

恒隆與你共迎

2019

Hang Lung Wishes You a
HAPPY NEW YEAR



連繫恒隆 •
connections
01.2019

打開「編」窗

Note from the Editorial Committee

新年快樂！

不知不覺，《連繫恒隆》已經和大家走過九個年頭了。這些年來，《連繫恒隆》由一本純內部員工刊物，慢慢發展到今天這個多媒體月刊，期間我們強化了不少內容，亦因應讀者的要求，增強了生活資訊。對於讀者的廣大支持，我們深感鼓舞。

在新的一年，我們再接再厲，為大家帶來一個全新面貌、全新標誌。新的標誌糅合了刊物的中、英文名字，並以英文Connections為設計重點，當中的C變成大括號，意為連接資訊，這就如《連繫恒隆》的方針一樣，我們致力為讀者帶來豐富內容，並積極報道公司和合作夥伴的資訊，與大家一起與時並進，持續發展。

此外，全新的《連繫恒隆》網上版也已於公司官方網站推出。請瀏覽以下網址connections.hanglung.com，繼續關注恒隆的最新消息。

新的一年，《連繫恒隆》全人恭祝各位身體健康、工作順利、平安喜樂！

《連繫恒隆》

Happy 2019!

How time flies! *Connections* has been with us for nine years now. Throughout the years, *Connections* has transformed from an internal publication to the multi-media monthly journal it is today. We have strengthened our content by adding more lifestyle elements to respond to the requests of our readers. Thanks to your tremendous support, we are encouraged to go further and beyond.

In the year ahead, we will continue to work hard by unveiling a fresh new look and a new logo. The new logo combines the Chinese and English names of the publication and is designed with the name in mind. The “C” employs the symbol of an open quotation mark which means to connect information – representing the unifying purpose of *Connections*. We look forward to introducing an enriched program of content about Hang Lung and our business partners to bringing fresh elements for your enjoyment.

What's more, you will also see a new online edition of *Connections*, which is now a part of our corporate website with the new brand identity. Please visit connections.hanglung.com to stay tuned for our latest news.

We would like to take this opportunity to wish you all a healthy and prosperous New Year!

Connections

贈送精美揮春





董事長陳啟宗榮獲 2018年艾森豪威爾全球領袖獎

Ronnie C. Chan Receives the 2018 Dwight D. Eisenhower Global Leadership Award



▲ 安妮·艾森豪威爾（中）頒發獎項予陳啟宗（左），陸克文（右）表示祝賀
Anne Eisenhower (centre) presents the award to Ronnie (left), with congratulations from Kevin Rudd (right)

安妮·艾森豪威爾女士（艾森豪威爾總統的孫女）手上接過獎項。他感謝委員會向他頒授此殊榮，並說：「獲獎之事完全出乎意料，我愧不敢當。」

陳啟宗在發表獲獎感言時說：「我認為世上除了美國，沒有其他地方有『國際諒解』如此概念……唯有艾森豪威爾總統這樣宏才大略的人，才有如此睿見推動這項舉措。」他還指出，企業家可以在促進國際諒解上發揮強大作用，因此我們不應只安常習故，應多遠行互訪，珍視彼此相異之處。

美國第41任總統喬治·布殊去世前16天（11月14日）為陳啟宗獲獎致信恭賀，而美國第56任國務卿基辛格博士也為此撰寫贊辭。

喬治·布殊總統的賀函和基辛格博士的贊辭，分別由前美國駐亞洲開發銀行大使保羅·斯貝爾茨先生（Mr. Paul Speltz）和澳洲第26任總理、前外長陸克文先生（Mr. Kevin Rudd）在晚會上讀出。

董事長陳啟宗先生是享譽國際的成功企業家及慈善家。他最近獲頒2018年艾森豪威爾全球領袖獎，表揚其縱橫政商界，躬身力行，畢生致力樂善助人，推動教育，並牽線搭橋促進全球穩定。

Chairman Mr. Ronnie C. Chan is internationally recognized as a successful businessman and philanthropist. He recently received the 2018 Dwight D. Eisenhower Global Leadership Award for his role as a business-statesman, and his life-long commitment to philanthropy, the advancement of education, as well as building bridges in the pursuit of global stability.

這個久負盛名的獎項由美國國際諒解商務委員會（Business Council for International Understanding）頒發。該委員會是一家美國非牟利商務組織，由美國第34任總統艾森豪威爾於1955年創立。委員會致力為國際政界和商界領袖搭建交流平台，拓展國際貿易和商務活動，並促進國際諒解。艾森豪威爾全球領袖獎旨在表彰國際舞台上領導力卓越、成就非凡的商界領袖。

2018年12月4日，陳啟宗出席在紐約市舉行的第34屆艾森豪威爾全球獎項頒獎典禮晚會，並從



November 14, 2018

Dear Ronnie,

I don't do much letter-writing these days; but when I learned that you are the recipient of the 2018 Eisenhower Global Leadership Award from the Business Council for International Understanding, I had to check in with my personal regards and congratulations

Your indefatigable commitment to build bridges between Asia and the U.S. sets an example, especially among China's emerging generation of philanthropists, for all who want to create a more peaceful world. This recognition of your commitment is fitting and well deserved, and I join in saluting you.

All the best to you, my friend.

Sincerely,

Mr. Ronnie Chan
Chairman
Hang Lung Group Limited
HONG KONG

美國前總統喬治·布殊致陳啟宗的賀函（內容以英文版本為準）：

啟宗賢弟大鑒：

近來已甚少動筆寫信，惟得悉賢弟獲美國國際諒解商務委員會頒發「2018年艾森豪威爾全球領袖獎」，故特書此信道賀。

賢弟致力連繫亞洲與美國，不撓精神足為楷模，供促進世界和平之有心人效法，中國慈善事業後起之秀尤然。此獎賢弟實至名歸，肅此致意。

祝吾友一切安好。

喬治·布殊

二零一八年十一月十四日

◀ Letter from the late U.S. President George H.W. Bush



This prestigious award was given by the Business Council for International Understanding (BCIU), a U.S.-based non-profit business association founded by the 34th President of the United States Dwight D. Eisenhower in 1955. BCIU works to expand international trade and commerce and promotes international understanding through dialogue between senior government officials and key business executives worldwide. The Dwight D. Eisenhower Global Leadership Award recognizes distinguished members of the international business community who embody outstanding leadership and achievement in the international arena.

Ronnie attended the 34th Annual Dwight D. Eisenhower Global Awards Gala in New York City on December 4, 2018, and received the award from Ms. Anne Eisenhower, granddaughter of President Eisenhower. He thanked BCIU for giving him the award, and said, "It is a truly humbling experience. It came as a total surprise."

In his acceptance speech, Ronnie said, "I don't think that such a concept [international understanding] exists anywhere in the world except in the United States It takes a great person, a great mind, such as President Eisenhower, to initiate something of this sort." In addition, he said that businessmen can be an extraordinarily powerful force in the world to enhance international understanding, and that we should all walk out of our comfort zone, travel more, and celebrate our differences.

On this special occasion, the 41st President of the United States George H.W. Bush wrote a congratulatory letter to Ronnie on November 14, 16 days before his passing away, while the 56th United States Secretary of State Dr. Henry Kissinger wrote a tribute to him.

President Bush's letter and Dr. Kissinger's tribute were read out at the gala by Mr. Paul Speltz, former United States Ambassador to the Asian Development Bank, and Mr. Kevin Rudd, the 26th Prime Minister and former Foreign Minister of Australia, respectively.



◀（左起）提察恩斯基先生（國際諒解商務委員會總裁兼首席執行官）、瑪達莫比女士（聯合國全球慈善事務主管）、黛博拉•碧爾克斯大使（美國全球愛滋病事務協調員）[艾森豪威爾全球公民獎獲獎者]、安妮•艾森豪威爾、陳啟宗、柯麗安娜•赫芬頓女士（商人及作家）、陸克文和威廉•米爾斯先生（國際諒解商務委員會主席）
(From left) Mr. Peter Tichansky, President & CEO of BCIU, Ms. Itai Madamombe, Head of Global Philanthropy, United Nations, Ambassador Deborah Birs, U.S. Global AIDS Coordinator [Recipient of Dwight D. Eisenhower Global Citizenship Award], Anne Eisenhower, Ronnie C. Chan, Ms. Arianna Huffington, businesswoman and author, Kevin Rudd, and Mr. William Mills, Chairman of BCIU

美國前國務卿基辛格為陳啟宗所撰之贊辭（內容以英文版本為準）：

二零一八年十二月四日

美國紐約州紐約市

與啟宗認識至今，多年來交流無數，發現彼此志趣相投、見解相近。其一，我倆均欽佩之二十世紀傑出領袖有二，李光耀與施密特也；二人共通處之多，常人難測。李光耀於回憶錄寫道：「自詡為政治家者均應求診於精神科醫生。」施密特亦嘗言：「滿腦願景之人均應求醫。」

啟宗與李光耀、施密特無異，深惡自命不凡之輩。相識以來，總覺其謙虛自處，貢獻過人卻虛懷若谷，令人稱歎。

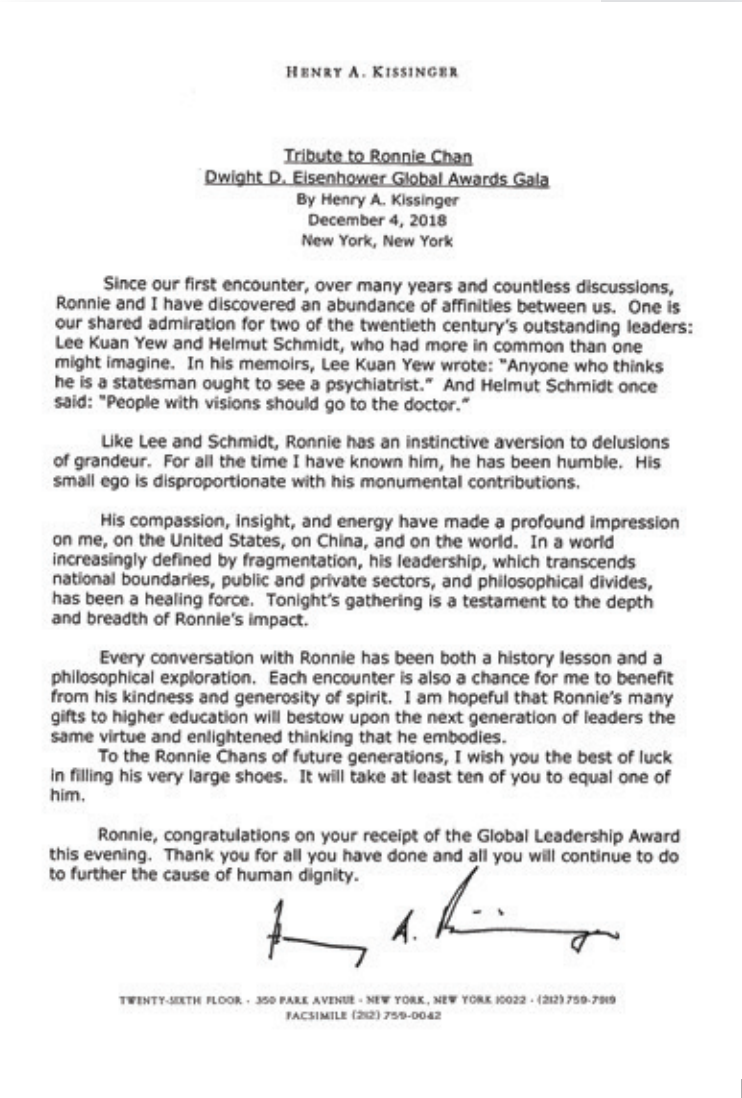
啟宗宅心仁厚、高瞻遠矚又魄力過人，不僅我為之佩服，其影響之大，亦廣及美中兩國以至全世界。當此世道日衰、分崩離析之際，其跨國界、跨公私營領域、跨理念鴻溝之領導力，正是一股調和分歧之力量。啟宗功業之深之廣，今夕之聚會足為佐證。

每與啟宗詳談，均獲益匪淺，如學史於師長，如求理於哲人。每與啟宗會面，均為受益於其仁愛厚道之良機。我寄望啟宗對高等教育之諸多貢獻，將啟發後繼之領導人才，繼承其美德、其睿智。

寄語將繼承啟宗重任之諸位後進：諸君需下十倍功夫方可達啟宗惠澤各方之成就，願諸君終能達之。

啟宗賢弟今夕獲此全球領袖獎，謹此致賀。賢弟於提倡人類福祉之一切所做與將做，謹此致謝。

▶ Tribute by former U.S. Secretary of State Dr. Henry Kissinger



恒隆管理層親身了解市場動向

Hang Lung Senior Management Members Keep Tabs on the Market

商業環境瞬間幻變，管理層需要緊貼市場脈搏。為了更掌握公司的內地項目的營運情況、消費者行為模式和市場走向，管理層會定期走訪問內地項目。2018年11月和12月，行政總裁盧韋柏先生、首席財務總監何孝昌先生、執行董事陳文博先生、陳家岳先生、程鼎一先生及其他高級管理層到了無錫、上海、濟南和天津視察，了解當地最新情況。

除了舉行會議和實地考察外，管理層也藉此機會嘉許表現出色的團隊。天津的團隊在2018年12月1日（星期六）發生的商場火警中，迅速有序地處理事件，獲管理層表彰。

▼ 一眾管理層到訪路易威登位於上海的恒隆廣場的期間限定店
Management team visits the LVMH pop-up store at Plaza 66

► 管理層巡視已翻新的港匯恒隆廣場北座
Management members inspect the renovated North Building at Grand Gateway 66



Due to continual and rapid changes in business conditions, it is crucial to keep a finger on the pulse of the market. To gain a much better understanding of the local operations, consumer behavior, and market conditions at Hang Lung's Mainland portfolio, senior management members visit different projects on a regular basis. In November and December 2018, CEO Mr. Weber Lo, CFO Mr. H.C. Ho, Executive Directors Mr. Adriel Chan, Mr. Norman Chan and Mr. Dane Cheng, and other senior executives visited Wuxi, Shanghai, Jinan, and Tianjin to be briefed on the key status updates regarding the projects.

In addition to the meetings and site visits, they also took the chance to recognize local teams for their outstanding performance. The Riverside 66 team was commended for their efforts in efficiently handling a fire incident at the mall on December 1, 2018 (Saturday). Thanks to colleagues' swift response, the incident was dealt with in a highly effective and timely manner.



► 管理層與無錫的恒隆廣場團隊於辦公大樓第二座的工地合照
Management members pose for a picture at the Office Tower 2 site with the Center 66 team

► 管理層表彰天津的恒隆廣場同事有效處理火警

Management members commend Riverside 66 colleagues for their efforts in efficiently handling a fire incident



武漢市委官員視察恒隆廣場工地

Wuhan Government Officials Tour Heartland 66's Site



▲ 武漢項目管理團隊向周先旺（中）、漢正街中央服務區副主任吳俊勤女士（左三）、礄口區區委書記景新華先生（右二）及其他武漢市委官員介紹項目的建設細節和進展

Heartland 66's project management team introduces the construction details and progress to Mayor Zhou Xianwang (center), Deputy Director of Hanzheng Street Central Service Area Ms. Wu Junqin (3rd from left), Secretary of the CPC Qiaokou District Committee Mr. Jing Xinhua (2nd from right) and other Wuhan government officials

武漢市市委副書記、市長周先旺先生、市委常委、市政府黨組副書記胡亞波先生、市政府秘書長劉志輝先生於2018年12月24日（星期一）帶隊視察武漢的恒隆廣場，了解項目的建築進度。

恒隆廣場的總經理池德利先生、江國榮先生和葉沛能先生陪同一眾官員參觀項目工地，並介紹項目的建設細節和進展。市長周先旺要求做好規劃，打通恒隆廣場與周邊建設的地上和地下通道，促進城市發展，以便市民出行。他強調要加快推動漢正街的改造，以提升地方名聲。

Mr. Zhou Xianwang, Deputy Secretary of the Wuhan Municipal Committee and Mayor; Mr. Hu Yabo, Member of the CPC Hubei Provincial Committee and Deputy Party Secretary of the Wuhan Municipal Government; and Mr. Liu Zhihui, Secretary General of the Wuhan Municipal Government led a group of government officials to Heartland 66's construction site to follow up on the project's progress on December 24, 2018 (Monday). Heartland 66's General Managers Mr. Teh Tie, Mr. Eder Kong and Mr. Billy Ip toured the site with the delegation and briefed them on the construction details.

Mayor Zhou Xianwang emphasized the need for a thorough site plan and build pedestrian ways above and below ground connecting the project with the surrounding buildings to improve the public's accessibility. He stressed the importance of accelerating the reconstruction of Hanzheng Street Area to enhance urban rejuvenation.

恒隆廣場·昆明榮膺城市新地標模範

Spring City 66 Honored as Model Landmark in Kunming

恒隆下一個開業的世界級商業項目—昆明的恒隆廣場，被當地業界和公眾視為地標項目，於2018年12月16日（星期日）舉行的第四屆昆明模範生活頒獎盛典上，獲頒發「城市新地標模範獎」，以讚揚項目積極將最具品味的生活模式，及Retail-tainment一站式概念引入當地。

恒隆廣場總經理譚景允先生（下圖右）出席頒獎典禮，於致辭時說：「恒隆致力於每個業務所在的城市打造最具品味的城市綜合體和一站式生活目的地。昆明的恒隆廣場預期於2019年開業，屆時定會為顧客帶來豐富的品牌、租戶組合和市場推廣活動，務求把前所未有的嶄新體驗引入昆明。」

隨着商場和辦公大樓完成封頂，項目的租務團隊現正全力引薦更多高質品牌進駐。目前，商場已吸納多個國際品牌及首次於昆明開業的新進品牌。

Spring City 66, the next Hang Lung's world-class commercial complex to be opened, is a pioneer among its industry peers in Kunming, an achievement that has been warmly recognized by the city's public. At the Kuming Annual Living Celebration Awards Gala on December 16, 2018 (Sunday), Spring City 66 received the title of New Model Landmark in Kunming, winning praise for its innovative efforts in introducing a chic lifestyle to the city together with a visionary concept of "retail-tainment".

Mr. Clement Tam, General Manager of Spring City 66 (right), attended the presentation ceremony to receive the honor, said at acceptance speech, "Hang Lung consistently strives to build top-quality complexes and one-stop lifestyle destinations in every city where it operates. Spring City 66, expecting to open in 2019, will surely provide customers with an unprecedented shopping experience by offering a wonderful variety of brands, a great trade mix and a wide range of creative marketing initiatives."

Following the topping out of Spring City 66's shopping mall and office tower, the project's leasing team is going full steam ahead recruiting quality tenants. To date, the mall has recruited a number of international brands and new debuts.



恒隆四度榮膺 傑出家庭友善僱主

Hang Lung Recognized as Family-Friendly Employer for the Fourth Time

恒隆地產一直以人為本，視員工為公司最重要的資產，並積極推出多項家庭友善措施，讓他們可以在工作和家庭生活中取得平衡。去年，恒隆在政府諮詢組織家庭議會舉辦的2017/18年度「家庭友善僱主獎勵計劃」中，再度獲頒發「優秀家庭友善僱主」和「支持母乳餵哺獎」。

由於今次已經是恒隆連續第四屆獲得「家庭友善僱主」獎項，故同時獲家庭議會頒發「2017/18年度特別嘉許（金獎）」，以表揚集團多年來重視家庭友善精神的管理方針。

副董事—人力資源潘舜雅女士表示，公司明白家庭對每位員工的重要性，會繼續致力創造一個家庭友善的工作環境，讓員工實行家庭、工作兩得意。



Hang Lung cares for its people, whom it considers to be the most precious asset. For this reason, the Company has consistently placed great emphasis on family-friendly policies and practices, aiming to help employees achieve a work-life balance. Last year, Hang Lung won the Meritorious Family-Friendly Employer Award and the Award for Breastfeeding Support in the Family-Friendly Employers Award Scheme 2017/18 organized by the Family Council.

As this is the fourth consecutive time Hang Lung has received recognition at the Awards, the Company has also been awarded the Special Mention 2017/18 (Gold) by the Family Council for its long-standing commitment to employee development and harmonious workplace relations.

Ms. Janet Poon, Deputy Director – Human Resources, said, “The Company understands the importance of family to each employee and will continue to work hard to create a family-friendly work environment. We will continue to care for our employees and help them achieve a work-life balance.”

恒隆管理生力軍 A New Breed of Future Managers

對於這一班2017年度的管理培訓生來說，2018年12月21日（星期五）是一個重要日子。

經歷超過一年的實習期，以及完成一系列專業培訓後，他們在這一天舉行畢業禮，標誌着他們完成了管理培訓生計劃。

合共14位管理培訓生分成三組，就「迎接新零售時代」、「強化商場與辦公室生態圈」和「應用資料分析進行策略性市場推廣」，與公司管理層、導師、教練和出席者，分享畢業研究報告的內容，並為公司的業務發展提出創新、具前瞻性的建議。

行政總裁盧韋柏先生出席畢業禮，並向各管理培訓生頒授畢業證書。他對三組的報告內容表示欣賞，說：「這些建議皆配合公司的五大業務策略方針，希望各位繼續創新思維，令公司持續增長。」

For the 2017 batch of Management Trainees (MTs), December 21, 2018 (Friday) is a day to remember. After over a year of Management Trainee Program and completing a series of professional training, on this special day, they completed a milestone in their life and graduated from the MT Program.

Divided into three groups, 14 MTs presented their graduation projects on the topics of Establish Synergy for Hang Lung's Portfolios: To Embrace the Era of New Retail, Energize the Mall & Office Ecosystem: Brand Hang Lung as a Commercial Outlet for Entrepreneurship, and The Age of Analytics: Strategic Marketing with Data Utilization, to the Company's senior management, as well as their mentors, coaches, and other attendees, introducing innovative and forward-looking ideas regarding the Company's future development.

CEO Mr. Weber Lo attended the graduation ceremony and presented graduation certificates to the MTs. He enjoyed the enriching content of the presentations and said, “These suggestions visualize the Company's five business strategies. I hope fresh ideas will keep coming to ensure the sustainable growth of the Company.”



► 2017年度管理培訓生從管理層手上接過畢業證書
Management Trainees
2017 receive graduation
certificates from
management

恒隆廣場·濟南 Parc 66

認識香港

Meet Hong Kong

香港特別行政區政府駐上海經濟貿易辦事處（駐滬辦）於2018年12月24至30日在濟南的恒隆廣場東翼中庭舉行「飛躍四十載 同發展·共繁榮」展覽，通過展示歷史資料和圖片，向當地市民介紹香港與內地過去40年的共同發展。展覽還設有以香港景色和地標為主題的三維立體壁畫，以及精心設計的互動遊戲，讓參觀者在認識香港的同時，更獲得特別體驗。

The Hong Kong Economic and Trade Office in Shanghai of the Government of Hong Kong Special Administrative Region (SHETO) held an exhibition at Parc 66 on December 24-30, 2018. Themed, Joint Development · Shared Prosperity, the exhibition showcased a rich collection of historical materials and photos, introducing the joint development of the Mainland and Hong Kong over the past four decades to local citizens. The exhibition also featured a 3D wall painting and interesting interactive games, enabling visitors to learn more about Hong Kong with a fun-filled and unique experience.



主禮嘉賓包括（左起）香港特別行政區政府駐山東聯絡處副主任李嘉欣女士、濟南市人民政府外事僑務辦公室副主任趙子龍先生、山東省人民政府新聞辦公室主任魏長民先生、山東省委港澳事務辦公室主任劉淵先生、駐滬辦主任鄧仲敏女士、山東省委港澳事務辦公室副主任孫西忠先生、山東省商務廳總經濟師毛勝軍先生、山東省文化和旅遊廳處長文善常先生，以及恒隆廣場總經理葉旭明先生

Honorable guests include (from left) Ms. Karen Lee, Deputy Director of Shandong Liaison Unit of the HKSAR Government, Mr. Zhao Zilong, Deputy Director of Foreign Affairs and Overseas Chinese Affairs Office of Jinan Municipal People's Government, Mr. Wei Changmin, Director of the Press Office of the People's Government of Shandong Province, Mr. Liu Yuan, Director of Taiwan, Hong Kong and Macao Affairs Office of Shandong Provincial Committee, Ms. Victoria Tang, Director of SHETO, Mr. Sun Xizhong, Deputy Director of Taiwan, Hong Kong and Macao Affairs Office of Shandong Provincial Committee, Mr. Mao Shengjun, Chief Economist of Department of Commerce of Shandong Province, Mr. Wen Shanchang, Director of Department of Culture and Tourism of Shandong Province, as well as Mr. Raymond Ip, General Manager of Parc 66

星級服務專區 HL Star Service

無微不至 Attention to Detail

一杯暖水、一個親切的問候、一個及時的援手，都是展現優質客戶服務的關鍵細節。兩位「綠寶石客戶服務——優異獎」得主——分別在大連和無錫的恒隆廣場工作的王丹和楊明慶——藉着其細心的觀察、主動的服務樹立了好榜樣。

有一天，王丹在值班期間看到一位面色蒼白的女士帶着小女孩，她即時主動上前詢問，並拿來熱水照顧身體不適的客人。為確保顧客安全，她更走多一步，隨救護車到醫院照顧客人直到她們的家人到達才離開。另一邊廂，楊明慶犧牲私人用餐時間，主動幫助一位推着嬰兒車的女士將貨品搬到停車場放到車上，及時為媽媽解困之餘，亦顧及了小朋友的安全。他們的主動和無微不至正正體現了公司「以客為本」的精神。

▶ 王丹照顧身體不適的客人
Wan Dang takes care of a customer who feels unwell



A cup of warm water, a kind greeting, or a timely helping hand ... all of these are essential details that contribute to an excellent customer experience. Two Merit Case winners from the 2018 Emerald Award – Wang Dan from Olympia 66 and Yang Mingqing from Center 66 – have become role models for their attention to detail and proactive service.

Wang Dan came across a mother who looked pale, walking with her young daughter. She immediately asked the mother if she needed any help and brought her a cup of warm water. To further ensure their safety, as the mother needed to be sent to hospital, Wang Dan went the extra mile to take care of both the mother and daughter by accompanying them in the ambulance and waiting at the hospital until their family arrived. In Yang Mingqing's case, he gave up his lunchtime to lend a helping hand to another mother, who was struggling with a baby stroller and lots of shopping. He helped the customer take her heavy shopping to her car, solving her immediate difficulties while ensuring the safety of her young child. The proactive efforts of these two colleagues and their commendable attention to detail exemplify the Company's Customer-Centric philosophy.

◀ 楊明慶主動幫助一位推着嬰兒車的女士將貨品搬到停車場
Yang Mingqing helps a mother with a baby stroller take her heavy shopping to her car



壽星《芝麻街》與你

Sesame Street Celebrates

Birthday and CNY

賀新年
with You

美國經典電視節目《芝麻街》慶祝50歲生日，八大角色首次齊集香港與大家見面！由即日起至2月19日，位於銅鑼灣Fashion Walk的百德新街、食街、京士頓街9號，以及旺角的雅蘭中心、荷李活商業中心、家樂坊，聯手打造專屬的《芝麻街》體驗，以Fortune Walk「芝麻開運『型』新春」為主題，炮製一連串精彩賀年活動，並設計了一系列別注版精品供換領，與大家共迎新春。

America's classic TV series, *Sesame Street*, is celebrating its 50th anniversary and eight of the show's major characters are coming to Hong Kong to meet fans! From now to February 19, Paterson Street, Food Street, and 9 Kingston Street at Fashion Walk in Causeway Bay, and Grand Plaza, Hollywood Plaza, and Gala Place in Mongkok are co-launching the Fortune Walk, a Sesame Street themed event, offering a unique and fun-filled experience to celebrate Chinese New Year.

請即掃描QR code
觀看影片



Fashion Walk



- ▲ 可愛的Elmo躲在Fashion Walk正門入口與顧客拍照，寓意「紅」運當頭
Elmo hides at Fashion Walk's main entrance to take photos with customers
- ▼ 《芝麻街》50周年限量別注版精品換領
Sesame Street 50th Anniversary Limited Edition Premiums



- ▲ Cookie Monster在食街祝願各人豐衣足食
Cookie Monster arrives at Food Street to wish everyone a prosperous year



- ▲ Bert和Ernie在百德新街向大家拜年
Bert and Ernie celebrate joyful moments with visitors to Paterson Street
- ▼ 京士頓街9號舉行「《芝麻街》的50個有趣冷知識」展覽
The Sesame Street 50 Fun Facts Exhibition can be found at 9 Kingston Street

家樂坊 Gala Place

- ▼ 擁有超能力的Grover在《芝麻街》經典黃巴士的新年限定總站前，等候與您合照，並祝福香港市民來年「人見人愛、車見車載」
The classic yellow school bus from Sesame Street will park at its terminus in Gala Place for patrons to meet Grover

雅蘭中心 Grand Plaza



- ▲ 本地型格咖啡店「辦館」以《芝麻街》50周年最新畫風為設計主題，推出多款以《芝麻街》角色創作出的期間限定美食及飲品
Local espresso specialists, Lof10, are presenting a special Sesame Street Fortune Pop-up Café, featuring the show's 50th anniversary celebration design theme

芝麻開運「型」新春巨型棋盤
線上遊戲

Fortune Walk Interactive Game



《芝麻街》追星節目表 Schedule

《芝麻街》角色見面會及
「芝麻開運『型』新春」巡遊
Sesame Street Meet & Greet and Parade

日期 Date	地點 Location
1.26, 27 2.2, 3	Fashion Walk 中庭、 百德新街及食街 Atrium, Fashion Walk, Paterson Street and Food Street
1.19 2.9	雅蘭中心、荷李活商業中心及 家樂坊 Grand Plaza, Hollywood Plaza and Gala Place



恒隆新年 麥兜 喜迎春

Welcome the Year of the Pig with McDull

為迎接豬年，由即日起至3月3日，恒隆旗下內地四個商場聯手請來豬界巨星麥兜與他的親友向大家拜年。以「好事成雙」、「富貴吉祥」、「緣定三生」及「桃花滿願」四大主題作設計概念的裝置，加上新春市集及情人花店，正等候您大駕光臨，與麥兜一起送犬迎豬！

To welcome the Year of the Pig, from now to March 3, four Hang Lung malls on the Mainland have joined together to invite McDull and his family and friends to greet patrons with Lunar New Year blessings. Four themed installations, the New Year Markets, and Valentine's Flower Shops are ready to delight visitors! Let's welcome the Year of the Pig with McDull!



小豬喜鵲共迎新春 New Year with the Four Piggies and Magpies

今個農曆新年，一起走進康怡廣場與小豬同遊春節市集，或到訪淘大商場食街，在璀璨的桃花天幕裝置下拍照打卡。兩個商場均安排了一系列充滿節日氣氛的賀年活動，讓您度過一個熱鬧的農曆新年！

This Lunar New Year, four piggies are waiting for customers at the New Year Market at Kornhill Plaza, or you can visit Amoy Plaza to take breathtaking photos beneath a romantic sea of flowers on Food Street. The two malls have also arranged a series of festive celebrations. Let's enjoy a rousing start to the New Year!



康怡廣場 Kornhill Plaza

日期 Date	活動 Activity
1.14-2.14	春節・遊・市集 New Year Market with Piggy
1.26	「迎春接福」版畫揮春工作坊 DIY Printmaking Stamped Fai Chun Workshop
2.2	「盤滿鉢滿」豬年金幣工作坊 DIY Piggy Gold Coin Workshop
2.5-7	喜迎財神賀豬年
2.9-10	God of Wealth Greeting Event



淘大商場 Amoy Plaza

日期 Date	活動 Activity
1.13-2.3 (逢星期日) (Every Sunday)	喜氣迎財神 Fortune God Appearance
1.18-20, 25-27 2.22-24	淘大商場 X LOCO LOCO 「暖戀冬日・創意設計」 周末市集 Amoy Plaza X LOCO LOCO Winter Weekend Market
1.20-2.4	新春美食展 Lunar New Year Food Exhibition
2.10	金獅獻瑞賀新春 Golden Lion Lunar New Year Celebration

到訪特設網站www.fortunewalk.com.hk參加《芝麻街》芝麻開運「型」新春巨型棋盤遊戲，登記並獲取迎新禮遇！

Register at www.fortunewalk.com.hk to join the Fortune Walk Interactive Game and receive a complimentary Sesame Street Couplet & Fashion Walk/Grand Plaza/Hollywood Plaza/Gala Place dining coupons as a welcome gift.



除夕倒數迎接

New Year's Eve

Countdown to

恒隆廣場·天津 Riverside 66



▲ 商場安排了抽獎活動，送出智慧手機和消費現金券等禮品
The mall arranges a lucky draw to send grand prizes such as smartphones and cash coupons

除夕倒數要人多才夠熱鬧！在2018年的最後一天，濟南、瀋陽、天津和上海的恒隆廣場皆安排了慶祝活動，包括除夕巡遊、抽獎活動和唱歌跳舞表演等，當然還有壓軸的除夕倒數，讓顧客一同喜迎2019年！

New Year's Eve countdown is more than enough for the buzz! On the last day in 2018, Parc 66 in Jinan, Palace 66 in Shenyang, Riverside 66 in Tianjin and Plaza 66 in Shanghai arranged a variety of activities for celebration, such as New Year's Eve parade, lucky draws, singing and dancing performances. Last but not least, crowds of customers gathered at the malls' atriums to welcome the arrival of 2019 at a night of fun!

皇城恒隆廣場 Palace 66



◀ 商場準備了歌唱和舞蹈表演與觀眾同樂
The mall prepares music and dance shows for customers

恒隆廣場·濟南 Parc 66



▲ 全場顧客大合唱，以歌聲迎接2019
All customers sing together to welcome the arrival of 2019

恒隆廣場·上海 Plaza 66



▼ 商場安排了樂隊表演，加添熱鬧氣氛
The band performances add festive ambience to the mall

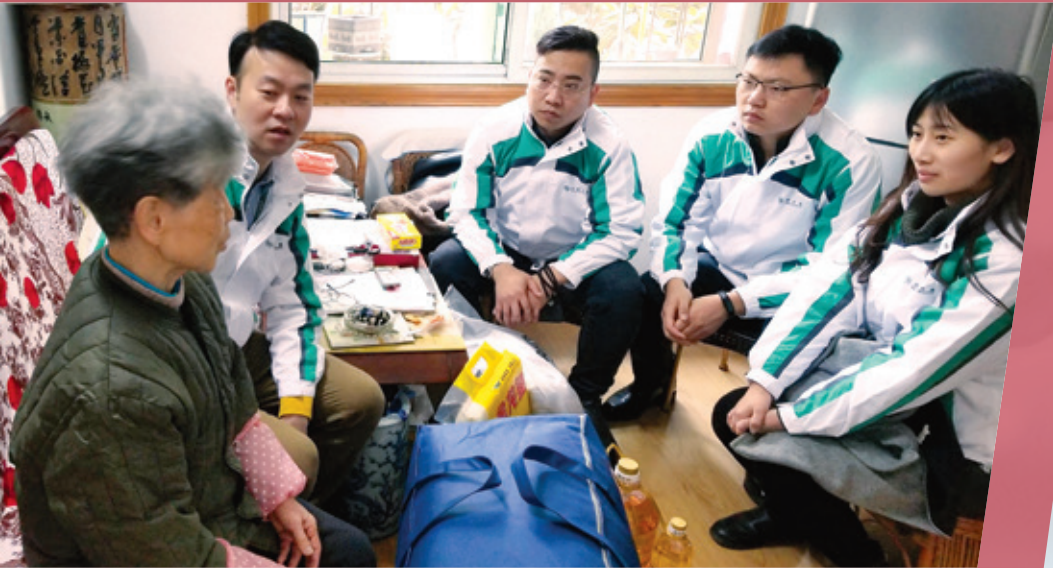


恒隆廣場·武漢 Heartland 66

行動代號：暖冬

Passing on Love and Warmth

武漢的恒隆一心義工隊聯同六角亭街道辦在2018年12月4日（星期二）舉辦了一項名為「暖冬行動」的探訪活動，趁寒冬來臨之前為社區內生活困苦長者送上溫暖和關懷。活動當日，義工們到訪長者家中，除了與他們閒話家常外，還細心聆聽他們的生活，了解他們的健康，更為他們帶來白米、食油等生活必需品，還有羽絨被等冬季床上用品，讓長者感受到身心溫暖，安心度過寒冬。



▲ 義工和街道辦領導為特困老人送上暖冬物資
Volunteers and officials from the Liujiaoting Residential District Office bring winter supplies to the elderly with special needs

On December 4, 2018 (Tuesday), the Hang Lung As One Volunteer Team in Wuhan brought their love and care to the elderly with special needs under the Warm Winter Action initiative, in partnership with Liujiaoting Residential District Office. On the day, volunteers visited the homes of the elderly not only for heart-warming conversations and to enquire after their living situations, health and wellbeing, but also to present winter gifts including rice and oil, as well as bedding supplies like duvets. The elderly were thrilled by all these simple acts of love and kindness which brought them physical and emotional warmth in this cold season.

市府恒隆廣場 Forum 66

聲音導航 帶視障兒童走進經典故事

Voice-navigating the World of Classics for Visually Impaired Children

市府恒隆廣場的恒隆一心義工隊在2018年12月12日（星期三）來到瀋陽市盲校，參與由遼寧廣播電視集團瓢蟲台主辦的大型公益活動「我給盲童讀經典」，為視障小朋友朗讀經典兒童作品。除了恒隆義工外，多位區內知名主播和主持人亦有參與活動。主辦方從近百位參加者中嚴格篩選出最終的朗讀者，他們攜手走進錄音間製作《「我給盲童讀經典」之中華典故系列》。



義工更貼心地將預錄好的《中華典故系列》存入便攜式音樂播放器中，讓盲校的小朋友可隨時隨地享受閱讀的樂趣。

◀ 義工走進錄音室為視障兒童朗讀故事
Volunteers record stories for visually impaired children at the studio



▲ 義工們到訪瀋陽市盲校 Volunteers visit Shenyang School for the Blind

On December 12, 2018 (Wednesday), the Hang Lung As One Volunteer Team from Forum 66 participated in a large-scale charity event, I Read Classics for Blind Kids at the Shenyang School for the Blind. Organized by Piao Chong Tai channel of the Liaoning Radio and Television Group, the event invited almost 100 participants to help record children's classic stories for visually impaired children. In addition to the volunteers, a number of famous anchors and hosts from around the region also took part in the meaningful event. After completing a screening session, the final story tellers went into a studio to record the Chinese Classics Tales Series for this great cause.

To make reading more fun for the children, our volunteers also prepared portable music players with the recorded stories preloaded, to ensure that the children could enjoy reading without barriers anytime.

港匯恒隆廣場 Grand Gateway 66

聖誕滋味齊分享 Merry Pizza Time!



聖 誕節佳節，除了相約三五知己大快朵頤外，亦可以選擇關心社會上的有需要的人士，讓他們在節日倍感溫暖。港匯恒隆廣場的恒隆一心義工隊今年再度與上海虹橋路小學合作，為35名來自低收入家庭的學童於2018年12月14日（星期五）舉辦了一個聖誕工作坊，大家一同製作薄餅和參加趣味競猜遊戲，分享聖誕的快樂。

Christmas is a festive season where you can have a good feast with friends, or, in a more meaningful way, share your love with the people in need. For the second year, Hang Lung As One Volunteer Team from Grand Gateway 66 partnered with Shanghai Hongqiao Road Primary School to organize a Christmas workshop for 35 children coming from low-income families. Held on December 14, 2018 (Friday), the workshop saw all participants making pizzas and playing games to share the joy of Christmas.

▲ 義工與小朋友們即場品嚐自己製作的薄餅
Volunteers and children share the pizzas they made



恒隆廣場·上海 Plaza 66

跨年暖笠笠！與「老友記」包愛心餃 Heartwarming Dumpling Feast to Kick Off the New Year

聖 誕節、新年接踵而至，街上節日氣氛甚濃厚。不過，你又有否想到在老人院的長者們或會倍感寂寞呢？在2018年12月28日（星期五），上海的恒隆廣場的義工隊探訪了虹梅街道敬老院，為居住在院舍的老人送上節日祝福與慰問，並一起包水餃，度過了一個愉快的下午。當老人們看到一碗碗熱騰騰的愛心水餃放到面前時，都紛紛掛上甜絲絲的笑容，義工們都覺得這是最棒的時光，最好的新年禮物。

The festive atmosphere around town is palpable. However, had you ever thought that senior citizens living in elderly homes might feel lonely? On December 28, 2018 (Friday), the Hang Lung As One Volunteer Team from Plaza 66 remembered the needs of elderly. They visited the old folks staying at the Hongmei Nursing Home to share the festive joy. The volunteers also enjoyed spending the afternoon making dumplings with them. When the volunteers saw the smiles on the faces of the elderly residents as they received the handmade dumplings, they realized that the true joy of the festive season was to be found in moments such as these.



▲ 上海的恒隆廣場總經理胡惠雅女士（左二）與義工和老人們製作餃子
General Manager of Plaza 66, Ms. Vera Wu and the volunteers from Plaza 66 make dumplings with elderly



綠色·恒隆 HL Sustain

正視人口老化問題 Facing an Aging Population

隨着社會價值改變，生育率下降，加上醫療科技發展迅速，人的壽命變得愈來愈長，造成人口老化。自1980年起，全球年齡60歲或以上的長者人口已增長一倍，2017年的數字更達到9億6,200萬。聯合國預測此數字將於2050年倍增。這個全球性現象正加速影響已開發及發展中國家，為各國帶來經濟及民生問題，例如增加社會醫療負擔及勞動人口壓力，以及長者生活素質持續下降等等。

根據聯合國的《人口老化報告》¹，全球46%的政府已提高最低退休年齡，而41%的政府增加了勞工的社會保障供款。然而全球現時仍有48%已達退休年齡的長者未得到合理的保障，問題依然嚴峻。由此可見要解決人口老化帶來的問題需要投入更多工作。

恒隆重視履行企業社會責任，其義工活動的三大支柱之一，正正是服務長者。剛於2018年冬季的「送暖大行動」，恒隆一心義工隊兩次到訪居住在慈雲山的長者，更親手織製圍巾送予長者，並帶領長者遊覽中環的摩天輪和海事博物館。在未來，公司將會繼續推動社區工作，為長者創造一個更美好的社區。

¹ World Population Ageing Report, United Nations: http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Report.pdf

Changes in social values and advancements in medical technology have resulted in a declining fertility rate, increasing longevity, and, consequently, an aging population. The global elderly population, covering people aged 60 or above, has doubled since 1980, reaching 962 million in 2017. The United Nations (UN) expects this number to double again by 2050. This global phenomenon presents challenges to both developed and developing countries from socio-economic standpoints such as increasing healthcare expenditure, the rising burden on a shrinking labor force, and deteriorating living quality among the aged population.



According to the UN World Population Ageing Report¹, 46% of governments have already raised the minimum retirement age and 41% of governments have raised social security contributions by workers. Yet, more work needs to be done, as 48% of senior citizens globally have yet to be covered by any retirement protection despite reaching their pensionable age.

With CSR at the heart of its sustainability initiatives, serving the elderly is one of the three pillars of Hang Lung's volunteering activities. The Hang Lung As One Volunteer Team organized the "Share Love with the Elderly" campaign two months ago, which included two visits to the elderly in Tsz Wan Shan, and an outing to the Ferris Wheel and the Maritime Museum in Central. Volunteers prepared handmade scarves as heart-warming souvenirs for the elderly participants. The Company will continue its efforts to create a society that respects and cares for the senior citizens.

品味生活 Savor Life

隱世打卡位
Hidden Check-in Spot

當智能手機的鏡頭與專業相機無異，
當美圖、執相Apps的濾鏡千變萬化，
只要多花心思尋找一個特色背景，
媲美時尚雜誌封面的照片幾乎垂手可得。
《連繫恒隆》記者將走訪旗下商場發掘「隱世打卡位」，
讓你快人一步呢Like。

To secure your constant presence and likes on IG is no difficult task.
Follow *Connections* who will bring you
to explore hidden check-in spots across the city.
Be ready to capture your "Instagrammable" pix!

第一站 —— Fashion Walk
The first stop - Fashion Walk



PAPI



— 地址 Location —

Fashion Walk京士頓街9號地下K號舖
Shop K, G/F, 9 Kingston Street, Fashion Walk



一杯手炒黑糖珍珠奶茶讓全城為之瘋狂，市民不惜排隊一小時，只為品嚐到一杯台式特飲！這股台式手搖飲料熱潮亦席捲恒隆旗下商場，號稱台灣珍珠奶茶始祖的「翰林茶館」副線「翰林茶棧」，以及近年在台灣迅速崛起的「一芳水果茶」，已分別進駐雅蘭中心和Fashion Walk。今期《連繫恒隆》帶你品嚐這兩家台灣過江龍的特色飲料！

A seemingly inconspicuous cup of black sugar bubble tea holds the magic to drive the whole city to a fever pitch. Queueing for over an hour, Hongkongers want just a sip of this heavenly delight. The art of hand-shaken Taiwan tea has reached Hang Lung malls as well. Two leading franchises of Taiwan Bubble Milk Tea, Hanlin Tea House (an associate of the originator of Taiwan Bubble Milk Tea, Hanlin Tea Room) and YiFang Taiwan Fruit Tea, have opened their doors at Grand Plaza and Fashion Walk respectively. Sit back and enjoy a taster menu of Taiwan's finest beverages!

翰林茶棧 Hanlin Tea House

熊貓奶茶

獨家配方調製的紅茶底加入鮮奶，醇厚濃滑，較小顆的白珍珠有咬口，較大顆的黑糖珍珠則煙韌香甜，一次過滿足兩個願望。

Panda Bubble Milk Tea

Using special ingredients, the black tea comes with a lingering and smooth note. The white, translucent pearls are smaller yet they retain a bouncy bite; black sugar pearls are big, chewy and sweet.



國宴珍奶

茶葉選自高海拔山區茶園，茶香特別濃郁，以雙倍濃度的一級紅茶，加上兩種不同的奶混合而成，搭配黑糖珍珠，層次更為豐富。

State Banquet Bubble Milk Tea

With tea leaves from high-altitude farms, this drink is especially fragrant, with double the concentration of a typical drink. This is mixed with two different milks, and black sugar pearls, making this a layered experience.



草莓果粒紅茶

味道清甜，士多啤梨香氣突出，同時沒掩蓋茶的醇香。

Strawberry Flavor Black Tea

A sweet, memorable drink without a hint of tea's bitterness. Comes with generous strawberry chunks.



小檔案 Profile

翰林茶棧 Hanlin Tea House

- 逾30年歷史的「翰林茶館」副線
Associate store of Hanlin Tea Room, with more than 30 years of experience in tea-brewing
- 首創黑白珍珠聞名
Famed for its original mix of black and white pearls

地址 Location

雅蘭中心地下Kiosk 4-5號舖 Kiosk 4-5, G/F, Grand Plaza

Taiwan



‘Tea’-ver

一芳水果茶 YiFang Taiwan Fruit Tea

一芳水果茶

以純天然手工熬煮古早味鳳梨醬為基底，搭配每天購買的水果（橙、蘋果）而成，不添加任何色素及濃縮果汁，絕對新鮮純天然，乃健康之選。

YiFang Fruit Tea

A base of mountain tea, sweetened with pineapple jelly sauce, and fresh apple and orange slices. No added pigment or concentrated juice. A refreshing and healthy fruity mix.



黑糖粉圓鮮奶/鮮奶茶

煙韌的古早味粉圓在細火慢煮的過程中，被厚實的黑糖膏包覆著，配一口淡香不膩的鮮奶茶，焦香濃郁的黑糖香氣於口中久久不散，香滑順口。

Brown Sugar Pearl with Milk/ Milk Tea

A combination of husky aroma from the dark brown sugar with chewy bubbles, and an addictive creamy taste from the fresh milk.



冬瓜鮮奶茶

使用台南市東山冬瓜熬煮而成的古釀冬瓜茶，配上濃濃的鮮牛奶，每一口都感受到微澀又帶點甜味的奶香。

Traditional Winter Melon Tea

Brewed with Winter Melon from Tainan, this tea is topped with a generous serving of milk, giving you the sensation of sweetness with a tang of bitterness.



一芳水果茶 YiFang Taiwan Fruit Tea

- 2016年創立後迅速崛起，近年積極拓展海外市場
Ambitious expansion to overseas markets ever since its establishment in 2016
- 茶園遍布名間、鹿谷、日月潭等地，茶葉生產總面積已達140公頃
Tea plantations of over 140 acres all across Taiwan, with a look to serve only Taiwan's finest local produce

地址 Location

Fashion Walk記利佐治街11-19號1樓F-17號舖 Shop F-17, 1/F, 11-19 Great George Street, Fashion Walk

每月獎不停

FunCorner

知道答案的同事請即上內聯網互動專區遞交答案，或把答案連同中文姓名、所屬部門和聯絡方法，發電郵至Connections@HangLung.com，亦可經內部郵遞交到集團傳訊部。截止日期為2019年2月15日（星期五），我們會每期抽出共10位得獎同事，每人更可獲得當地幣值100元的購物禮券。

1月號題目：雙喜臨門（猜一中國城市）

11月號題目：老公撥扇（猜一歇後語） 答案：淒涼（妻涼）

得獎者：

林沛程 香港
吳淑芬 香港
潘冬健 港匯恒隆廣場
張涵秀 市府恒隆廣場

于海濱 皇城恒隆廣場
李妹嫻 恒隆廣場•無錫
孫鳳霞 恒隆廣場•天津

劉格琳 恒隆廣場•濟南
柳曉龍 恒隆廣場•昆明
段雯 恒隆廣場•大連

12月號的答案將於下期公布，敬請留意！

第一屆恒隆數學獎得主暢談個人由數學到神經科學的旅程

今年大會更安排一個特別環節，由恒隆地產執行董事陳文博先生在台上訪問第一屆恒隆數學獎得主、現為香港中文大學醫學院內科及藥物治療學系與生物醫學學院助理教授高浩博士，暢談恒隆數學獎如何影響他的人生路向。高博士形容，參加恒隆數學獎對他往後從事醫學研究起了關鍵作用。他明白到數學對醫學發展的貢獻，所以將小時候對數學和生物醫學的興趣轉化成對神經科學——堪稱醫學領域裏最量化的專科——的研究工作的熱情。

高博士以過來人的身份鼓勵學生以自己的興趣為先，並且認同鄭紹遠教授所說，任何人也可以對社會作出重要的貢獻。他說：「科學家的工作並不是坐在書桌前解決難題或是躲在實驗室中做實驗，而是要分享知識，培育下一代，建立更好的世界。」

▶ 陳文博先生（右）和高浩博士（左）
Mr. Adriel Chan (right) and Dr. Owen Ko (left)

First HLMA Winner Shares his Mathematics Journey to Neuroscience

This year, a special dialogue was arranged between Mr. Adriel Chan, Executive Director of Hang Lung Properties and Dr. Owen Ko, a 2004 HLMA winner and currently an Assistant Professor of the Department of Medicine and Therapeutics and School of Biomedical Sciences at CUHK. Dr. Ko shared how HLMA influenced his career choice in medical research. He understands the contributions which mathematics make to medical developments, and turned his childhood interest in mathematics and biomedical science into a passion for neuroscience – regarded as the most quantitative of all medical fields.

Dr. Ko shared his own experiences and encouraged students to put their passion first. He also echoed Professor Cheng Shiuyuen that one needs not be a genius to make significant contributions to the world. “Being a scientist is not just sitting there solving hard problems or hiding in a lab. It is about nurturing the next generation, teaching young talents, and sharing knowledge with other people so that we can achieve a better world,” he said.



齊來發現數學樂趣

恒隆數學獎設立的目的是鼓勵中學生發揮數理創意，激發他們對數學及科學的求知熱情，培育本港的學生以數學和科學知識貢獻社會。為進一步向公眾推廣數學，公司透過「恒隆數學獎——To Infinity無限可能」Facebook專頁，分享與日常生活有關的數學小知識，用輕鬆的手法提高大眾對數學的求知興趣。

Discovering the Joy of Mathematics

HLMA encourages secondary school students to realize their creative potential in the study of mathematics by stimulating their passion for intellectual discovery in hope that Hong Kong students will use their knowledge in mathematics and sciences for the enrichment of society. To further promote mathematics to the public, the Company has launched the Facebook fan page “HLMA – To Infinity”. This page shares tips that illustrate how mathematics is applicable in our daily lives and adopts a lively approach designed to raise public interest in mathematics.

有關恒隆數學獎的詳情，請瀏覽網頁或Facebook專頁
For more information about HLMA, please visit its website or Facebook fan page



2018年恒隆數學獎得獎名單

Winners of 2018 Hang Lung Mathematics Awards

獎項 Award	專題研究 Topic	成員同學 Team Member	領導老師 Teacher	學校名稱 School
金獎 Gold Award	On the Trapezoidal Peg Problem among Convex Curves	白致遠 Bai Zhiyuan	羅沛強先生 Mr. Law Puikeung	喇沙書院 La Salle College
銀獎 Silver Award	Containing Geometric Objects with Random Inscribed Triangles in a Circle	陳祉軒 Chan Tszhin	李灝峰先生 Mr. Lee Hofung	香港培正中學 Pui Ching Middle School
銅獎 Bronze Award	On the Divisibility of Catalan Numbers	李子聰 Li Tszchung	余傑榮博士 Dr. Yu Kitwing	匯基書院 United Christian College

優異獎（以學校英文名稱順序排列）

Honorable Mentions (listed in alphabetical order of school names)

專題研究 Topic	成員同學 Team Member	領導老師 Teacher	學校名稱 School
Doing Indefinite Integrals without Integration	司徒進 Szeto Chun	柯建設先生 Mr. Alexander O Kinchit	優才（楊殷有娣）書院 G.T. (Ellen Yeung) College
A Generalization of the Gauss Sum	方浩良 Fong Holeung	方慶斌先生 Mr. Fong Hingpan	旅港開平商會中學 Hoi Ping Chamber of Commerce Secondary School
A Markov Model of the Busy Footbridge Problem	袁樂勤、湯諾陶、曾樂勤 Yuen Lokkan, Omega Tong Nokto, Ethan Tsang Lokkan	李灝峰先生 Mr. Lee Hofung	香港培正中學 Pui Ching Middle School
Investigation on Mordell's Equation	劉天瑋 Lau Tinwai	李灝峰先生 Mr. Lee Hofung	香港培正中學 Pui Ching Middle School
Old and New Generalizations of Classical Triangle Centres to Tetrahedra	張紫希、高涯澄 Trevor Cheung Kaihei, Ko Honching	張伯亮先生 Mr. Cheung Pakleong	聖保羅男女中學 St. Paul's Co-educational College

為香港未來培育優秀人才

恒隆地產行政總裁盧韋柏先生表示：「今天是恒隆地產與香港中文大學第八次攜手合作，為全港中學生舉辦數學研究比賽。『只選好的 只做對的』是我們的經營理念，不但體現在各業務範疇，亦適用於企業社會責任。恒隆數學獎是我們長期支持的青少年社區投資項目，與政府積極推動STEM教育的方向不謀而合。通過這個獎項，我們致力培養學生對數理的興趣，培訓數學人才，長遠達致提升香港的競爭力。」

今次是香港特別行政區行政長官林鄭月娥女士第三次蒞臨恒隆數學獎頒獎典禮，並擔任主禮嘉賓。她在致辭時笑言不敢在身為數學家的丈夫面前說太多，但強調現今科技發展對社會和經濟帶來前所未有的轉變，若香港要繼續保持繁榮發展，必須讓年輕人以創新的思維和紮實的數理分析能力，去迎接未來的挑戰和把握成功的機會。因此，政府近年投放大量資源推廣STEM教育，推動學術研究發展。



▲► 香港特別行政區行政長官林鄭月娥女士（右）和恒隆地產行政總裁盧韋柏先生（左）均表示支持STEM教育對香港未來人才培訓非常重要
The Hon Mrs. Carrie Lam (right), the Chief Executive of the Hong Kong Special Administrative Region, and Mr. Weber Lo (left), CEO of Hang Lung Properties, note that supporting STEM education is essential for nurturing local talents

今屆恒隆數學獎吸引了逾60所中學、超過90支隊伍，共260位學生參加比賽；當中更有27支隊伍以個人形式參賽，為個人參賽數目的歷屆之冠。其中15隊獲選進入最後階段，出席在頒獎典禮前一天（12月19日）於恒隆地產總部舉行的答辯會，就其研究內容作最後闡述和答辯。金獎、銀獎和銅獎得主，以及五名優異獎的得獎者，獲頒發合共港幣100萬元的獎學金。

恒隆數學獎由恒隆地產、香港中文大學數學科學研究所和香港中文大學數學系聯合舉辦，於2004年創辦，每兩年一屆，至今已吸引逾2,000名學生參加，共頒發了港幣800萬元的獎金。

展現香港學生的優秀學術水平

2018年恒隆數學獎學術委員會主席辛周平教授表示：「很高興見到一群對數理研究充滿熱忱的年輕人，用心鑽研數理專題。參賽隊伍的研究報告，均展現其創造力、原創性和驕人的數理分析能力，令人印象深刻。我希望這群年輕人無論今天獲獎與否，都可繼續在數學世界中探索，為社會未來的科技進步和發展而努力。」

在恭賀一眾入圍學生以及其高水準表現的同時，2018年恒隆數學獎督導委員會主席鄭紹遠教授讚揚學生有「事不避難」的精神，更寄語香港學生要為自己設定更高更遠的人生目標，好好運用自己的才能貢獻社會，打造更美好的未來。



▲ 辛周平教授 Professor Xin Zhouping ► 鄭紹遠教授 Professor Cheng Shiu-yuen

Nurturing Great Talents for the Future

Mr. Weber Lo, Chief Executive Officer of Hang Lung Properties, said, "Today marks the eighth occasion that we have organized this mathematics research competition with The Chinese University of Hong Kong (CUHK) for secondary school students. **We Do It Right** is our business philosophy and this extends to all aspects of our work, including corporate social responsibility. HLMA is our longest community investment initiative for youth and it aligns with the government policy for promoting STEM education. Through this Award, we aim to cultivate our young people's interest in mathematics and to nurture a pool of talents, which would ultimately enhance the competitiveness of Hong Kong."

Mrs. Carrie Lam attended the ceremony as guest of honor for the third time. With a mathematician husband, Mrs. Lam quipped that she dared not say too much in front of him, but stressed that today's innovations in technology are driving changes in ways that we have never imagined, and that changes are occurring at every level of our economy and society. If Hong Kong is to continue to flourish, we must ensure that young people are given every opportunity to succeed and every opportunity to tackle real life challenges with innovative ideas and analytical grounding, she added. Therefore, her government has been putting great effort into promoting STEM education and academic research development.



This year, a total of 260 students forming over 90 teams from over 60 schools entered the competition. A record high of 27 individual entries were received. 15 shortlisted teams were invited to attend the Oral Defense and make their final presentations at Hang Lung's headquarters on the day before the ceremony (December 19). A total of HK\$1 million in prize money was presented to the Gold, Silver, and Bronze Awards winners, and five Honorable Mentions.

HLMA is organized by Hang Lung Properties in conjunction with The Institute of Mathematical Sciences and Department of Mathematics of CUHK. Since 2004, this biannual competition has attracted over 2,000 students, and has awarded a total of HK\$8 million in prize money.

Showcasing Exceptional Quality of Students in Hong Kong

Professor Xin Zhouping, Chair of the 2018 HLMA Scientific Committee, was thrilled to meet with students who are so passionate about mathematics. "It is truly incredible for them to have dedicated so much effort to mathematical research. The research reports submitted by the participating teams demonstrate their creativity, originality, and ability to conduct mathematical analysis to a remarkable level. I hope that, no matter whether they win an award in the HLMA this time or not, they can sustain their passion for exploring mathematics, constantly striving for society's future technological advancement."

Apart from congratulating all students for their exceptional work, Professor Cheng Shiu-yuen, Chair of the 2018 HLMA Steering Committee, praised participating students for their attitude of not evading difficult tasks, and urged students in Hong Kong to set high goals for themselves, and use their talents to make the world a better place.



喇沙書院奪得2018年 恒隆數學獎金獎

La Salle College Clinches Gold at the 2018 Hang Lung Mathematics Awards



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二零一八年恒隆數學獎頒獎典禮

2018 Hang Lung Mathematics Awards

Announcement and Awards Presentation



恒隆地產
HANG LUNG PROPERTIES



香港中文大學
The Chinese University of Hong Kong



一個梯形的四點，是否可以放在平面但不規則的曲線上呢？喇沙書院的白致遠同學就是憑藉研究這個「內接梯形」問題，贏得2018年恒隆數學獎金獎殊榮。

超過50位參與2018年恒隆數學獎的同學、老師和校長，在2018年12月20日（星期四）於亞洲協會香港中心濟濟一堂，參加由香港特別行政區行政長官林鄭月娥女士擔任主禮嘉賓的頒獎典禮。就讀中六的白致遠同學以專題研究On the Trapezoidal Peg Problem among Convex Curves，通過多重嚴格評核，獲邀出席答辯會，接受由國際知名數學家組成的學術委員會提問後奪得金獎，並由行政長官親自頒發。

Can a prescribed trapezoid be inscribed in a given Jordan curve? Through his study of the famous Trapezoidal Peg Problem, Bai Zhiyuan from La Salle College won the 2018 Hang Lung Mathematics Awards (HLMA) Gold Award.

Over 50 students, teachers, and school principals gathered at the prestigious 2018 HLMA Awards Presentation Ceremony on December 20, 2018 (Thursday) at the Asia Society Hong Kong Center, with The Hon Mrs. Carrie Lam, The Chief Executive of the Hong Kong Special Administrative Region as the officiating guest. She presented the Gold Award trophy to Zhiyuan, a Form Six student, for his research paper titled, "On the Trapezoidal Peg Problem among Convex Curves". Zhiyuan won the Gold Award after going through stringent reviews and attending an Oral Defense in front of world renowned mathematicians of the HLMA Scientific Committee.

白致遠研究的，乃數學界未完全解決的經典「內接方形」的延伸問題，可稱為「內接梯形」，目的是在隨意的曲線圈上找到具體梯形的四角。他透過先解決一個簡化問題，先處理較寬鬆的相似條件，得到總有無窮個可能梯形的方案。然後，通過考慮其中一系列梯形，若只容許把梯形平移或「拉長」，就只有一個可能。從而，他找到可以把梯形四角放在光滑和凸的曲線圈（他稱之為「蛋形」）上的充分必要條件。

這位金獎得主從小已對數學有濃厚的興趣，他表示：「面對匠心獨妙的數學難題，往往可以找出一個既簡單又優雅的解題方式，數學要求我在思考解題時學習這種優雅的見解。恒隆數學獎給予了我一個機會，可以在知名學者面前展示自己的研究成果，過程中我獲益良多。」

Zhiyuan's research in the Trapezoidal Peg Problem is one of the generalizations of the famous Square Peg Problem. It is to find a fixed trapezoid with four corners lying on an arbitrary curve loop. He investigated a possible approach by first weakening the similarity condition and showed that there are infinitely many possibilities. Then, through further analysis of the possibilities, he exhibited a unique result which allows only translation and "stretching" on the trapezoid. He subsequently obtained a necessary and sufficient condition for a strictly convex C^1 curve, which he called "oval", to inscribe an arbitrary trapezoid up to similarity.

Zhiyuan has been interested in mathematics since early childhood. "When dealing with carefully crafted mathematical challenges, I often find that solutions are simple and elegant. Mathematics has always led me to such elegant insights when I look for solutions," he said. "Participating in the HLMA has offered me a chance to present my research findings to world renowned scholars, and I have learned a lot in the process."

喇沙書院奪得2018年恒隆數學獎金獎

La Salle College Clinches Gold at the
2018 Hang Lung Mathematics Awards

