

# horizon PLUS



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# NAVIGATING IN A NO-LESS CHALLENGING 2021

The perfect storm in 2019 extended into 2020 with the year dominated by COVID-19. The pandemic sent many parts of the world and the global economy to a virtual standstill and spurred massive societal change. The travel and hotel sectors, in particular, are on their knees under stringent cross border travel and quarantine control. Hong Kong retail sales declined for the second consecutive year. It is hoped that the long-awaited COVID-19 vaccine programmes would help form a base for recovery.

The Group's hotel operations and retail performance at the malls in Hong Kong were hard hit especially with restrictions on travel, dine-out and the dearth of business travel and conferences. Nevertheless, the Group continued to leverage on our prime assets and proactive marketing dynamics to work through the tough times.

In Hong Kong, the Group has responded proactively by extending rent support to retail tenants and tripled marketing expenses along with a number of new store openings or expansions. Various themed-staycation programmes and dining packages have been rolled out across the Group's hotels to boost local demand.

Sales of Hong Kong luxury properties, in which interest remains strong, increased with the bulk of the amount contributed by Mount Nicholson assets. The Group started to accelerate activities in December 2020, and notably acquired two sites on Mansfield Road (No. 2-8 and No. 9 and 11) over a period of two months for development into super luxury residential.

In China, a case in point is Changsha IFS. Celebrating its 3<sup>rd</sup> anniversary this May, Changsha IFS saw revenues and operating profit increased, thanks to full occupancy, the resumption of foot traffic, extension of business hours during festivals, as well as innovation such as extending 5G coverage and Mixed Reality shopping. Meanwhile, revenues and operating profit at Chengdu IFS, one of China's top 10 malls also recorded growth.

2020/21 marks the 10<sup>th</sup> anniversary of Wharf's Business-in-Community initiatives, including Project WeCan and Wharf Youth Art Programme. Reflecting the times, both Project WeCan programme partners and students, undeterred by the restrictions caused by the pandemic, continued to render their support by different means. In the same period, Project WeCan Foundation granted 49 scholarships, bringing the total number of awardees to over 560 with a cumulative award commitment of over HK\$40 million. We would like to thank all our partners and participating schools for their continued support and making this initiative a great success.

While the global vaccine programme brings hope, resumption of cross-border travel may still take time. Gradual and orderly relaxation of quarantine measures with mainland China and other key markets is top priority to help save the beleaguered sector.

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





## 疫境下砥礪前行

二〇二〇年被新冠病毒籠罩，亦是二〇一九年發生的完美風暴的延續，疫情擴散令世界多個國家和全球經濟幾乎陷於完全停頓的狀態，更觸發廣泛的社會變遷。在嚴謹的跨境旅遊和檢疫的限制下，旅遊業和酒店業首當其衝，掙扎求存。香港的零售銷售額連續第二年下跌。目前寄望期待已久的疫苗接種計劃能帶來復甦的動力。

集團的酒店業務及香港商場零售表現受到旅遊及出外用膳限制、近乎絕跡的商務旅行和會議的嚴重打擊。然而，集團繼續竭力透過旗下優質資產的優勢和進取的營銷動力，以渡過困境。

在香港，集團已採取積極的措施，不但為商場租戶提供租金優惠，又增加三倍營銷開支，並有多家新店進駐或店面擴充，令海港城的商戶陣容更鼎盛。酒店業務方面，集團在旗下酒店推出多種不同主題的宅度假和餐飲優惠套餐，催化本地需求。

儘管受疫情影響，香港豪宅銷售的需求仍然殷切，銷售額增加，尤以 Mount Nicholson 為主。集團於去年十二月加快步伐，增添山頂土地儲備，在短短兩個月內，集團購入了文輝道的兩個地塊（2-8號和9和11號），用以發展超豪華住宅物業。

在中國內地，將於今年五月慶祝成立三周年之長沙國金中心，去年收入和營業盈利均有所增長，這要歸功於商場全部租出，人流大致回復到疫前水平，延長節日期間營業時間、擴展 5G 覆蓋範圍及混合實境購物體驗等。同時，位列中國十大購物中心之一的成都國際金融中心，收入和營業盈利也錄得增長。

二〇二〇/二一年度為集團「社、企共勉」項目「學校起動」計劃及九龍倉青年藝術計劃成立十周年的重要里程。雖然疫情肆虐，「學校起動」計劃企業夥伴及學生繼續透過不同方式支持。「學校起動」計劃基金會頒發獎學金予二〇二〇至二一年度共四十九位「學校起動」計劃中學畢業生，令累計獎學金得主超過五百六十名，批出金額超過港幣四千萬元。我們要感謝所有合作夥伴和參與學校的一直以來的支持，使計劃取得了空前成功。

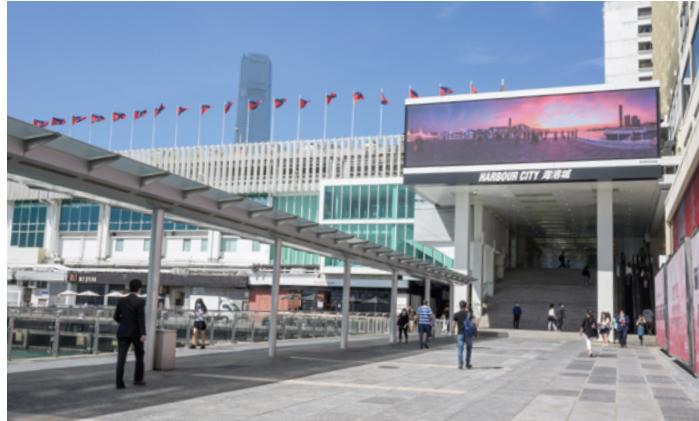
疫苗全球面世為疫情帶來曙光，但要恢復跨境旅遊則仍需時。逐步有序放寬與中國內地和其它主要市場之間的檢疫措施乃重中之重，有助救業界於水深火熱之中。

希望您會喜歡今期的《horizon PLUS》。

# THE WHARF GROUP ANNOUNCES 2020 RESULTS

## WHARF REIC: UNPRECEDENTED PANDEMIC SPARED NO ONE

- Hong Kong retail sales drop 24%
- Mall net operating cash flow drop 36% after rental drop, rent relief and tripling in marketing expenses
- Mall sales drop slowed during fourth quarter
- Hotel revenue landslide by 58%
- Group underlying net profit down 24%
- IP revaluation drop 5.5%
- Dividend policy maintained



# 九置基礎盈利75億 派息69仙 吳天海嘆市道未明 盼盡快發消費券

九倉置業(01997)去年業績盈轉虧，股東應佔虧損78.54億元；2019年同期盈利39.28億元。撇除投資物業重估虧損淨額137.65億元，基礎淨盈利74.77億元，按年跌23.6%，因疫情嚴重打擊其投資物業及酒店的生意。每股虧損2.59元；派第二次中期息每股0.69元，減少25.8%，連同第一次中期息，全年合共派1.47元，下滑27.6%；股息維持佔香港投資物業及酒店基礎淨盈利的65%。主席兼常務董事吳天海表示，去年業績乏善足陳，整體後市取決於疫情變化。

### 海港城時代廣場收入縮

九置去年收入155.15億元，跌3.3%。疫情下零售市場萎縮，投資物業分部受重創，收入減少17%至118.28億元，營業盈利下降22%至97.33億元。酒店收入挫58%至6.3億元，營業虧損3.79億元，若撇除7000萬元的政府補貼，酒店收入縮63%至5.6億元，營業虧損為4.49億元。

海港城總收入(包括酒店)降25%，營業盈利跌29%，商場部分收入少28%，營業盈利跌34%，去年底出租率為90%。時代廣場整體收入降18%，營業盈利挫24%，其商場截至去年底出租率為93%。

### 吸本地客搶佔市場份額

吳天海估計，今年整體市況是天陰有雨，未知



九倉置業(01997)去年業績重點

	金額(元)	按年變幅(%)
收入	155.15億	▼ 3.3
股東應佔虧損	78.54億	盈轉虧
基礎淨盈利	<b>74.77億</b>	▼23.6
第二次中期息	每股0.69元	▼25.8
截至去年12底止全年		信報

■吳天海(中)估計，今年整體市況是天陰有雨，未知何時晴朗。

清楚，他認同電子消費券意念正確，可帶來槓桿效應，但擔心執行上有難度，期望可盡快推出。

### 預告出招谷商場消費

九置為租戶提供逾20億元租金援助，並派發逾億元商場消費券，吳天海指出，該公司會繼續向租戶提供推廣支援，何時停止須視乎市場接受與否，目前仍有效用；集團將陸續推出其他措施，惟基於屬商業秘密，暫不能公布。他又透露，會考慮是否再向租戶提供租金援助，但強調寬減只屬零和遊戲，想達致雙贏便需要市道好轉、恢復遊客通關。

政府計劃發放5000元電子消費券，詳情尚未

# 九龍倉置業及九龍倉集團公布二〇二〇年業績

## WHARF (HOLDINGS): COVID YEAR HIT OPERATIONS

- Washout in the first half was followed by pockets of recovery in the second half
- Full year UNP (underlying net profit) increased by HK\$382 million (14%) to HK\$3,092 million
- Operating businesses (72% of Group UNP) contributed a decrease of HK\$532 million
- Investments & Others (28% of Group UNP) contributed an increase of HK\$914 million
- IP revaluation returned to surplus in the second half
- Group profit increased by 14% to HK\$3,864 million
- Full year dividend increased by 23%

# 九倉基礎盈利31億揚14% 內地貢獻增 全年息0.4元多23%

九龍倉(00004)昨午公布去年業績，基礎淨盈利30.92億元，按年增長14.1%，反映內地發展物業盈利貢獻增加、內地投資物業表現強韌及投資收入上升，抵消香港發展物業減值撥備28.64億元的影響。計及投資物業重估虧損3.96億元及投資重估盈餘11.87億元，股東應佔溢利38.64億元，上揚14.1%。每股盈利1.27元；派第二次中期息每股0.2元，增1.67倍，連同第一次中期股息，全年派息0.4元，多23.1%。對於集團近月在香港投資有所增加，主席兼常務董事吳天海形容，本港整體樓市有「可為」，有合適地皮便會考慮，目前有兩個改劃項目正等待商討。

該股昨收報18.96元，升1.4%。

期內，收入209.97億元，飆升24.4%，受益於內地發展物業項目增加落成期數、下半年內地投資物業從疫情中強勁復甦及投資收入增加。發展物業收入上升59.1%至112.22億元；內地投資物業在下半年反彈，全年收入揚6.6%至43.63億元；酒店受疫情重創，收入減少25.3%至3.96億元；物流收入下跌1.2%至25.66；投資收入則大增67.9%至11.08億元。

### 文輝道兩地或研合併發展

香港物業方面，豪宅的參觀及銷售受到疫情影響，惟期內應佔份額計算的收入仍增加至14.53億元，大部分貢獻來自山頂聳歌信山道8號MOUNT NICHOLSON項目。

吳天海表示，最近兩三個月在香港投資有所增加，有合適地皮便會考慮，而手頭上也有兩個改劃項目正等待商討，會繼續跟進。他認為，整體香港樓市「可為噃」；香港陸續有新投資項目，數年後落成



九倉(00004)去年業績

項目	金額	按年變幅
收入	209.97億元	▲ 24.4%
基礎淨盈利	<b>30.92億元</b>	▲ <b>14.1%</b>
股東應佔溢利	38.64億元	▲ 14.1%
第二次中期股息	0.2元	▲ 166.7%

信報

■九龍倉吳天海(中)稱，本港整體樓市有「可為」，有合適地皮便會考慮。

將是收成期，現階段仍需要耕耘。

問及最近投得的兩幅山頂文輝道超級豪宅地皮會否合併發展，吳天海直言，這是研究方案之一，惟剛投得地皮不久，目前尚未有決定。他又稱，近幾個月超級豪宅市況轉趨活躍，認為仍有需求，目前購買及租賃需求均不錯，相信今年上半年仍會有相當交易量，但能否持續則要視乎疫情及經濟表現，現階段暫感樂觀。

### 內地賣樓目標150億人幣

內地發展方面，吳天海指出，最近兩三年沒有增加在內地投資，由於回報與風險不及香港的類似投資好，為追求最適當風險回報平衡，在出價審慎下未能投得新項目，預料九龍在內地的發展仍會維持這

情形：內地樓市調控緊張，限價政策令邊際利潤受影響，從而影響回報。今年內地銷售目標為150億元人民幣。

吳天海強調，內地投資物業開始呈兩極化，高端市場非常旺盛，而一般消費則表現平平，酒店業也有相同情況：旗下內地商場今年首兩月表現若與2019年同期比較，已穩定的商場零售額仍有五成至六成增幅，新場的升幅接近一倍。「有信心講內地最壞時間已經過去」；香港暫未追上，希望吸取多個月教訓後，不會重現最差的時候。

對於長期投資總額由365億元增至669億元，吳天海說，價值增加可出於股價上漲原因，不完全代表是新投資，相信所持組合進可攻退可守，暫時無意減持。他重申，如有更好投資機會，會考慮部分套現。

信報，2021年3月10日

# HERMÈS' LARGEST STORE IN KOWLOON @ CANTON ROAD

愛馬仕於海港城開設九龍最大專門店



Hermès opens its new home in Harbour City on Canton Road. The expansion of about 6,600-square feet nearly doubles the size of the previous store. It marks a new milestone since its first store opening in Hong Kong in 1975. The new Hermès store invites a sense of curiosity and discovery, allowing customers to explore the collections in a harmonious setting.

愛馬仕於海港城廣東道開設九龍最大專門店，新店面積接近原址的兩倍，約六千六百平方呎，為愛馬仕自一九七五年立足香港譜寫新一頁。全新專門店希望觸發賓客的好奇與遐思，讓賓客在一個更寫意的環境探索品牌不同的系列。

## NEW TASTES IN THE CITY : MORE CULINARY OPTIONS TO STIMULATE YOUR TASTE BUDS 新「嚐」試：當代美食薈萃海港城

### EURO-ASIAN DELIGHTS

歐亞風味 勢不可擋



Da Filippo Trattoria



Lady Nara / NARA



SHIAWASE 辛・匠燒



SAKImoto Bakery  
壽本高級 Shokupan 專門店



Seolhamyeok 雪下覓炙

## OTHER SURPRISES 其他驚喜

Conceptually mirroring the Bally Haus flagship store in Milan designed by Casper Mueller Kneer Architects, Bally just opened its newly relocated store at Harbour City showcasing their latest collection.

BALLY 全新專門店最近於海港城隆重揭幕，新店由建築師Casper Mueller Kneer操刀，沿襲米蘭旗艦店設計，全面展示品牌最新系列。



## MORE SURPRISES 驚喜浪接浪



Nike celebrated its official grand opening of the third store at Harbour City in March. The two-storey store provides women-friendly fitting rooms and personalised womenwear service only available in this Hong Kong store. It will definitely be a check-in spot for sport lovers.

海港城第三間Nike Store於三月開幕！新店樓高兩層，以女性友好概念設計，設有女顧客專用試身室及全港獨家女裝客制化服務，將成為運動迷最新朝聖地。

From al dente pasta, novelty dishes, to elevated local flavors, shoppers are spoiled for authentic gastronomic choices year-round. More than 10 new restaurants just landed in Harbour City, let's unfold the napkin and check out the menus!

超過十間人氣餐廳現已進駐海港城，集結全球多國佳餚，除了高品質和創意外，獨特環境設計也帶來不一樣用餐體驗。

## PERFECT BREWS 精緻品味在於咖啡



Espresso Alchemy



The Coffee Academics



Cupping Room Coffee Roasters



Ricky's Spicy Kitchen 祥仔辣辣

## ORIENTAL TOUCHES 中式經典情懷



TamJai Yunnan Mixian  
譚仔雲南米線

# WHARF LANDBANK ON THE PEAK DOUBLES

## 九龍倉山頂物業土地儲備倍增

**SCMP: Wharf breaks own record set less than two months ago for residential plot on The Peak (9/2/2021)**

- A consortium led by a subsidiary of The Wharf (Holdings) outbid four rivals to win a second parcel on The Peak for US\$935.2 million
- At HK\$50,010 per square foot, it is 8 per cent higher than the HK\$46,272 per square foot Wharf paid for the adjacent site on The Peak

As one of the largest property owners on the Peak, Wharf's Peak Portfolio redefines the concept of luxury living with a collection of the rarest and most prestigious residences, epitomising a unique and exclusive lifestyle at the most sought-after addresses in town.

In December 2020 and February 2021, Wharf acquired residential sites on Mansfield Road No.2-8 and No. 9 & 11 on The Peak respectively. The acquisitions double Wharf's land bank on the Peak to nearly 600,000 square feet.

Besides land acquisitions, the Group also launched two new projects, namely 77/79 Peak Road and 11 Plantation Road by tender. The former comprises six houses for sale and two houses for lease. Five houses have been sold for a total of nearly HK\$3 billion, with the latest transaction at HK\$677 million or about HK\$90,000 per square foot.

11 Plantation Road, a redevelopment project, celebrated the first triumph in early March. House One of 11 Plantation Road was leased by tender at a monthly rent of HK\$1.35 million or HK\$125 per square foot.

作為擁有最多山頂物業的業主之一，九龍倉的山頂物業組合重新定義奢華生活的概念，呈獻一系列位於山頂顯赫地段的尊貴豪華住宅，充分體現在城中最叫人夢寐以求的優越地段的尊尚生活品味。



THE ULTIMATE LUXURY HIDEAWAY  
A CURATED COLLECTION ON THE PEAK

在二〇二〇年十二月及二〇二一年二月，九龍倉集團分別投得文輝道2至8號及文輝道9及11號住宅用地。連同新購入的兩幅地塊，集團在山頂項目的應佔土地儲備倍增至近六十萬平方呎。

此外，集團亦推出了兩個全新項目，包括：77/79 Peak Road及11 Plantation Road。前者提供八座洋房，其中六座作出售之用，其餘則為出租物業。五座洋房已成功出售，總銷售額近港幣三十億元，最近一宗成交價逾港幣六億七千七百萬元，呎價約港幣九萬元。

重建項目11 Plantation Road甫推出即報捷，一號屋在三月初透過招標，以月租港幣一百三十五萬元租出，每平方呎呎價達港幣一百二十五元。

# 九倉種植道洋房租135萬 料全港最貴

同系山頂道豪宅呎售9.2萬 創項目新高

作為山頂大地主之一的九倉（0004），自去年底先後兩度投得山頂文輝道豪宅地王後，旗下山頂超級豪宅租售兩旺，同由九倉持有的山頂種植道11 Plantation Road一幢洋房，最新以月租135萬元租出，料為全港最貴單一住宅月租。至於同系山頂道77/79 Peak Road，不足兩周連沽3幢洋房，吸金約17億元，最新成交呎價達9.2萬元，創項目新高。

明報記者 林尚民

11 Plantation Road由九倉持有、會德豐發展及夏利文負責租務，項目1號洋房以招標形式放租，為市場罕有的做法。

面積逾萬呎 可望維港南區雙海景

發展商公布，上述1號洋房，最新以月租135萬元租出，市場估計，有關月租料為全港豪宅之冠。若以一年總租金約1620萬元計，足以購買會德豐同系啟德MONACO一個實用面積727方呎三房戶，或足以購買沙田第一城3個實用面積約300方呎兩房戶。

1年租金可購3個第一城2房戶

今次以天價租出的11 Plantation Road 1號洋房，實用面積10,804方呎，可望維港及南區海景雙邊景致、設2333方呎前後花園，並設有約2700方呎私人地庫，可用作車庫或多用途間。洋房的廚房配備一系列Miele及Sub Zero爐具及家庭電器等。若以月租135萬元計，折合實呎租金約125元。

事實上，發展商亦加推項目2號、3號洋房招標放租，兩伙實用面積分別10,344及7704方呎，首輪招標日期為下周二（3月9日），次輪為3月22日。就招標文件所見，2、3號洋房，與上述已獲承租的1號洋房一樣，租客須支付1張或多張金額合共等於100萬元的本票，作部分臨時按金，另同時須支付按金餘款。



享維港及南區雙邊景觀的山頂種植道11 Plantation Road，以月租135萬元租出1號洋房（箭嘴示），料為全港最貴月租住宅物業。

## 九倉山頂豪宅最新部署

項目	類別	最新部署
山頂道77/79 Peak Road	發售	推出77B、77C及77E號洋房招標，並於本周五及下周五，分兩輪招標
種植道11 Plantation Road	招租	推出2、3號洋房招標出租，並於下周二及3月22日，分兩輪招標

註：相關項目均由會德豐及同系公司負責銷售和招租事宜

明報製圖

11 Plantation Road前身為九倉旗下收租物業Mountain Court，共設7幢洋房，其中3座出租，實用面積約6000至1萬方呎，飽覽維港景致以及南區海景和山巒，獨特性與私密度極高。

## 山頂道不足兩周連沽3洋房 吸金17億

同由九倉持有、會德豐銷售的山頂77/79 Peak Road，銷情亦熾熱，不足兩周內連售3幢洋房、套現逾17億元，最新售出的77F Peak Road洋房，實用面積6061方呎，成交價逾5095方呎花園等，成交價逾5.581億元，實呎92,088元，呎價暫為項目新

高。就成交紀錄冊所見，買家採150天成交期；發展商亦推出實用面積6257至7527方呎的77B、77C及77E號屋，本周五及下周五招標。

## 明廬本月首錄成交 洋房8250萬沽

一手豪宅交投活躍，華懋西貢碧沙路洋房明廬，錄3月首宗成交，透過招標以8250萬元售出1號屋，實用面積3288方呎連花園、私家車庫等，實呎25,091元，成交價為項目暫時最平。明廬由10幢洋房組成，去年推山至今累售6幢洋房、套現6億元。

明報，2021年3月3日

## MAINLAND DP SALES EXCEED TARGET

### 中國內地發展物業銷售超出預期

Wharf China DP's full year attributable contracted sales exceeded target by 16% at RMB 17.4 billion for 4,200 units or 549,000 square metres. Net order book at year-end was RMB 28 billion for 858,000 square metres.

During the pandemic, Wharf China has launched a mini WeChat programme to facilitate virtual visit of show suites.

中國內地發展物業全年應佔已簽約銷售額合共人民幣一百七十四億元，較目標多16%，涉及四千二百個單位或五十四萬九千平方米。截至二〇二〇年年底，未確認銷售額為人民幣二百八十億元，涉及面積八十五萬八千平方米。

疫情期間，九龍倉中國在微信平台推出置房網，助準買家線上參觀示範單位。



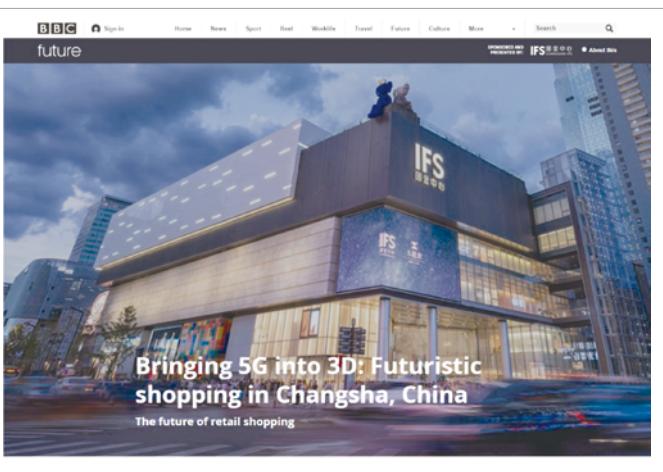
The screenshot shows a WeChat mini-program interface for Wharf China. At the top, there's a banner for '5 CITY 19 PLATES' and 'Deep-Cultivated City Boutique Bottoming'. Below the banner, there are four main functional buttons: 'Business Channel' (置业通道), 'Member Activities' (会员活动), 'Housing Needs' (购房需求), and 'Recommendations' (我要推荐). At the bottom, there's a large blue banner with the text '走进九龙仓' and 'WHARF FOR YOU FOREVER'.

# BRINGING 5G INTO 3D-SHOPPING AT CHANGSHA IFS

## 長沙IFS iGO 智能上線

Changsha IFS made exceptional and record-breaking sales in 2020. The foot traffic has been largely restored. In 2020, Changsha IFS recorded full occupancy. Retail sales for the year increased by 42%. The latest move is the launch of China's first Mixed Reality shopping navigator, iGO.

長沙國金中心在二〇二〇年的零售業績表現亮麗，零售銷售創新高，整體人流大致回復到疫前水平。在二〇二〇年，商場全部租出，零售銷售上升42%。最新更以iGO率先在業內開啟了科技、智慧商業模式革新的探索之路。



Whether updating their wardrobe from the couch or comparing prices in-store, mobile technology has transformed the way today's customer shops: 85% of Chinese consumers now engage with clothing brands both online and offline. With higher data speeds, ultra-low lag and massive network capacity letting more users and more devices share more data faster, 5G is bringing the mobile revolution into real-world shopping. As the technology rolls out, with China at the forefront, a whole range of personalised experiences is opening up.

Nearby in central China's Changsha, a vibrant city where Mao Zedong once studied, one of the region's largest malls, Changsha IFS, became the first 5G-enabled commercial complex in China. And it's using its new connectivity to advantage, with the launch of China's first Mixed Reality shopping navigator. Combining 5G, augmented reality and interactive marketing tools, the new iGO navigator doesn't just help users find their way around the megamall's nine levels. Users can even enjoy a personalised shopping experience, including offers, and engage with an interactive treasure hunt game.

BBC, 2021年1月6日

**RETAIL OCCUPANCY**  
商場出租率 ~100%

**RETAIL SALES**  
零售銷售額 +42%



觀點  
www.guandian.cn

長沙IFS打造全國首個商場混合實境導航系統iGO，一鍵開啟智能逛街

观点地产网 · 2020-12-11 22:42

長沙IFS以iGO系統為切入口，率先在業內開啟了科技、智慧商業模式革新的探索之路，進一步賦能零售業數位化轉型。

華中商業旗艦長沙IFS帶來了全國首個商場混合實境MR (Mixed Reality) 導航系統iGO，引發了大眾與行業夥伴的競相關注。作為長沙IFS打造中國首家5G全覆蓋商業綜合體的關鍵舉措，iGO系統結合了「5G網路+AR智慧科技+商業購物」，通過創造全新的智慧化、沉浸式購物體驗，滿足了顧客對商業生態、甚至對未來生活許多天馬行空的幻想。

iGO  
CHANGSHA IFS  
全國首個商場混合實境  
導航系統震撼上线

全國首個商場混合實境導航系統於長沙IFS震撼上線

觀點 · 2020年12月11日

# I AM CHENGDU I AM HERE – CDIFS CELEBRATES 7TH ANNIVERSARY WITH BRAND REBOOT 成都IFS踏入第七年周年慶呈獻品牌新貌



Happy birthday to the seventh-year old Chengdu International Finance Square ("Chengdu IFS")! A new campaign "I am CHENGDU I am HERE" was launched for a new image, targeting to match its business strategy with the urban development of Chengdu, and serving as an important bridge between the city and the world. The 7<sup>th</sup> anniversary celebration would not have been a success without support from brands, customers and government. VIPs included Ms Zhu Rong, Deputy Director General of Chengdu Municipal Bureau of Commerce, Mr. Tang Yong, Vice-District Leader of the People's Government of Jinjiang District, Chengdu, and Ms Deng Minheng, General Manager of Chengdu IFS. Chengdu IFS also worked with over 200 brands including Bottega Veneta, CELINE, Loewe and Valentino to offer limited-edition debuts or exclusive items for the celebration. In 2020, Chengdu IFS clinched many record highs, including number of new brands, foot traffic and sales.

為慶祝成都國際金融中心（「成都IFS」）七周年誌慶暨品牌新貌發佈，一眾政府代表、品牌夥伴、媒體嘉賓於一月十四日齊聚大熊貓戶外藝術裝置前。慶典貴賓包括：成都市商務局副局長朱容女士、成都市錦江區副區長唐勇先生及成都IFS總經理鄧敏姮女士等。在生日派對上，大會更介紹全新品牌形象“*I am CHENGDU I am HERE*”的理念，新形象旨在將成都城市發展與成都IFS營商策略緊密相連，冀成為連接世界的重要橋樑。逾二百個品牌，包括Bottega Veneta, CELINE, Loewe 及 Valentino 等，更推出首發限定或場內專屬精品同賀成都IFS七周年。成都IFS在二〇二〇年屢創佳績，創造了新品牌數目、人流及銷售的歷史新高。

NUMBER OF  
NEW BRANDS  
新品牌數目

120+

RETAIL SALES  
零售銷售額 +18%



yicaiglobal.com

PEAK OF  
SINGLE-DAY FOOTFALL  
最高單日訪客人次

~300,000



新浪財經

# AWARDS & RECOGNITIONS

## 獎項與殊榮

### WHARF GROUP

- “Responsible Brand 2020” in the 10<sup>th</sup> China Charity Festival – Chan Sik Wah, Director of Wharf China Development Limited, and Director & General Manager of 九龍倉 (上海) 企業管理有限公司 (3<sup>rd</sup> from left)<sup>1</sup>
- The Wharf (Holdings) Limited and Wharf Real Estate Investment Company Limited – Social Capital Builder Logo Award 2020-2022

### WHARF ESTATES LIMITED

- Highest Service Hour Award in 2019 (Private Organisations - Category 2) - Honour<sup>2</sup>
- Platinum Award of Fair Trade Award 2020
- Social Capital Builder Logo Award 2020-2022

### CHENGDU IFS

- 2020 Chengdu-Chongqing Twin Cities Economic Circle Brand Innovation<sup>3</sup>
- Fun in the AiR AR Exhibition – received Silver Award – Retail Industry in 2020 Effie Awards Greater China<sup>4</sup> and Silver Award - Interactive Experience of Digital category in Top Mobile Awards<sup>5</sup>

### CHONGQING IFS

- 2020 International Business Award 2020 - Marketing Campaign of the Year - Real Estate – Gold<sup>6</sup>
- 2020 International Business Award 2020- Brand & Experiences - Brand Engagement Event – Gold<sup>6</sup>
- 2020 Asia-Pacific Stevie® Awards 2020 - Award for Innovation in the Use of Events – Gold<sup>6</sup>

### CHONGQING TIMES SQUARE

- Top Ten Most Popular Commercial Landmarks by Chongqing media groups<sup>7</sup>

### SHANGHAI TIMES SQUARE

- Shopping Talent Recommendation Shop by 上海市商務委員會
- Best Exquisite-life Landmark in 2020 The Best BANG! Awards



1

### SHANGHAI WHEELOCK SQUARE

- 2020 Excellent Service Team and 2020 Award of Merit in Service by GKIA
- 2020 Anti-Epidemic Enterprise Paragon by Golden Keys China

### SHANGHAI TIMES SQUARE APARTMENTS

- Serviced Apartments of the Year in 2020 Time Out Hospitality Awards
- Best Paragon Apartment in 2020 The Best BANG! Awards

### MODERN TERMINALS

- BOCHK Corporate Environmental Leadership Awards 2019 EcoChallenger
- Federation of Hong Kong Industries CSR Recognition Scheme Industry Cares 2020 - Caring Certificate (Enterprise Group)
- Good MPF Employer 6 Years, presented with e-Contribution Award and MPF Support Award

## WHARF HOTELS

- Best Leadership Development Program and Best Learning & Development Program by HRD Asia 2020

## MARCO POLO HONGKONG HOTEL

- Recommended Hotel in the Forbes Travel Guide
- Italian restaurant Cucina received 4-star rating of Forbes Travel Guide
- Supervisor of Cucina, Bruce Wong, was awarded Restaurant Employee of the Year of the Forbes Travel Guide

## NICCOLO SUZHOU AND SUZHOU IFS



- The Anticipated Hotel of the Year by Hotel Awards Suzhou 2020<sup>8</sup>
- The Most Anticipated Luxury Hotel of the Year by First Journey 2020<sup>9</sup>
- The Most Anticipated Hotel Opening of the Year by ENCHANTE Hotel Awards 2020<sup>10</sup>
- Most Anticipated New Design Hotel in 2020 WOW Travel Award by Shanghai WOW!<sup>11</sup>
- The Best Luxury Hotel for Guest Experience by Splendour Magazine
- Best Tall Building 400 meters and above 2021 by the Council on Tall Buildings and Urban Habitat



8



9



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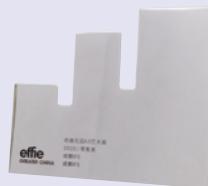
11



2



3



4



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7



6



# PROJECT WECAN HAPPENINGS

## 「學校起動」計劃精彩活動回顧

### PROJECT WECAN CELEBRATES ITS 10TH YEAR IN ACTION

#### 「學校起動」計劃昂然邁進十周年



2020/21 marks the 10<sup>th</sup> Anniversary of Project WeCan. A logo design competition opened to all Project WeCan students was organised to celebrate this important milestone. The winner Lee Tse Yan is from Ng Yuk Secondary School. The winning logo design shows the spirit of Project WeCan – care, inheritance and Business-in-Community.

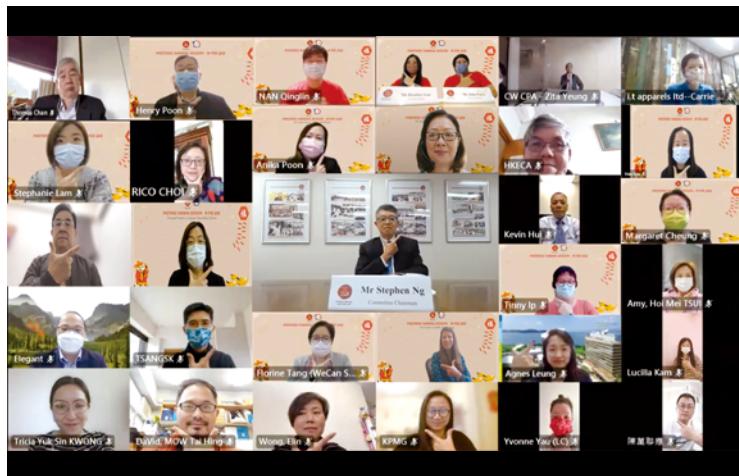
二〇二〇 / 二一年度為「學校起動」計劃成立十周年的重要里程，秘書處舉辦了「十周年標誌設計比賽」邀請所有參與學校的學生參加，一展他們的創意。冠軍作品來自就讀五育中學的李芷欣同學，其作品的設計概念是運用 10 及「手」來展示「學校起動」計劃秉承著關懷、傳承及社、企共勉的精神。

2011/12	2020/21
11	→ 76 SCHOOLS 間學校
10,000	→ 75,000 STUDENTS 位學生
11	→ 68 PARTNERS 間夥伴機構



### ONLINE PARTNERS SHARING HELD SMOOTHLY

#### 夥伴網上分享會順利舉行



Project WeCan partners' commitment continues despite the pandemic. Recently, they met online for a fruitful experience sharing and exchange. Speakers from partners included Ms Tamzin Cubells of Blackstone, Ms Anika Poon of LWK + PARTNERS and Ms Sabrina Ho of Stephenson Harwood. School representative was Principal Evelyn Li of Lingnan Secondary School. Thank you for your support!

疫情無阻經驗交流！「學校起動」計劃剛於網上舉辦了夥伴分享會，三家企業代表，包括 Blackstone 的 Tamzin Cubells 女士、LWK + PARTNERS 潘炤美女士和羅夏信律師事務所何智慧女士，與嶺南中學李鳳蘭校長分享合作的成功經驗和挑戰。謝謝大家的支持！

「學校起動」計劃獎學金頒授典禮日前圓滿舉行，活動由「學校起動」計劃基金會委員會主席吳天海主禮。2020至21年度共有49名「學校起動」計劃中學畢業生獲頒發獎學金以助他們攻讀大學，由2015年至今累計獎學金得主超過560名，批出金額超過4,000萬元。是次頒授典禮採用線上、線下混合模式，讓一眾校長、老師、家長、學生及企業夥伴一同分享得獎者的喜悅。

「學校起動」計劃於2011年推出，致力支援本港資源匱乏的中學，為學習條件稍遜的中學生提供額外資源及機會，目前有76所中學參加。



▲「學校起動」計劃基金會委員會主席吳天海（後排右三）及一眾嘉賓與「學校起動」計劃獎學金得主合照

## 「學校起動」獎學金計劃 助學生專注學業

計劃於2015年增設獎學金，讓成功考入本地八所由大學教育資助委員會資助的大學及香港演藝學院、修讀四年制學位課程、並由「學校起動」計劃學校推薦的畢業生申請。

2019/20年度獎學金得主李梓鍵於五年前患上白血病，但他沒有放棄，堅強地面對人生中最困難的時刻。經過兩年多的治療，他最終戰勝病魔，並於2019年考入香港大學工程學院。李梓鍵表示：「知道患上白血病一刻是呆了，不敢相信是事實。但我知道，我不能倒下，因為爸爸也患有癌症，同樣需要接受治療。所以我更要好好照顧自己，以免加重家人的負擔。」他十分感激「學校起動」計劃，獲頒獎學金猶如雪中送炭，讓他可以專注學業。

四年前（2016/17年度）獎學金得主之一羅嘉豪，轉眼間已完成香港中文大學生物醫學工程系課程，並於中文大學擔任研究助理，他回想自己曾經十分反叛，中學時因家人離世而居住家舍，需外出打工維生。他回憶道：「當年知道得到獎學金的時候，第一個反應是『感激、感激、感激』，我很高興因為『學校起動』計劃而認識到的在職義工，也非常感謝吳主席經常提醒我們的『開』——張『開』眼睛、打『開』腦袋和敞『開』心胸，讓我於面對逆境時勇敢面對。」他希望日後有機會繼續進修，可以向生物醫學工程師方向發展，在醫學領域幫助有需要的人。

（網址：[www.projectwecan.org/zh](http://www.projectwecan.org/zh)）

## CONGRATULATIONS TO WECAN SCHOLARSHIP AWARDEES 2020/21 二〇二〇 / 二一年度 「學校起動」計劃獎學金 得主順利誕生

Project WeCan Foundation honoured 49 "WeCan Scholarship" awardees in 2020/21 which brought the total number of awardees to over 560 and total scholarship commitment to over HK\$40million since the scholarship was started in 2015. The scheme aims to enable Project WeCan graduates, who are successfully admitted to any of the eight local UGC-funded tertiary institutions or the Hong Kong Academy for Performing Arts and nominated by respective Project WeCan schools, to pursue four-year bachelor degree programmes.

明報，2021年1月12日

## CAREER EXPLORATION DAY GOES VIRTUAL 升級版生涯規劃日線上圓滿舉行

Career Exploration Day was organized via Zoom for the first time in this academic year. Besides job tasters, corporate partners conducted sharing with students who are reminded to nurture own creativity and innovation to stay competitive, to always equip themselves, particularly in language ability.

Mr Stephen Ng, Committee Chairman of Project WeCan Foundation reiterated the **3 "O"s, "Open your eyes; Open your mind; and Open your heart."**

## 贈學子職場錦囊 吳天海籲「三開」

在抗疫新常態下，致力為學習條件稍遜的學生提供機會的「學校起動」，繼續為中學生舉辦活動，惟因應疫情發展，昨日舉辦的「『職』出前路，我做得到！」生涯規劃活動首度採用線上、線下混合模式，為六百名中四學生提供升學及就業資訊及輔導，幫助他們及早認清個人志向，籌劃未來。項目由「學校起動」計畫基金會委員會主席吳天海主持，並以三「開」元素勉勵學生，即學生需要放「開」眼界、張「開」腦袋和放「開」心胸，多角度觀察及思考，擁抱改變，不斷自我提升，為踏入職場做好準備。

作為活動重頭戲之一，南豐發展集團董事總經理及南豐紗廠創辦人張添琳，以及電視廣播副總經理（法律及國際業務）陳樹鴻現身



說法，分享他們對職場生涯的體會。張添琳指，生涯規劃只會提供大方向，鼓勵同學在過程遇到障礙時不要氣餒。陳樹鴻則建議同學保持正面態度，不要怕競爭，每個困難均是難得的學習機會。

星島日報，2020年11月22日

# WHARF YOUTH ART PROGRAMME MARKS ITS 10TH ANNIVERSARY

## 九龍倉青年藝術計劃與年輕藝術人才十載同行

The first solo exhibition of emerging Hong Kong artist Henry Siu, a Wharf Art Scholarship recipient in 2014, was staged at Gallery by the Harbour in early 2021. Themed "A Journey to There", Henry shared his imaginary adventure through an alternative world.

"To discover, inspire and support local art talents have always been our objectives with The Wharf Hong Kong Secondary School Art Competition. Henry's sense of mission was so inspiring that we have granted him a scholarship. We are glad to see him charting his creative journey after his graduation." said Mr. Stephen Ng, Chairman and Managing Director of the Wharf Group.

The Wharf Hong Kong Secondary School Art Competition is celebrating its 10<sup>th</sup> anniversary in 2020/2021. Selected students from the Top 18 of the Competition are offered financial support to undertake a bachelor programme in creative art in local or overseas tertiary institutions of their choice. This youth art programme won the Award for Arts Education (Non-school Division) of the Hong Kong Arts Development Awards 2018.

「海港城•美術館」於二〇二一年年初，呈獻本地新晉藝術家蕭匡銘首個個人展覽《A Journey to There》。蕭匡銘為二〇一四年獎學金得主之一，他透過其創作分享了他的奇幻國度。

「發掘、啟發和支持本地藝術人才，一直是九龍倉全港中學生繪畫比賽的目標。我們頒發獎學金予蕭匡銘升學時，已深深感受到他的抱負，很高興見到他學成歸來後，繼續向理想進發。」九龍倉集團主席兼常務董事吳天海先生說。

九龍倉全港中學生繪畫比賽於二〇二〇/二〇二一年度踏入第十年。二〇一三年，九龍倉再下一城，推出九龍倉藝術獎學金計劃，資助獎學金得主於心儀的本地或海外大學修讀與藝術創作有關的學士學位課程，計劃歡迎繪畫比賽首十八名得獎者申請。九龍倉青年藝術計劃更於二〇一八年獲頒香港藝術發展獎—藝術教育獎（非學校組）。

### QUICK FACTS: 撮要：

16,000+  
COMPETITION  
ENTRIES  
參賽作品

17  
SCHOLARSHIP  
RECIPIENTS  
位獎學金得主

8  
INTERNATIONAL  
ART TOURS  
個國際藝術交流團

HK\$12M+  
SCHOLARSHIP  
GRANTED  
已頒發獎學金金額



2,200+  
ACTIVE YOUNG ART  
AMBASSADORS  
青年藝術大使



Opening in April 2021!  
二〇二一年四月隆重開幕！

