, Retail Products, Hong Kong. Students were inspired and confessed that they understood more about different career options after graduation.

4

Elegant Cup Table Tennis Invitational

The first ever Project WeCan (PWC) Table Tennis Tournament was organised in collaboration with Elegant Watch & Jewellery, a total of nine teams from different PWC schools won the competition. Winners were not only awarded with a trophy, certificate and prize, but they will also be entitled to join training sessions by distinguished players from the Chinese national team and participate in the upcoming competition to be held in July and August.

5

“我們留意到來自弱勢社群的學生在運動方面的支援較少。我們希望藉着舉辦乒乓球比賽，增加學生接觸運動的機會，推動青少年的身心健康發展。”

三寶鐘錶珠寶首席執行官李永安



MORE ABOUT Project WeCan

English WeCan to help build students' foundation of English learning

A brand new programme English WeCan which is aimed at helping students in improving their English was kicked off in May. About 200 Form 1 students from 25 partner schools enter into an intensive 15-week tutorial.

"Hong Kong is a world city, English is important in both pursuing studies and in the job market. A good command of English is a must to stay competitive. Through English WeCan, we hope to improve students' capability in English communication in a systematic yet fun approach. Thanks to the support and effort by Quality School Improvement Project of The Chinese University of Hong Kong (CUHK) in the past few months for making this possible." said Stephen Ng, Chairman of Project WeCan Committee, at the kick-off ceremony.

"CUHK has been working with Project WeCan since 2011. English WeCan also opens up an opportunity for our CUHK undergraduates from different majors to participate as tutors. I believe our undergraduates will not only realise the meaning of helping others, but also have a positive change to their personal growth." said Professor Joseph Sung, Vice-Chancellor and President of CUHK, one of the officiating guests at the ceremony.

About 40 CUHK students have been recruited as tutor for English WeCan. Together with 20 corporate volunteers, they are spending a meaningful and action-packed 15 weeks together.



Po Chiu Catholic Secondary School celebrates its 45th Anniversary

Po Chiu Catholic Secondary School (Po Chiu), a partner school of the Wharf Group, celebrates its 45th Anniversary this year. The school staged a musical based on a true story from the Project WeCan mentorship programme. A song named Yes We Can was also composed to mark the occasion.

“我們懷著感恩及興奮的心情舉行了四十五周年校慶典禮，並向各位嘉賓呈上師生合作編演的音樂劇「我們都是得神」，將學生的能力呈現於大家眼前。音樂劇的內容描述學校加入了學校起動計劃 Project WeCan 後，學生的成長片段，由真人真事改編，希望大家喜歡。”

天主教普照中學校長李劍華

Yes We Can

曲：Ricky Hayashi@FreeUp Music
詞：CK Cheung @AMDG

敞開心 相信凡事都得
熱血自信 我種心中那火
我不怕跌倒 傷過痊癒起步
辛酸裏我未煞車 重定路向再起

我信努力 笑着向前 終必找到方向
幾許冷風迎面 也不阻 會令我堅壯
有你在 約定播場 心魔擊破開放
一起進攻前路 再深幽谷也可跨過 (If you believe in your dreams)

來吧一起高唱 Yes we can (If you believe in your dreams)
來吧一起高唱 Yes we can

也許某天 得不到那獎品
累透極了 指責哀傷痛心
「我不夠你好」心裏迷路想卻步
請觀看遍地轉機 行動吧！跳起！

我信努力 笑着向前 終必找到方向
幾許冷風迎面 也不阻 會令我堅壯
有你在 約定播場 心魔擊破開放
一起進攻前路 再深幽谷也可跨過 (If you believe in your dreams)

來吧一起高唱 Yes we can
If you believe in your dreams
來吧一起高唱 Yes we can

冷眼笑柄 缺陷困難 都不必怕 嚮往！
幾經琢磨磨練 我都可 碎石變堅鋼

這戰友 結伴唱遊 心中感到舒暢
一起進攻前路 再多凶險也必度過 (If you believe in your dreams)
來吧一起高唱 Yes we can — YES WE CAN !!





Wharf Annual General Meeting 2015



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