

「恒隆會」顧客關係管理計劃

HOUSE 66 引領高端生活方式 打造尊貴服務體驗

CRM Program to Fulfil Luxury Lifestyle Aspirations with Service Excellence



恒隆會
HOUSE 66



行政總裁的話 CEO Message



各位同事：

加入恒隆四個月以來，時間過得十分充實。期間我已走訪公司旗下所有的項目，包括在建的項目，並與各團隊會面。我對公司現況有更深入的掌握，亦對每一個項目有確切的了解。在過程中，我很享受與同事交流，亦有助我熟習公司的運作。

公司矢志發展成為一間備受尊崇的全國性商業地產商的目標始終不變。在7月，公司公布上半年業績，整體表現令人滿意，在租賃收益、出租率及租戶銷售表現均有增長，讓我堅信公司發展方向正確。然而，我們不應滿足於現狀，必須展現更卓越表現、與夥伴更緊密合作以達致共贏，與公司再創高峰。

經這段時間的觀察及深思，及與管理層的討論中，我們鎖定五大業務策略，它們對恒隆未來至關重要。我有信心這些策略將為公司帶來豐厚回報，讓公司持續增長。

首先，我們必須「以客為本」，更重視客戶的需要。正因旗下項目，包括商場、甲級辦公樓、服務式寓所，及酒店定位是服務高端客群，我們必須吸引高消費層的客戶，這客戶群將是我們在各個市場的首要對象。以內地市場為例，隨着生活品味的提升，將帶動個人消費，而經濟增長及中產階級的冒起，對世界級辦公樓和公寓的需求益增。為配合客戶所在地的特性，我們需要提供最優質的服務及商品，通過與客戶建立直接的關係以提升他們對恒隆的忠誠度，方可成功。此外，與業務夥伴和持份者建立長遠的策略伙伴合作也是不可或缺。

其次，是建立恒隆品牌體驗，提供最優越的客戶服務，將客戶體驗提升至更高層次。我們需要在市場推廣及傳訊企劃中融會恒隆的品牌優勢，從線上到線下貫徹品牌體驗，將為我們的物業組合營造更好的協同效應。

第三，在生活更趨數碼化的年代，我們也必須充分運用科技，提升生產力與效率。透過結合顧客關係管理計劃與數據分析，更清晰了解客戶的需求，進而提升業務表現。

對外策略固然重要，但強化自身能力也是關鍵，這包括團隊發展以至資產管理方面的高效執行力。公司有數個在建的項目，我們得確保項目既符合高質量的要求，也要在核准預算內按時完成。人才是我們最重要的資產，我們需要提供事業發展機會，讓公司得以持續發展，也為團隊培育合適人才以面對未來的挑戰與機遇。

最後，如董事長所言，秉持誠信乃公司的最大優勢。這也是恒隆的核心價值，因此我們必須繼續保持高透明度，向持份者負責，堅守最高的企業管治與道德水平。恒隆明白公司對社會的影響力，因此我們致力建設社區並帶來經濟、社會及環境上的裨益。

我在上月的員工匯報會上分享我對公司的展望，闡述我們的策略重點。今後，我們便得一起落實執行策略，實踐我們眼中的未來。堅守目標、專心專注是成功的不二法門，我相信只要團隊上下一心，便可成就大事。

感謝各同事一直堅守崗位，支持公司的願景。讓我們繼續努力，邁向可持續增長這個共同目標。

行政總裁
盧韋柏

Dear Colleagues,

It has been a fruitful four months since I joined Hang Lung. I have had the opportunity to visit all our projects, including those under development, and to meet the teams across different portfolios. It has also given me a complete picture of the Company and the various projects from the ground up. I enjoyed the interaction with colleagues, which has enhanced my knowledge of operations.

Our Company's vision remains unchanged as we are poised to develop into a highly admired commercial property developer in mainland China. We reported our half-year results in July and performance has been satisfactory. We have seen growth in terms of rental turnover, occupancy, and tenant sales. I believe the Company is on the right track. It is important for us to take our Company to the next level. We need to work harder and collaborate closely with our partners to ensure mutual success.

Through my observations and discussions with the management team over the past four months, we have identified five strategies that will lead us to our goal and shape the future of Hang Lung. I am confident that these strategies will lead the Company to achieve sustainable growth and fruitful returns.

First of all, we need to focus more on our customers and become more customer-centric. As we position our property developments, including malls, Grade A offices, serviced apartments, and a hotel, to cater to the high end of the spectrum, we need to do more to attract the top echelon of customers. They will be the top tier clients in each of our markets. Mainland China's private consumption will rise further as lifestyle aspirations continue to ascend. The need for world-class offices and apartments will increase with the rise of the middle class and further economic development. For our malls to succeed, we need to offer the best products and services with strong local appeal and build loyalty through direct engagement and by aligning our long-term strategic relationship with our business partners and stakeholders.

Secondly, we need to build a Hang Lung-branded experience by offering customer service at the highest levels and focusing on taking the customer experience to new heights. We need to leverage our strong branding in our marketing and communications campaigns and launch omni-channel touchpoints to facilitate seamless O2O engagement and achieve better synergy across our portfolio.

Thirdly, in an age where people manage more and more of their lives digitally, we need to embrace technology and improve our efficiency and productivity. We can further drive our business performance by utilizing our CRM program for data analytics to better understand exactly what our customers want.

Moving from external strategies to how we can enhance ourselves internally, we need disciplined execution of strategies across the board, from the way we handle our assets to the way we develop our team. We have a number of projects under construction and it is crucial that we ensure that these projects are of top quality and completed on time and on budget. People are our greatest asset; for our Company to grow sustainably, we need to groom our talents by offering career development opportunities. In this way, our team will be equipped to meet the challenges – and the opportunities – that lie ahead.

Last but not least, as our Chairman has said, our edge is found in our standards of integrity and honesty. These are Hang Lung's core values, and it is important that we continue to be transparent and accountable to our stakeholders as we uphold our strong governance and ethics. Hang Lung has always been aware of our impact on society, and we are committed to bringing economic, social, and environmental benefits to the communities in which we operate.

I am pleased to have had the opportunity to share this vision for Hang Lung and to elaborate on the strategic priorities with you at the staff briefing last month. Going forward, we will need to put our words into action. The future is whatever we make of it, so let's make it a good one! We need to be resilient and completely focused on the task at hand but I believe that, as a unified team, we can accomplish anything.

Thank you for your ongoing support and hard work. Let's work together to achieve our shared goal of sustainable growth.

Weber Lo
Chief Executive Officer

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為進一步實踐以客為本、追求卓越服務的營運策略，恒隆最近率先在旗艦項目上海的恒隆廣場推出全新顧客關係管理計劃「恒隆會」，為顧客提供更多專屬及個人化的尊貴體驗。

In an affirmation of its commitment to customer centricity and service excellence, Hang Lung announced the launch of its brand-new customer relationship management (CRM) program, HOUSE 66, at its flagship project, Plaza 66 in Shanghai. HOUSE 66 is dedicated to providing customers with unique and personalized services, enabling the Company to establish a more personal and enduring relationship with its customers.

行政總裁盧韋柏先生表示：「作為以顧客服務和市場營銷為重心的商業地產公司，恒隆重視與客戶的直接聯繫，在日常營運中，我們會秉持『以客為本』為理念及策略。『恒隆會』的推出，將可讓我們掌握大數據，從而制定更高效的租賃策略，配合一系列會員限定的配套服務，為顧客帶來真正獨特的體驗。此外，『恒隆會』亦將繼續深化與各品牌及商戶的合作，協調及整合不同品牌所提供的服務和禮遇，為顧客精挑最合適的貨品及服務，最終與顧客及商戶一起達致三贏。」

CEO Mr. Weber Lo said, "As a commercial real estate company with a customer-centric and marketing-driven strategy at the very heart of our operations, Hang Lung pays attention to developing modes of communication with our customers that can foster the building of lasting relationships. We uphold this vision and approach in our daily operations. HOUSE 66 will allow us to capture and make use of big data for formulating more effective leasing and business campaigns. Together with various tailor-made and exclusive member services, we will be able to offer a truly unique experience to our loyal customers."

"What's more, HOUSE 66 will engage our distinguished tenants with other international brands in collaborations that will provide unique offerings and exclusive experiences for our shoppers, with the ultimate goal of achieving a win-win-win situation with our shoppers and tenants."

◀ 盧韋柏（中）宣布「恒隆會」正式推出
Weber Lo (center) announces the launch of HOUSE 66



◀ 吳彥祖亮相HOME TO LUXURY主題活動，瞬間將現場氛圍推至高點
Daniel Wu takes the ambience to a new high as he addresses guests at the HOME TO LUXURY anniversary party



HOME TO LUXURY 主題活動 延續恒隆矚目成就

上海的恒隆廣場於去年完成大型資產優化計劃並舉辦HOME TO LUXURY盛裝派對，鞏固了領先地位。為延續矚目成就，並持續引領優質生活方式，恒隆廣場今年再度舉行HOME TO LUXURY主題活動，邀請逾2,000位貴賓和商業夥伴出席，並於9月7日（星期五）為The Lounge舉行盛大儀式，標誌着貴賓室正式向「恒隆會」的綠寶會員開放。

行政總裁盧韋柏先生、執行董事陳文博先生、執行董事陳家岳先生、董事一租務及管理彭兆輝先生、恒隆廣場總經理胡惠雅女士與知名影星吳彥祖、知名演員張雨綺和義大利著名藝術家、《福布斯》歐洲30歲以下最具影響力的藝術家之一Edoardo Tresoldi，一同主持揭幕禮，共同慶祝恒隆廣場鞏固HOME TO LUXURY的至臻定位。

恒隆廣場總經理胡惠雅女士說：「恒隆廣場視『優質服務』和『以客為本』作為日常營運的重中之重。此次The Lounge正式向綠寶會員開放，正是透過專屬私密空間與客人建立更直接關係的重要舉措，其將成為恒隆廣場和會員之間的重要紐帶，為賓客帶來優質且高端的服務體驗。」

HOME TO LUXURY Party Celebrates Hang Lung's Success

As a continuation of the celebration of the Plaza 66's mega transformation last year, the mall organized a large-scale event on September 7 (Friday) and which was attended by more than 2,000 guests, consolidating its market position as the Home to Luxury. A ceremony for The Lounge was also held to introduce Emerald Members of HOUSE 66 to their luxurious retreat at the heart of the mall.

Celebrating the continued vibrancy of Plaza 66's HOME TO LUXURY success story, CEO Mr. Weber Lo, Executive Director Mr. Adriel Chan, Executive Director Mr. Norman Chan, Director – Leasing & Management Mr. Derek Pang, and General Manager of Plaza 66 Ms. Vera Wu officiated the event's opening ceremony together with renowned actor Daniel Wu, acclaimed actress Zhang Yuqi, and illustrious Italian artist Edoardo Tresoldi of the Forbes "30 Under 30" list of the most influential European artists.

General Manager of Plaza 66, Ms. Vera Wu said, "Plaza 66 has a customer-centric approach to the provision of service excellence as the top priority of its daily operations. The official launch of The Lounge to our Emerald Members indeed marks an important new milestone in building a closer and more direct relationship with our customers. The Lounge will become a crucial connection between Plaza 66 and its members that will also provide prestigious tailored service experiences to our guests."



- 張雨綺以「恒隆體驗官」身份見證The Lounge正式向綠寶會員開放
As Hang Lung's Experience Ambassador, actress Zhang Yuqi witnesses the official launch of The Lounge to Emerald Members of HOUSE 66



- （左起）胡惠雅、彭兆輝、盧韋柏、吳彥祖、張雨綺、Edoardo Tresoldi、陳文博及陳家岳在台上舉杯歡慶，為HOME TO LUXURY主題活動揭開序幕
(From left) Vera Wu, Derek Pang, Weber Lo, Daniel Wu, Zhang Yuqi, Edoardo Tresoldi, Adriel Chan, and Norman Chan raise their glasses in a toast to mark the opening of the HOME TO LUXURY anniversary party
- Edoardo Tresoldi在HOME TO LUXURY主題活動上完成其作品Etherea在亞洲的首場表演，結合恒隆廣場的寬敞室內空間，營造出美輪美奐的氛圍
Edoardo Tresoldi inaugurates the first Asian show of his site-specific installation, Etherea, during the HOME TO LUXURY anniversary party at Plaza 66



▲ 商場一樓特設互動拍照裝置，為尊貴顧客定格尊享時光
An interactive photo device at Level One of the mall lets guests take photos as a memento



▲ 專業舞蹈員Kinfolk展現妙曼舞姿，襯托出恒隆廣場的尊貴氣派
Professional dancers Kinfolk express the essence of Plaza 66's luxurious lifestyle offering through their beautiful performances



▲ 高端餐飲商戶在各樓層為賓客送上來自世界各地的饕餮盛宴
Luxurious F&B tenants provide delicacies from around the world to guests on each level of the mall

名師設計The Lounge 彰顯超凡品位

World-class Design Exhibits Extraordinary Taste at The Lounge

The Lounge由世界知名設計師Ilse Crawford傾力打造，以Home away from Home為設計概念，營造出愉悅、貼心的服務環境，為顧客提供獨特尊貴的聚會場所，感受猶如在家一般的舒適體驗。

Born of the imagination of world-class designer Ilse Crawford, The Lounge creates a luxuriously intimate environment as the setting for a rich menu of personalized services. The 'Home Away From Home' design concept aims to provide customers with a unique and sumptuous, yet welcomingly homely, venue for parties and gatherings.

► 會客廳 Living Room



The Lounge整體細膩考究的裝潢彰顯了低調奢華的空間屬性，多重紋理與拼撞色彩相結合的生動創意，既滿足了功能性，又增加了空間的藝術感。The Lounge設有獨具匠心的不同空間，包括會客廳、用餐間、梳妝間等，每個房間均能靈活調整，滿足顧客和品牌的需要。The Lounge的每個空間都營造了私密的氛圍，賓客不僅可與朋友與家人一起放鬆心情，更可享受貴賓體驗專員的尊貴服務。The Lounge還設有放映場地、活動場地，是舉辦私人宴請、國際品牌鑒賞會的至臻之選。

The exquisite décor of The Lounge highlights the spatial attributes of the venue, clothing them in understated luxury, with multiple textures and striking colors lifting functionality to artistry. The Lounge offers a variety of unique spaces, including living rooms, dining rooms, and dressing rooms. Each room can be flexibly adjusted to meet the needs of customers and tenants. Every space in The Lounge creates an intimate atmosphere where guests can not only relax with friends and family, but also enjoy the exclusive services of a personal shopping guide. The Lounge also features screening venues and event venues, making it the perfect choice for private banquets and international brand exhibitions.



▲ 國際著名時裝品牌派出專業設計師，在The Lounge為賓客提供私人的尊貴服務
(左圖：Joyce；右圖：Ermenegildo Zenga)
International designer fashion brands provide private services to guests of The Lounge (left: Joyce; right: Ermenegildo Zenga)



恒隆出版2018財政年度中期業績報告

Hang Lung Publishes FY2018 Interim Reports

恒隆地產及恒隆集團的2018財政年度中期業績報告已經出版。在今年的《致股東函》中，董事長陳啟宗先生指出，在回顧期的這六個月裏，內外環境皆發生了許多事情。

陳啟宗表示，公司內部兩項最重大的事情，必然是新任行政總裁履新和在杭州購入一幅地塊。同時，他對公司未來表達了樂觀願景。對於外在環境，他對中美關係作出了評論，並預期這次紛爭將不會對公司的業務有太大傷害，相關影響反而有可能對我們的營運有些裨益。

Hang Lung Properties and Hang Lung Group have published their FY2018 interim reports. In the Chairman's Letter to Shareholders, Chairman Mr. Ronnie C. Chan pointed out that much had happened in the external and internal environments during the six months under review.

Internally, Ronnie opined that the two most significant events were the Company's new leadership and the successful purchase of a plot of land in Hangzhou. He also expressed optimism about the future of the Company. Externally, he commented on China-U.S. trade war, and expected its effect on our operations would not be that serious. In fact, it may be beneficial.

2018財政年度中期業績報告已上載於恒隆官方網站，歡迎下載和瀏覽。

The FY2018 interim reports are available on the Hang Lung's corporate websites. Please download the full versions from the links below.

恒隆地產



恒隆集團



Hang Lung Properties



Hang Lung Group



恒隆广场·上海 Plaza 66

將「家」立體化

Visualizing the concept of Home

「家」在很多人心目中，擔當着一個非常重要的地位。於去年完成大型資產優化計劃的上海的恒隆廣場，便邀請了裝置藝術家潘寶明女士，在第一座辦公樓的大堂設立了一幅以「家」為主題的巨型裝置藝術。

取材自董事長陳啟宗先生的母親——陳譚慶芬女士的畫作，潘寶明以5,000個獨特造型的小盒子喻家，把一幅面積超過54平方米的藝術作品完美裝嵌於辦公樓大堂。

為了讓公眾人士對藝術裝置有更多認識，辦公樓大堂特設了一條短片解釋創作概念。

To a lot of people, "home" has always been one of the most important things in life. Plaza 66, upon the completion of its large-scale upgrading, has invited a renowned installation artist, Mr. Helen Poon, to design a mega artwork for installation in the lobby of Office Tower One, based on the concept of "home".

Inspired by the painting of Mrs. T.H. Chan, Ms. Poon has used almost 5,000 uniquely designed cubes to make the more than 54 square-meter installation, which is now proudly standing in the lobby of the Plaza 66 Office Tower.

A short video has been produced to explain the concept behind the installation.



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觀看影片



恒隆廣場·昆明——世界級地標建築光芒逐現

Spring City 66 – A World-class Landmark Shines the City

請即掃描 QR code
觀看影片



恒隆於中國西南地區的首個綜合商業項目——昆明的恒隆廣場於9月12日（星期三）舉行封頂儀式，標誌項目邁進新的里程，春城昆明即將迎來一座全新的世界級城市地標。

Spring City 66, Hang Lung Properties' first entry into the southwest region of mainland China, held a topping out ceremony for its shopping mall and office tower on September 12 (Wednesday), marking a significant milestone in the project's construction and heralding the arrival of a new world-class landmark for China's Spring City Kunming.

封頂儀式由行政總裁盧韋柏先生、首席財務總監何孝昌先生及執行董事陳文博先生，聯同一眾恒隆高級管理層主持，並承蒙雲南省招商合作局副局長王青梅女士、盤龍區副區長易迎霞女士、昆明市投資促進局副局長駱曉林先生、中國建築第八工程局有限公司董事長校榮春先生，以及上海建工集團股份有限公司總裁卞家俊先生一同參與。

The ceremony was hosted by CEO, Mr. Weber Lo; CFO, Mr. H.C. Ho; and Executive Director, Mr. Adriel Chan, with other Hang Lung's top management members also in attendance. Ms. Wang Qingmei, Deputy Director of Yunnan Provincial Bureau of Investment Promotion and Cooperation; Ms. Yi Yingxia, Deputy Governor of Panlong District, Kunming; Mr. Luo Xiaolin, Deputy Director of Kunming Investment Promotion Bureau; Mr. Xiao Rongchun, Chairman of China Construction Eighth Engineering Division. Corp. Ltd.; and Mr. Bian Jiajun, President of Shanghai Construction Group Co., Ltd., also participated in the ceremony.



▲ 行政總裁盧韋柏先生（左八）、首席財務總監何孝昌先生（左六）、執行董事陳文博先生（右八），聯同一眾恒隆高級管理層，以及雲南省招商合作局副局長王青梅女士（中）、盤龍區副區長易迎霞女士（右七）、昆明市投資促進局副局長駱曉林先生（左七）、中國建築第八工程局有限公司董事長校榮春先生（左三）、上海建工集團股份有限公司總裁卞家俊先生（右三）一起主持昆明的恒隆廣場封頂儀式
CEO, Mr. Weber Lo (8th from left); CFO, Mr. H.C. Ho (6th from left); and Executive Director, Mr. Adriel Chan (8th from right), with other Hang Lung's top management members and Ms. Wang Qingmei (center), Deputy Director of Yunnan Provincial Bureau of Investment Promotion and Cooperation; Ms. Yi Yingxia (7th from right), Deputy Governor of Panlong District, Kunming; Mr. Luo Xiaolin (7th from left), Deputy Director of Kunming Investment Promotion Bureau; Mr. Xiao Rongchun (3rd from left), Chairman of China Construction Eighth Engineering Division Corp. Ltd.; and Mr. Bian Jiajun (3rd from right), President of Shanghai Construction Group Co., Ltd., officiated the topping out ceremony of Spring City 66 in Kunming

盧韋柏先生表示：「恒隆地產一直堅持在黃金地段發展世界級的商業物業。昆明作是中國重要的旅遊和商貿城市，具有無可比擬的發展潛力。我們有信心，恒隆廣場與昆明將可一起在經濟及社會發展上，再創高峰。『以客為本』是我們重要的營運策略，恒隆廣場亦將銳意為昆明的市民，帶來更多元化的選擇、更優質的生活、更大膽創新的購物消閒體驗，滿足昆明及周邊地區的消費者的需求。」

他續說：「恒隆廣場的建設發展多年來獲得了各級政府的大力支持，以及總承建商的努力及配合，未來我們將全力進行內部裝修工程及招租工作，以最優秀的硬件設施及卓越的軟件服務配套，吸引更多的國際知名品牌及企業進駐，讓昆明的經濟發展成就，與國際大都市看齊。」



At the ceremony, Mr. Weber Lo said, "Hang Lung has been dedicated in developing world-class commercial properties at prime locations. Kunming is an important tourist destination and business center in China with unparalleled development potential. We are confident that Spring City 66 and Kunming will advance together to new heights in economic and social development. With the customer-centric focus at the very heart of our operations strategy, Spring City 66 is poised to bring the people of Kunming more diversified choices, higher quality of life, and an innovative customer experience to cater to the aspirations of this burgeoning city and the people of districts nearby."

He continued, "Government departments at different levels have rendered their full support to Spring City 66 over the years, together with the effort and cooperation of our main contractors, we have been able to go all-out with the interior finishing and leasing work, attracting more internationally well-known brands and corporations to Kunming with the best hardware and exceptional services, leading the economic development and achievements of Kunming to benchmark with the best standards of international metropolitan cities."

▲ 行政總裁盧韋柏先生感謝昆明的恒隆廣場團隊的努力和貢獻
CEO Mr. Weber Lo thanks the effort and contribution by the team of Spring City 66 in Kunming



行政總裁盧韋柏先生
CEO Mr. Weber Lo



上海建工集團股份有限公司總裁卞家俊先生
Mr. Bian Jiajun, President of
Shanghai Construction Group Co., Ltd.



中國建築第八工程局有限公司董事長校榮春先生
Mr. Xiao Rongchun, Chairman of
China Construction Eighth Engineering Division Corp. Ltd.



盤龍區副區長易迎霞女士
Ms. Yi Yingxia, Deputy Governor of
Panlong District, Kunming

與世界級團隊對話 呈現昆明城市基因 Dialogue with World-class Construction Teams to Unravel Kunming's Unique DNA



▲ 董事—項目管理勞建亮先生（右五）、KPF執行總監Mr. Peter Gross（右六）、KPF高級副總監劉怡得女士（左五）、國際概念設計有限公司董事Mr. Richard Wood（右四）及中國區董事總經理王奇先生（右三）、澧信工程顧問有限公司董事梁志明先生（左二）及項目經理陳建新先生（左一），與負責昆明項目的同事出席媒體交流會，分享恒隆廣場的設計理念
Mr. Adrian Lo (5th from right), Director – Project Management; Mr. Peter Gross (6th from right), Principal of KPF and Ms. Lau Yee Tak (5th from left), Senior Associate Principal of KPF; Mr. Richard Wood (4th from right), Director of Concept i and Mr. Wang Qi (3rd from right), Managing Director, China of Concept i; Mr. Joseph Leung (2nd from left), Director of JRP and Mr. Kelvin Chan (left), Project Manager of JRP, together with the Spring City 66 team share insights into the design concept with the media

要承擔起推動雲南經濟發展的重任，昆明的恒隆廣場首先在建築設計上力臻完美，透過與世界級建築團隊合作，在設計方面突顯昆明的城市基因，提升當地的建築標準。8月23日（星期四），擔任項目的建築師及辦公樓室內設計顧問的建築事務所Kohn Pedersen Fox Associates (KPF)、負責商場的室內設計的國際概念設計有限公司 (Concept i) 和擔當項目的機電工程設計的澧信工程顧問有限公司 (J. Roger Preston Limited) 到訪昆明，出席以「呈現城市基因 對話世界級建築」為主題的媒體交流會，向當地媒體分享恒隆廣場的建築設計理念。

恒隆地產董事—項目管理勞建亮先生表示：「恒隆與世界頂級的建築團隊合作，把尖端的設計概念及技術注入昆明的恒隆廣場。項目在設計、取材、營運層面等都突顯昆明的城市基因及文化特質，配合可持續發展的元素。我相信項目除了為昆明帶來最好的品牌及設計外，還擔當一個重要的角色，就是向世界展示雲南最好的一面。」

Spring City 66 makes every effort to perfect its architectural design. On August 23 (Thursday), the eminent construction team for Spring City 66, which includes Kohn Pedersen Fox Associates (KPF), the architect of the project and the interior designer for the office tower; Concept i, the interior designer of the mall; and J. Roger Preston Limited (JRP), the electrical and mechanical designer of the project gathered in Kunming to introduce the design of the project with media friends at a briefing with the theme Dialogue with World-Class Architects.

Mr. Adrian Lo, Director – Project Management who is also person-in-charge of Spring City 66 said, “Hang Lung has worked closely with the construction team to create an avant-garde concept at Spring City 66, utilizing different technologies throughout the process. From its design and use of materials to its operations, Spring City 66 exudes Kunming's unique DNA and culture, and has fully integrated important sustainability features to position the project to become one of Kunming's most striking landmarks upon completion. I believe that not only will Spring City 66 bring the best brands to the city, showcased in the most impressive environment, it will also take up an important role to present the best of Yunnan to the world.”



KPF設計總監Mr. Jeffrey Kenoff及KPF執行總監Mr. Peter Gross介紹如何刻意把項目塑造出高低起伏的層次感，配合昆明山巒起伏的山勢，並為外立面牆體材質顏色選取了昆明著名景點石林的石質原色，盡顯昆明自然特色。

Mr. Jeffrey Kenoff, Principal and Mr. Peter Gross, Principal of KPF introduced how to incorporate undulating layers into the structure to evoke the mountainous terrain that surrounds Kunming and the color palette of the materials used for the exterior wall was chosen to echo the natural stone hues for which the Kunming landscape is famed.

國際概念設計有限公司董事Mr. Richard Wood指出項目多用天然材料，利用中庭天窗引進自然光到公共空間，加上暖色調和鮮綠的裝飾，呈現昆明四季如春的特色。

Mr. Richard Wood, Director of Concept i pointed out that the project has used many natural materials and the warm and fresh green tones of decorative fittings, and the extensive use of glass to introduce more natural light, bringing the City of Eternal Spring indoors for shoppers to bask in.



澧信工程顧問有限公司董事梁志明先生（左）及項目經理陳建新先生（右）講解項目的「E2設計」（Energy Saving & Environmental Friendly Design）高效能方案，如何提升用電、用水等方面的效能，並保持室內空氣質素，滿足甲級辦公樓與世界級商場對高效節能的設計要求。

Mr. Joseph Leung (left), Director and Mr. Kelvin Chan (right), Project Manager of JRP explained how the E2 Design (Energy Saving & Environmentally Friendly Design) which maximizes efficiency in the usage of electricity and water, ensures optimum indoor air quality levels, and exceeds the design requirements for Grade A office towers and world-class shopping malls in terms of efficient energy consumption.



恒隆囊括四個公共關係策略大獎

Hang Lung Receives Four PR Awards

憑藉卓越的公關宣傳策略，Fashion Walk和上海的恒隆廣場在本年度的PR Awards中榮獲合共四個大獎，證明公司矢志打造嶄新體驗的成果，獲得業界肯定和認同。

銳意打造潮流王國形象，聯合特色品牌帶來多元化體驗，Fashion Walk於年初推出的Kingston, The New Kingdom企劃勇奪三個大獎，包括「最佳公關活動—生活品味」銀獎、「最佳內容運用」銅獎及「最佳公關活動—公眾關注」銅獎；而為慶祝上海的恒隆廣場完成大型資產優化計劃而舉行的Home to Luxury盛裝派對，亦同時榮獲「全球公關活動」銅獎。

由《Marketing Magazine》舉辦的PR Awards今年已是第四屆舉行，由16位資深業界人士組成的評審團中選出傑出企劃。

有關PR Awards的詳細資料及得獎名單，請瀏覽以下網頁：
www.marketing-interactive.com/pr-awards/hk/



▲ 董事—租務及物業管理蔡碧林女士（左七）、總經理—租務及物業管理羅欣琪女士（左五），與Fashion Walk同事一同上台領獎
Ms. Bella Chhoa (7th from left), Director-Leasing & Management and Ms. Katherine Lo (5th from left), General Manager-Leasing & Management together with colleagues from Fashion Walk receive the award trophy



▲ 總經理—集團傳訊羅淑雲女士（左四）與集團傳訊部及集團推廣部同事代表上海的恒隆廣場Home to Luxury盛裝派對領獎
Ms. Betty Law (4th from left), General Manager-Corporate Communications, together with colleagues from the Corporate Communications Department and the Central Marketing Department, receive the award trophy for Plaza 66's Home to Luxury party

Fashion Walk and Plaza 66 in Shanghai received four awards from this year's PR Awards, as the excellence of the Company's PR strategies to foster new customer experience was widely recognized by the industry.

Positioned to foster a fashion kingdom on the basis of collaborations with chic brands, Fashion Walk's Kingston, The New Kingdom, which was launched early this year, won awards from three categories. The awards included a silver award in Best PR Campaign – Lifestyle, two bronze awards in Best Use of Content and Best PR Campaign – Public Awareness.

Meanwhile, the Home to Luxury party in Plaza 66 won a bronze award in the Global PR Campaign category. The campaign celebrated the project's mega-scale asset enhancement, as it strengthened the mall's unique position as a host to high-end brands, dubbed the Home to Luxury.

In its fourth edition this year, the PR Awards is organized by *Marketing Magazine* with a professional judge panel formed of 16 industry experts to select the best campaigns out of many submissions.

For more details regarding the PR Awards, please visit: www.marketing-interactive.com/pr-awards/hk/



恒隆榮獲香港法律獎

Hang Lung Triumphs at the Hong Kong Law Awards

由湯森路透旗下的國際知名法律媒體《亞洲法律雜誌》(Asian Legal Business)舉辦的第17屆2018年《亞洲法律雜誌》香港法律獎，恒隆集團首次榮獲「年度最佳公司律師團隊—建造及房地產」殊榮。今次能夠囊括獎項，彰顯公司悉力貫徹其營運理念—「只選好的 只做對的」。

董事—總法律顧問及公司秘書甄嘉雯女士表示：「很榮幸能夠獲得這項殊榮，公司的法務團隊負責應對集團在各項業務營運時面對的法律風險。團隊都會與各地的不同業務部門保持溝通和分享最佳範例。是次獲獎，印證團隊的不懈努力為其他部門提供專業的法律意見、實用的解決方案，並制定各項政策和法制的解讀，及定期舉辦相關主題的培訓課程。」

每年一度的《亞洲法律雜誌》香港法律獎旨在表彰香港及亞洲地區表現出色的私營執業律師和公司律師團隊，為區內法律界的年度盛會。今年，共頒發45個類別的獎項，包括年度最佳公司律師團隊—保險和年度最佳公司律師團隊—運輸和物流等新獎項。

Hang Lung Group has received the "Construction and Real Estate In-House Team of the Year" award for the first time at the 17th Asian Legal Business Hong Kong Law Awards 2018, organized by the renowned publication for legal professionals, *Asian Legal Business* (ALB) under Thomas Reuters. The award is a tribute to Hang Lung's unwavering commitment to making its management philosophy We Do It Right a reality in all aspects of its business.

Ms. Margaret Yan, Director – General Counsel & Company Secretary of Hang Lung Group, said, "We are honored to receive the award. The in-house team is responsible for responding to the changing legal risks that the Group faces in every area of its operations. There was much communication and best practice sharing among team members, regardless of location or functional expertise. The award underscores our team's hard work to provide practical and legal solutions to other departments, help them with policies preparation and interpretation, as well as provide regular training sessions on relevant topics."

The ALB Hong Kong Law Awards acknowledges the outstanding performance of private practitioners and in-house teams from Hong Kong and the region. This year, the prestigious event presented awards in 45 categories including new awards for Insurance In-House Team of the Year and Transportation and Logistics In-House Team of the Year.



▲ 恒隆集團於年度香港法律獎中榮獲「年度最佳公司律師團隊—建造及房地產」殊榮
Hang Lung Group wins the Construction and Real Estate In-House Team of the Year award at the annual Hong Kong Law Awards



▲ 於第17屆《亞洲法律雜誌》香港法律獎上，甄嘉雯女士（中）及法務團隊接受「年度最佳公司律師團隊—建造及房地產」殊榮
Ms. Margaret Yan (center) and her team receive the Construction and Real Estate In-House Team of the Year award at the 17th Asian Legal Business Hong Kong Law Awards

2018恒隆管理培訓生計劃

2018 Management Trainee Program

恒隆管理培訓生計劃自2005年推出至今，報名人數持續增加，今年更收到近1,900份來自香港、海外和內地的申請，較去年增加約兩成。今年共有11位大學畢業生脫穎而出，成為本年度的管理培訓生。

全方位實習

要成為一個成功的管理人員，除了掌握工作上的知識和技能外，人際關係與溝通也相當重要。因此，每一位管理培訓生在入職後，也會安排參與一系列的迎新課程和專業培訓，包括社交禮儀、專業儀容訓練、外展訓練及演講技巧培訓等。今屆培訓生已完成各項課程，他們現已被安排到公司在香港和內地各個部門，進行為期18個月的實習，包括其中六個月的內地實習期。

董事作為導師

在管理培訓生的實習期內，公司的其中11位董事會以一對一的形式，擔任管理培訓生的導師，帶領他們認識業務上的種種，以及提供事業發展導向。在工作以外，導師亦會與管理培訓生分享人生閱歷，為他們的生涯規劃作出提點。另外，來自各個部門的11位主管和高級經理亦會以伙伴教練的身分，定期與管理培訓生見面，與他們分享工作經驗和心得。



▲ 公司邀請了11位董事作為導師，為新一屆管理培訓生提供專業意見
The Company invites 11 Directors as mentors to give professional advice



▲ 今年的TEAMS Day吸引近200位大學畢業生參加
Around 200 university students participate in this year's TEAMS Day

Since the launch of the Hang Lung Management Trainee Program in 2005, the number of applicants has increased every year. This year, the number from Hong Kong, overseas and the Mainland is up 20% to nearly 1,900. However, only 11 of them won the seats in joining the Company as management trainees (MTs).

Abundant Learning Opportunities

A successful management executive needs to master not only business knowledge and techniques but also interpersonal relations and communication skills. In view of this, the Company has arranged a series of orientation courses and professional training sessions for the MTs to enhance their skills in social etiquette, professional grooming, outreaching and presentation. The 2018 MTs have all finished their orientation, and are now attached to different departments in Hong Kong and on the Mainland for 18-month internships, including six months of placement on the Mainland.

Management as Mentors

The Company has invited 11 Directors as the MTs' one-on-one mentors to share their views on business and career development as well as life experiences with their mentees. In addition, a total of 11 Heads of Section and Senior Managers from different departments will serve as the MTs' coaches. They will meet the MTs regularly to share their views on work.

2018年度恒隆管理培訓生 Management Trainees 2018



陳希洋
Kevin Chan

陳曉倫
Chris Chan

林康琪
Kelly Lam

鄭浩謙
Grover Cheng

韓灝泓
Horace Hon

劉嘉瑩
Erica Lao

許智恒
Raymond Hui

許廷峰
Brian Hui

羅蔚霖
Tiffany Law

葉仲軒
Leon Yip

楊詩雅
Michelle Yeung

星級服務專區 HL Star Service

利用顧客滿意度調查 完善停車場服務

Perfecting Carpark Services using the Customer Engagement Survey

今期的星級服務專區帶大家來到天津的恒隆廣場停車場，看看如何利用顧客滿意度調查系統來提升顧客體驗，做到「多做一點 前膽一里」。

天津的恒隆廣場坐落於海河商圈核心地段，連接停車場出入口的興安路經常出現交通擠塞。天津同事通過顧客滿意度調查系統，向車主蒐集意見，得知部分成因來自商場外的路面交通。

為了完善整個商場的優質服務體驗，綜合服務部多管齊下，積極跟進問題，包括與交通管制部門協商在停車場出車高峰時段，延長車庫出口至長春道路口綠燈的通行時間、開放濱江道原封閉道路予顧客，以避開堵塞路段、加派工作人員於車庫出入口疏導交通，以及增加額外一小時免費停車等，再配合於今年4月升級的停車場系統，大大縮短了顧客的繳費時間。

根據顧客滿意度調查的停車場專案部分，天津的恒隆廣場得分連續六個月上升，成績令人鼓舞！

Check out the carpark at Riverside 66 in Tianjin in this issue of HL Star Service to learn more about how Hang Lung's Customer Engagement Survey (CES) can be utilized to enhance the customer experience and achieve the Go the Extra Mile service philosophy.

Riverside 66 enjoys a position of convenience from its location in the heart of the Haihe Central Business District, but traffic jams near the carpark entrance on Xing'an Road can be quite an issue. Colleagues in Tianjin found out part of the reason came from traffic outside the mall, with feedback from drivers collected through the CES.

To achieve the best customer service experience from entry to exit points, the Service Delivery Department proactively addressed customers' parking concerns by adopting multiple measures including lengthening the period of the green light at the adjacent junction during the peak hours by coordinating with the relevant government department, opening up surrounding lanes, sending staff to redirect traffic at the carpark entrance and exits, and offering an additional one-hour of free parking. These measures coincide with the upgrade of the carpark system in April this year, which saw waiting times shortened for customers paying their parking fees.

According to responses received from the carpark section of the CES, Riverside 66's scores have been increasing for six consecutive months – an encouraging result confirming the success of the initiatives undertaken!



甘耀明： 興建酒店殊非易事

Wilfred Kam: Constructing a Hotel is No Easy Task

恒隆位於瀋陽的一間五星級康萊德酒店將於明年揭幕，作為市府恒隆廣場綜合項目的一部分，瀋陽的康萊德酒店共佔19層，將位踞樓高67層辦公樓的最高位置。今期《連繫恒隆》訪問了董事——項目管理甘耀明先生，了解在現有辦公樓改建成為酒店所面對的挑戰。

Hang Lung will unveil a five-star Conrad hotel in Shenyang next year. As part of the Forum 66 mixed-use development, the Conrad Shenyang hotel will occupy the upper 19 floors of the 67-story office tower. In this issue, *Connections* speaks with Director – Project Management, Wilfred Kam, about the challenges of constructing of a hotel within an existing complex.



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擁有壯麗景觀的酒店

市府恒隆廣場的辦公樓作為瀋陽最高的建築物，擁有全市最壯觀的景致。他表示：「酒店亦考慮到這項優勢，將大堂設於最高的樓層，客人可在辦理入住手續時俯瞰城市的360度環迴全景，由日出的紅霞至燦爛的夜色，一切盡收眼底。酒店的泳池也是另一個的焦點，它將會是全市最高的室內泳池，客人可在碧藍的水中欣賞令人嘆為觀止的美景。」

甘耀明解說設計團隊如何為瀋陽康萊德酒店打造一個永恆、經典的概念，他指酒店擁有300多間客房和套房，以及由多家國際知名的室內設計公司操刀設計的餐廳、酒吧，及其他設施，每一處都散發着現代奢華的美感。其中一個亮點是獨立的宴會廳，設計運用了玻璃幕牆，使空間更開揚、明亮，帶出宴會廳的品味和特色。宴會廳可接待超過500位賓客，為相鄰的辦公樓租戶及當地的高端的客户提供一個五星級的宴會場地。甘耀明預期宴會廳將可舉辦不同的高級宴會、活動、會議及商務聚會，勢必成為瀋陽社交聚會的新熱點。

A Hotel with a View

As the tallest building in Shenyang, Forum 66's Office Tower has the most stunning view said Wilfred. Elaborating, he said, "The hotel took this into consideration and the hotel lobby will be situated at the highest floor to offer 360-degree panoramic views of the city's skyline, day and night, to hotel guests as they check in. Taking height to the next level, the hotel's swimming pool boasts the record of being the highest in town, allowing guests to take-in breathtaking views while relaxing at the indoor pool."

Wilfred described how the design team wanted to create a timeless classic as they set to work on the Conrad Shenyang hotel. The hotel exudes the aesthetics of modern luxury with its more than 300 rooms and suites along with restaurants, bars, and other facilities designed by a number of the world's leading interior design firms. The luminosity of glass leads the materials palette at another highlight in the hotel's extraordinary design achievements – the ballroom. A truly five-star venue for users of Forum 66 mall and office tower, and the city's elite class, the grand ballroom boasts a capacity of over 500 guests, offering a venue for upscale events and functions such as conferences, exhibitions, and business meetings. Wilfred envisages the exceptional conference and banqueting facilities becoming a focal point for social gatherings in Shenyang.

克服重重挑戰

在項目規模方面，市府恒隆廣場是公司單一建築面積最大項目。根據甘耀明所述，現在項目只完成了已獲批的40%，公司將繼續與當地政府密切合作發展餘下的部分，當中包括辦公樓和服務式公寓。

在已竣工的辦公樓內將部分改建成一間酒店殊非易事。甘耀明表示，事前需要與不同部門進行詳細的規劃和協調。他指最大的挑戰是垂直運輸，不論是工人或是建築材料。項目的規模龐大，在施工的高峰期，每天平均約有1,000人工作，要將工人送到指定樓層，而不影響較低樓層的租戶是一項挑戰。「事情不論大小繁瑣，在項目管理方面，我們需要一早作出規劃。」甘耀明解釋這些都是項目管理部門每天需要面對的工作。

甘耀明表示，這龐大的項目，需要數年時間才能完成，期間涵蓋三階段，包括前期設計、施工，及竣工後跟進，所有範疇都需要高效的執行力。甘耀明進一步闡述項目管理團隊於這三個階段的工作。首先，項目管理的團隊與發展及設計部的團隊協調，參與整個設計過程。接下來，團隊會負責統籌項目資料、建築圖、規範要求等促進招標流程，以選出各合適的施工單位。甘耀明說：「我們需要評估施工單位的管理能力。未來幾年，團隊將與他們合作無間，我們需要各單位了解公司對高質量的要求是不能妥協的。團隊一定要達到恒隆的標準。」最後是竣工驗收及移交，但當中包括大量協調工作。甘耀明指：「除了項目質量，團隊也關注成本效益，所以我們可以按時、按預算實現目標。」



Overcoming the Challenges

In terms of project scale, Forum 66 is the single largest project in Hang Lung. According to Wilfred, we have so far only completed 40% of the approved space and will continue to work closely with the local government on the remaining sections, which include office towers and serviced apartments.

Constructing a hotel within a completed office tower is never an easy job. Wilfred said it takes meticulous planning and coordination with different departments. He said the most challenging task is the vertical transportation, be it people or materials. For a project of this scale, we have about 1,000 people on average working on site during the peak construction period. It is a challenge for us to get the workers up to the designated floors without disrupting the tenants at the lower floors. "We need to plan ahead even down to nuts and bolts in terms of project management." As Wilfred mentioned, this is work that the Project Management Department needs to face on a daily basis.

Wilfred said it usually takes years to complete a project of this scale and it is vital to execute a well-planned schedule covering the periods before, during, and post construction work. Wilfred outlined the three phases of work undertaken by the Project Management Team, the first being coordination with the Design & Development Team, which spearheads the design process with the input and participation of our team. Next, the Project Management Team undertakes the consolidation of materials from drawings and specifications to facilitate the all-important tendering process for selection of contractors. Wilfred elaborated, "We need to evaluate the contractors management capabilities in order to reinforce the Hang Lung standard as we work closely with them in the next few years of execution. We need to be crystal clear about quality, there is no compromising!" The last part is completion inspection and handover, involving lots of coordination. "The team is also very conscious about the cost and at the same time quality, so that we can achieve our goal being on time, on budget," said Wilfred.



同心同德

當被問及個人的管治理念時，甘耀明一再強調「同心同德」的重要性。他說：「為團隊制定共同目標起關鍵的作用，特別是項目管理。如果我們的團隊擁有共同的願景和價值觀，如道德和誠信，我們可以克服任何難關。作為管理層，必須推進這理念，我本人十分享受過程中的每一刻。」

One Heart, One Mind

When asked about his management philosophy, Wilfred emphasized again the importance of having "one heart, one mind". He said, "It is vital to have common goals for the team, especially on project management. If our team shares the same aspirations and values, like ethics and integrity, we can accomplish anything. As a senior management member, it is important to push forward this philosophy and I enjoy every moment of the process."

閃耀周年慶

Sparkling Anniversary Celebrations

濟南、無錫、天津、大連的恒隆廣場和瀋陽的市府和皇城恒隆廣場分別在8至10月舉辦周年慶活動，為顧客送上精彩活動和購物禮遇。

In a spectacular anniversary celebration, six Mainland malls in Jinan, Wuxi, Tianjin, Dalian and Shenyang hosted a series of fabulous activities and shopping promotions from August to October, to share their joy with customers.

8.11 / 9.2

恒隆廣場·濟南

Parc 66, Jinan

濟南的恒隆廣場舉辦「閃耀7周年」慶祝活動，與近170個品牌租戶合作推出購物優惠，並舉行驚喜抽獎及禮品換領等活動，大派7,000份精選禮品。活動期間，商場還與國際潮流品牌合作舉辦時裝活動，內地著名藝人張彬彬更親臨現場，與顧客近距離接觸，吸引大批潮人湧至，盡顯潮流影響力。

Celebrating Parc 66's seventh anniversary, the mall launched numerous shopping promotions, including surprise lucky draws and gift redemptions, in collaboration with nearly 170 brands, and presenting nearly 7,000 select gifts. During the event period, Parc 66 worked with international brands to hold fashion events, one of which featured famous actor Zhang Binbin, who took the opportunity to get close with the ecstatic customers. The golden opportunity to meet their idol attracted a huge crowd and showcased the mall's trendsetting fashion influence in the city.



▲ 張彬彬親臨濟南的恒隆廣場，與大批粉絲現場互動
Zhang Binbin interacts with fans at Parc 66



9.7 / 9.16

恒隆廣場·大連

Olympia 66, Dalian

為慶祝開業兩周年，大連的恒隆廣場連續兩個周末帶來豐富的活動，由美妙多姿的舞蹈、青春活力的健身操，繽紛多彩的樂器演奏，以及多重美食和購物獎賞，盡情與顧客一同狂歡！

To celebrate its second anniversary, Olympia 66 energized the scene with a variety of live shows ranging from dancing and fitness shows to music performance, over two weekends in September. Customers also enjoyed the dining and shopping promotions that the mall had prepared for this very special occasion!



恒隆廣場·天津

Riverside 66, Tianjin

9.8 / 10.7

結合藝術和美食，天津的恒隆廣場送上放「肆」狂歡的四周年慶！除了與租戶合作舉辦別具意義的環保創作活動，讓小朋友發揮創意外，還推出美食市集，讓顧客放肆享受特色美食。活動期間最不能錯過的，當然是9月23日（星期日）的「摩登歡肆日」生日派對，米芝蓮星級廚師Rembrant和Riccardo親臨現場獻技，滿足客人的視覺和味蕾享受！



A combination of art and delicacies marked the fourth anniversary of Riverside 66 in Tianjin! Apart from working with a tenant on creative eco-art workshops for children, the mall also set up a pop-up food market, presenting delicacies for all foodies in town. The absolute show-stopper was the huge birthday party held on September 23 (Sunday), which featured a special performance by Michelin star chefs, Rembrant and Riccardo.

恒隆廣場·無錫

Center 66, Wuxi

9.14 / 10.7

以「閃耀5周年——給你全世界的光芒」為主題，無錫的恒隆廣場與超過200個著名品牌租戶合作，推出滿額贈禮、限時折扣、驚喜抽獎等等多重購物優惠，為顧客送上源源不絕的驚喜。同時，商場與大眾點評合作推出「秒殺」活動，以及與微信推出互動小遊戲，讓顧客通過線上平台，隨時獲得限時優惠和贏取豐富獎品。

With the theme, The Sparkling Fifth Anniversary Lights up Your World, Center 66 collaborated with over 200 international and local brands, to introduce a series of shopping events and promotions and truly bring the world's finest goods to customers. Additionally, a special promotion with limited-time offers was held in partnership with Chinese review website Dianping.com and a mini WeChat interactive game was also designed to engage customers in the anniversary joy.



市府恒隆廣場·瀋陽

Forum 66, Shenyang

9.15 / 9.30



Celebrating its Fabulous Sixth Anniversary, Forum 66 invited international and local talented performers to deliver a series of entertaining shows to its customers. Tenants of the mall also launched limited-edition products and showed off their latest styles to infuse more "fabulous" elements into the mall's celebration. To attract more fans, a mini online game was introduced, featuring Forum 66 as the backdrop, and with over 100 gifts presented to participants with the highest scores.

市府恒隆廣場精心打造「超凡6周年」，邀請來自世界各地和當地的專業表演團隊，為顧客帶來嶄新的娛樂體驗，表演包括水晶球芭蕾舞、花藝秀、花式調酒、水杯演奏、法國金粉藝術畫、少兒街舞、兒童劇等等。品牌租戶亦趁着市府恒隆廣場的六周年慶，推出限量產品和最新款式，為商場注入更多「超凡」元素。為進一步吸納粉絲，商場於周年慶期間推出以市府恒隆廣場作為背景的線上小遊戲，送出超過100份禮品予取得最高得分的參加者。



皇城恒隆廣場·瀋陽

Palace 66, Shenyang

9.15 / 10.5

迎來八周年的皇城恒隆廣場除了送上購物優惠，還與餐廳租戶合作推出周年美食菜單、舉辦定制咖啡課堂和蛋糕特色手作坊，全方位與顧客分享歡樂。臨近中秋，商場更於9月15日（星期六）舉辦中秋親子課堂，讓家庭顧客享受做花燈、做月餅的節日樂趣。

Palace 66 embraced its eighth anniversary in a well-rounded way with special dining menus, handmade coffee and cake workshops, and shopping promotions in partnership with tenants. In celebration of the Mid-Autumn Festival, the mall hosted a festive workshop on September 15 (Saturday) for families with kids, giving them the chance to enjoy family moments making lanterns and mooncakes together.



淘大商場 Amoy Plaza

寓學習於娛樂

Learn through Fun



每位家長都希望子女喜歡學習，能夠寓學習於娛樂。為了讓家長掌握最新的教育資訊，淘大商場與一站式親子平台及親子雜誌《親子頭條》合作，於8月29日至9月2日舉辦「多元智能教育展」，邀請了10多間淘大商場教育機構商戶，網羅語言學習、創意藝術及全人發展的學習教材、即場報名優惠及免費試堂。此外，「正向家長學院」創辦人及營運總監梁辰民先生、《米B蓮升學指南2018/2019》系列作者趙榮德先生及梁永樂先生，更應邀出任星級教育講座講師，分享教育及升學策略。此外，商場提供學生相義務拍攝，並將收益全數撥捐浸信會愛羣社會服務處「開飯服務」，冀以身作則，教導學生行善最樂的道理。

All parents want their children to enjoy themselves while learning, and also to learn from entertainment. To update parents with the latest educational information, Amoy Plaza and the educational magazine Parenting Headline teamed up to co-organize a multi-studies exhibition – Path Your Way Education Fair, from August 29 to September 2. They invited 10 Amoy Plaza educational tenants to provide comprehensive information, offering exclusive on-site discount and trial lesson about learning languages, the creative arts and whole-person development. During the weekend, Mr. Ringle Leung, HealthyMind Parents Academy Founder & CEO, Mr. Chiu Wing Tak and Mr. Leung Wing Lok, Authors of Series of MICBELIN GUIDE 2018-2019 (Kindergarten, Primary, Secondary), hosted seminars to share strategies on further studies and education.

In addition, the mall provided students with a photo-taking service to raise funds for the Baptist Oi Kwan Social Service. All proceeds are donated to the charity.



請即掃描 QR code
觀看影片



Fashion Walk

推動本地時裝熱潮

In Support of Local Fashion Trends

為推廣亞洲重大時裝盛事CENTRESTAGE，香港貿易發展局在香港各區舉辦逾90場 Hong Kong in Fashion 造勢活動。作為 Hong Kong in Fashion 銅鑼灣區的唯一商場夥伴，Fashion Walk 於8月25日至9月2日在百德新街舉辦CENTRESTAGE 戶外展覽，展出CENTRESTAGE 新晉設計師的作品照片集。此外，Fashion Walk 於8月26日（星期日）請來擅長跳舞的藝人狄易達及一眾舞蹈員，穿上參展時裝在百德新街上演快閃匯演，以動感活力的方式向大眾推廣本地時裝熱潮。

To promote Asia's premier fashion event CENTRESTAGE, the Hong Kong Trade Development Council (HKTDC) held a total of 90 promotional activities themed Hong Kong in Fashion in different districts. As the sole mall partner in Causeway Bay, Fashion Walk held a CENTRESTAGE exhibition from August 25 to September 2 at Paterson Street, showcasing the photos of selected pieces by CENTRESTAGE's emerging designers. What's more, Det Dik, a dance-pop artist, and a group of dancers showed up at Fashion Walk on August 26 (Sunday) to support the event. To promote local fashion trends, they dressed in designer brands' latest collections and performed a flash mob dance.



UA淘大親子放映會暨體驗日

Fun for All at UA Amoy Family Screening Day

UA 淘大戲院於8月30日（星期四）正式登陸淘大商場！開業前一天，商場搶先舉辦了「UA淘大親子放映會暨體驗日」，邀請了淘大花園居民和該區童軍等，共逾150人參與，率先體驗UA淘大戲院的設施，品嚐「十字冰室」地道小食，並一同觀賞迪士尼電影《維尼與我》，讓家長與子女開學前輕鬆一下，共度了歡樂的一天。

UA Cinemas held its soft opening in Amoy Plaza on August 30 (Thursday). A day before, Amoy Plaza seized the opportunity to organize a UA Amoy Family Screening Day. A total of over 150 residents from Amoy Gardens and scouts of the district were invited to experience the facilities of the newly opened cinema. In addition to the local delights by Cross Cafe, they also watched the Disney movie *Christopher Robin*, giving parents and children loads of fun before the new school year started.

請即掃描 QR code
觀看影片

Kakao Friends海洋主題限定店
首次「駛入」香港Kakao Friends' Marine-themed Pop-up Store
"Sailed" to Hong Kong for the First Time

韓國大熱卡通人物Kakao Friends化身可愛海員，於8月14日至9月11日現身銅鑼灣 Fashion Walk 與香港粉絲見面！LOG-ON再次與樂金生活健康（香港）有限公司及Kakao Friends合作，在Fashion Walk 設立首個航海主題期間限定店。粉絲們除了可以在Fashion Walk 中庭的帆船影相位與Ryan船長及另外六位Kakao Friends「打卡」外，更可在期間限定店內搜購六款特別版禮盒及多款文具及美容精品。

Korean popular KakaoTalk emoticons' featured characters, Kakao Friends, were transformed into lovely sailors to meet their fans at Fashion Walk in Causeway Bay from August 14 to September 11. LOG-ON once again teamed up with LG H&H HK LTD and Kakao Friends to launch the first marine-themed pop-up store in Hong Kong, which offered photo-taking and "check-in" opportunities with Captain Ryan and six other Kakao Friends in the mall's atrium, as well as the latest Kakao Friends merchandise including six exclusive limited edition gift boxes for Kakao Friends' lovers in Hong Kong.



家樂坊 Gala Place

零食物語首推自助無人店

First Okashi Land Unmanned Experience Store

恒隆一向致力與商戶合作，為顧客發掘更多不同的消費體驗。四洲集團於9月5至25日在旺角的家樂坊開設首間「無人零食物語體驗店」，踏出拓展無人商店的第一步！

Hang Lung and its tenants always strive to provide unique customer experiences, and is pleased to launch the first Unmanned Okashi Land Experience Store with the Four Seas Group at Gala Place in Mongkok from September 5 to 25!



無人店如何運作？

How does the cashier-less store operate?

透過內地智慧零售運營商EasyGo的技術，以射頻識別（RFID）方法及EasyGo的專利感應支付門，智能感應及結算商品。

Pioneering the latest innovations from smart retail services provider EasyGo, purchased goods are detected and checked out through a combination of RFID and EasyGo's patented smart gate.



▲（左起）總經理—租務及物業管理吳鎧廷先生、四洲集團主席戴德豐大紫荊勳賢、EasyGo創始人兼行政總裁林樂昌先生、高級經理—租務易美儀小姐
(From Left) General Manager—Leasing & Management Mr. Victor Ng, The Hon Stephen Tai Tak Fung, GBM, GBS, SBS, JP, Chairman of FOUR SEAS GROUP, The founder and CEO of EasyGo, Mr. LeChang Lin, Senior Manager—Leasing Ms. Grace Yick

▲ 顧客需微信支付才能付款購物
Customers need to complete payment by WeChat Pay



康怡廣場 Kornhill Plaza

中秋樂滿Fun

Celebrate for Mid-Autumn Festival



吃月餅賞月、吃玩燈籠，是中秋節傳統應節活動。在9月23日，康怡廣場聯同AEON STYLE、小宇宙語言及藝術中心，舉辦共三場燈籠製作工作坊，製作白兔、小丑魚或恐龍燈籠，顧客只需在康怡廣場消費滿500元，便可憑單據登記參加工作坊。另外，在9月10日至24日期間，康怡廣場亦會舉辦中秋美食節，齊集不同商戶，讓顧客一次過選購各式各樣的月餅和水果，喜迎中秋！

Eating mooncakes and playing lanterns while enjoying the moon are traditional activities for celebrating the Mid-Autumn Festival. On September 23, the Kornhill Plaza, AEON STYLE and Little Cosmos Language & Art Centre join hands to hold 3 sessions of lantern-making workshops. Participants can choose to make a lantern of fish, rabbit or little dinosaur. Other than this, from September 10 to 24, you may visit the Mid-Autumn Mooncake Food Fair Roadshow which is presented by Kornhill Plaza and AEON STYLE. Make your pick among the various merchants offering mooncakes and fruit gift boxes. Have a bountiful Mid-autumn!



潮動社區 Hi! Community

恒隆建築師帶路 與學生欣賞建築

Architectural Tours Guided by Hang Lung Architects



讀 萬卷書不如行萬里路。

「恒隆。築跡——年輕建築師計劃」在8月舉行了三個建築導賞團，邀請早前勝出「建築導賞路線設計比賽」的冠、亞、季軍隊伍，分別到日本、新加坡、上海考察，在恒隆建築師的帶領下進一步探索建築世界，認識世界級的建築設計與不同的社會發展的關係，擴闊視野。

He that travels far knows much.
In August, the Hang Lung Young Architects Program organized three architectural tours to Japan, Singapore, and Shanghai, during which student-winners of the Tour Design Competition embarked on an expedition to further explore the world of architecture under the professional guidance of Hang Lung architects. The tours also took them to renowned local architectural firms as a means of broadening their horizons with a concrete understanding of the relationship between world-class architectural designs and society.



▲ 學生參觀恒隆商業合作伙伴DP Architects建築師事務所位於新加坡的總部
Students visit the headquarters of DP Architects, a Hang Lung business partner in Singapore



▲ 學生參觀恒隆商業合作伙伴KPF建築師事務所位於上海的總部
Students visit the headquarters of KPF, a Hang Lung business partner in Shanghai



冠軍隊伍：英華女學校

Champion Team: Ying Wa Girls' School

主題：東京——現代建築美學

Theme: Tokyo – Modern Architecture



亞軍隊伍：寶安商會王少清中學

1st Runner Up Team: Po On Commercial Association Wong Siu Ching Secondary School

主題：新加坡——創意綠色建築

Theme: Singapore – Creative Green Architecture



季軍隊伍：恩平工商會李琳明中學

2nd Runner Up Team: Yan Ping Industrial & Commercial Association Lee Lim Ming College

主題：上海——古今新舊交融

Theme: Shanghai – Convergence of the Old and New



- ◀ 微熱山丘（南青山）· 東京
Sunny Hills at Minami-Aoyama
- ▶ 聖瑪利亞大教堂
St. Mary's Cathedral



- ◀ 國立新美術館
The National Art Center

- ▶ 南洋理工大學學習中心
Nanyang Technological University, The Hive



- ▲ 濱海灣公園
Gardens by the Bay
- ▶ 皮克林賓樂雅酒店
PARKROYAL on Pickering Hotel



- ◀ 外灘金融中心
Bund Finance Centre
- ▶ 1933 老場坊
1933 Old Millfun



- ◀ 上海保利大劇院
Shanghai Poly Grand Theatre



▲ 身為建築師的成本及監控部高級經理張宇翔先生（左）向學生仔細介紹淺草文化觀光中心
Senior Manager – Cost & Controls, Mr. Eugene Chang (left), an architect at Hang Lung, introduces the Asakusa Culture Tourist Information Center building to students



▲ 另一位建築師兼發展及設計經理陳耀邦先生（左五）向學生介紹樟宜機場四號客運大樓的垂直綠化設計
Manager – Design & Development, Mr. Godfrey Chan (5th from left), another architect at Hang Lung, introduces the vertical green wall at Changi Airport Terminal 4 to students



▲ 高級經理——項目管理符致軒先生（右）與學生分享上海的恒隆廣場的建築設計特色，及資產優化計劃如何在物業落成十多年後再注入新元素
Senior Manager – Project Management, Mr. Nicolas Foo (right), an architect at Hang Lung, introduces students to Plaza 66 and the incorporation of new elements into the mall's design

潮動社區 Hi! Community | 恒隆廣場•上海 Plaza 66

為四川青少年「添彩夢想」 Sichuan Teenagers Paint Dreams for the Future

—— 班10年前身處汶川大地震災區的留守兒童和青少年，於8月獲邀到上海參加由君愛公益發展服務中心主辦，為期11日的「添彩夢想 四川青少年上海夏令營」，透過遊覽城市、參觀知名企業和參與多元化體驗活動，藉此開拓眼界，為未來打造夢想。

上海的恒隆一心義工隊亦十分支持這次別具意義的活動，負責了夏令營其中兩天的活動。8月11日（星期六），義工與32位青少年一同參觀位於陸家嘴的上海海洋水族館，共度開心時光之餘，了解更多關於海洋的趣味知識。

在8月12日（星期日）的夏令營的結營儀式上，義工與青少年一同參與由主辦方舉辦的集體生日會，義工更為每位青少年送上精心準備的上海特產及禮物，為夏令營劃上完美句號。

A group of teenagers from the area of Sichuan Province most severely hit by the earthquake 10 years ago were invited to Shanghai last month for an 11-day summer camp - an eye-opening journey through site visits and various educational programs, to help them broaden their horizons and paint dreams for the future. The summer camp is organized by Shanghai's Junai Charity Development Service Center.

Plaza 66's Hang Lung As One Volunteer Team was honored to support such a meaningful activity and spent two days with the teenagers during the summer camp. On August 11 (Saturday), volunteers took them to visit the Shanghai Ocean Aquarium and spend some quality time learning more about marine life. Then, on August 12 (Sunday), Hang Lung volunteers joined the teenagers again for a joint birthday party held by the organiser, where they presented special Shanghai souvenirs and gifts to all teenagers – a perfect ending to a successful summer camp.



綠色行動 Green Actions | 恒隆廣場•天津 Riverside 66

「螢」造健康風氣 “Glowing” Sporty Vibe

是甚麼會發光的東西，於黑夜中在海河河畔出現？原來是近50位天津的恒隆一心義工隊義工及商場租戶NIKE的會員，於8月28日（星期二）晚上參加了由天津的恒隆廣場舉辦的「螢光YEAH跑」。參加者一同身穿能聲控發光的電池圖案跑衫、帶上螢光手環和發光頭飾，環繞河畔進行五公里夜跑，並沿途向市民宣揚「快樂運動 健康生活」的理念。

What glows and lights up the night at the Haihe riverside? It's a group of nearly 50 volunteers from the Riverside 66 Hang Lung As One Volunteer Team along with more members from its sports brand tenant, NIKE. They joined the Night Run event held by Riverside 66 on August 28 (Tuesday) wearing voice-controlled illuminating T-shirts, glow bracelets, and lighting headpieces while tackling a five-kilometer challenge to promote the concept, “Happy Workout, Healthy Life” to citizens in Tianjin.



潮動社區 Hi! Community | 恒隆廣場•武漢 Heartland 66

關愛社區長者 Expressing Care for Senior Citizens



為弘揚敬老愛老的傳統美德，武漢的恒隆一心義工隊攜手六角亭街道辦，聯合多家公益機構在8月28日（星期二）開展「以愛之名 情暖夕陽」活動，為居住在轄區內的長者提供免費的健康知識講座、理髮及測量血壓等多項服務。

義工隊邀請了武漢仁愛醫院康復科張永義主任，為長者講解老年慢性病的防治知識。現場氣氛熱烈，張主任耐心地解答長者的提問，並分享保健心得。義工還為長者剪髮、剃鬚鬚、測量血壓，並準備了貼心的紀念品送給長者。

Loving and caring for the elderly is one of the Chinese traditional values. The Hang Lung As One Volunteer Team at Heartland 66 joined hands with the Liujiaoting Residential District Office in partnering with local charities to organize a care for the elderly event on August 28 (Tuesday). The program included a healthcare talk as well as free haircuts and body check services for the senior citizens living in the district.

Mr. Zhang Yongyi, Supervisor of the Rehabilitation Division of the Wuhan Renai Hospital, joined the activity to share tips on how to stay healthy and prevent chronic diseases. The talk received an overwhelming response from the elderly, who were keen to know more. Our volunteers also served the elderly by providing haircutting, shaving, and blood pressure measurement services. And as the day came to an end, they presented the elderly participants with souvenirs as a token of their care.

綠色行動 Green Actions | 港匯恒隆廣場 Grand Gateway 66

家庭環保小先鋒 Green Families Take the Lead

培育下一代的環保意識，由家庭做起！在8月24日（星期五），港匯恒隆廣場的恒隆一心義工隊與徐家匯街道志願者中心合辦「DIY環保小達人」活動，邀請25個居住於徐家匯社區內的家庭，了解更多關於垃圾分類、環保生活的知識，藉此宣揚綠色家園的概念。

義工和小朋友們先以圍繞垃圾分類回收為主題的問答比賽作為熱身，再進行DIY環保回收盒的環節。義工和參加者利用紙箱、彩紙和畫筆，發揮豐富想像力，設計出獨一無二的回收盒作品，為打造綠色家園出一分力。

Nurturing the environmental awareness of the future generation has to start with families! On August 24 (Friday), Grand Gateway 66's As One Volunteer Team collaborated with the Xui Jia Hui Street Volunteer Centre to host a green event called DIY Little Green Talents. With an aim to promote the concept of green living, the event invited 25 families with kids living in the neighborhood to learn more about recycling and eco-friendly tips.

Volunteers kick started the event with a Q&A game with the kids, warming up with fun facts related to recycling and followed by a DIY session. Participating parents and kids, with the help from volunteers, expressed their imagination as they used paper boxes, color papers and pens to design their one-of-its-kind recycling bins, as part of the efforts to building a green home.



綠色·恒隆 HL Sustain

點綠成金 Turning Green into Gold

隨着多國政府承諾根據巴黎協定致力應對氣候變化，各國正積極推廣綠色金融以提高綠色項目的商業效益，長遠推動低碳經濟。

綠色金融是指由公營或私營企業用於投資綠色項目的融資工具，例如綠色債券；而綠色項目則涵蓋所有對環境帶來正面影響的項目，包括綠色建築、可再生能源、低碳運輸等。

這類新興的金融產品不但讓企業更有效管理環境及社會風險，強化其對保護環境的企業責任，同時減低融資成本，為發行企業和投資者帶來可觀的回報。

綠色金融市場近年增長迅速。根據聯合國環境署的2017年報告顯示，截至2016年底，全球的綠色債券發行量已高達810億美元¹。氣候債券倡議組織（Climate Bonds Initiative）指出，世界第二大綠色債券市場中國於2017年發行了230億美元綠色債券，佔全球發行量的15%，較2015年增長了20倍²。香港亦於同期則發行了價值13.6億美元的綠色債券²。

恒隆於今年7月成為首家香港註冊公司及房地產開發商在中國發行綠色熊貓債券（由非內地發行者推出以人民幣計價的綠色債券）。作為市場先行者，公司期望透過推廣綠色金融，長遠推動可持續發展。

¹ UN Environment, Green Finance Progress Report 2017

² Climate Bonds Initiative, China Green Bond Market Annual Report 2017

As governments reaffirm their commitments to fighting climate change on the basis of the Paris Agreement, the world strives to transit to a low-carbon economy by promoting green financing as a tool to enhance the commercial viability of environmentally friendly projects.

Green financing refers to any regulated financial instruments, such as green bonds, that are used by public or private entities to fund projects that can deliver net positive environmental benefits, such as green building construction, renewable energy and low carbon transport systems.

These kinds of emerging green financial instruments allow corporates not only to better manage environmental and social risks and strengthen corporate responsibility for environmental protection, but also to lower financing costs and bring attractive returns to issuers and investors.

The global green financing market has grown significantly in recent years. A 2017 report by UN Environment showed the total amount of issued green bonds had hit USD81 billion as of end of 2016¹. As the world's second largest green bond market, China issued USD23 billion in green bonds in 2017, representing 15 percent of the world's total and a 20-fold increase from 2015, according to Climate Bonds Initiative². Meanwhile, USD1.36 billion of green bonds were issued in Hong Kong last year².

Hang Lung is the first Hong Kong-registered company and property developer to issue a Green Panda Bond, a renminbi-denominated green bond issued by non-mainland issuers in July this year. As the market's first mover, the Company expects to promote use of green financing, in order to build a sustainable future for generations to come.

員工動態 Staff Focus

結合團隊力量 推動可持續發展 Team Alignment for Sustainable Growth



▲ 董事——總法律顧問及公司秘書甄嘉雯女士與法律及秘書部的經理級同事參與可持續發展工作坊，藉此鞏固團隊成員之間的協作文化

Director – General Counsel & Company Secretary Ms. Margaret Yan (4th from left) and managerial grade colleagues of Legal & Secretarial take part in the sustainable growth workshop held to build a collaborative culture

法律及秘書部於9月7日（星期五）舉行了一次可持續發展工作坊，讓同事更深入認識個人長處，並學習發揮團隊的最大價值及合作精神，藉此鼓勵大家為實踐公司的共同目標而努力。

通過此次工作坊，同事學習了如何鞏固和善用個人長處、建立良好習慣和正面價值觀，從而建立穩固的工作基礎。他們亦共同制定了部門願景、使命、常規和關懷措施，並為個人及團隊擬定可行的工作和策略，以協助公司將五項可持續發展策略付諸實踐。

此外，同事探討了如何善用個人長處，並為前景作出更佳部署，務求將個人及團隊優勢發揮至最大價值，為公司爭取最大利益。

In order to build a collaborative culture and set the path for a positive future, the Legal & Secretarial Department arranged a sustainable growth workshop for its staff members on September 7 (Friday). The workshop enabled colleagues to identify their unique strengths, thereby assisting them to perform their best in achieving the Company's common goals.

At the workshop, colleagues learned how to consolidate and align their strengths, good practices and values to build a solid foundation of mutual understanding and support. They also developed divisional vision, mission, norms and mutual supportive measures, and formulated feasible working strategies at both individual and team levels, so as to put the Company's five strategies of sustainable growth into practice.

Through the workshop, colleagues also explored how they can apply the strength-based approach to shift their focus to a more promising perspective, allowing them to leverage individual and collective strengths to generate greater results for the Company.

內部審計年度工作坊 提升卓越表現

Annual Internal Audit Workshop for Execution Excellence



To enhance effectiveness and efficiency as well as to achieve quality improvements in our internal audit activities, the Internal Audit Department held a three-day workshop in Shanghai on 15-17 August themed Execution Excellence and Efficiency. It was attended by Director-Corporate Audit Mr. Ricky Tsang and 15 colleagues from the department. Participated colleagues gained fruitful results from the workshop. They shared lessons learned and enhanced practical skills from carrying out operational audits to audit report writing, and acquired in-depth knowledge of enterprise risk management and latest development in projects. In addition, they were presented with a summary of the profession's best practices and the hottest topics in the industry. Last but not least, they engaged in a series of team-building activities to strengthen their team spirit and encourage innovation and experimentation. It is believed that through the workshop, the participants can better equip themselves to add value to the Company.



為了更有效提升工作效率，並進一步完善內部審計工作，內部審計部於8月15至17日在上海舉行以Execution Excellence and Efficiency (卓越及有效執行) 為主題的工作坊，董事—集團審計曾殿科先生及15位部門同事皆有參與。通過此次工作坊，參與的同事獲益良多。他們互相分享經驗、提升在整個內部審計過程中（從開始審計到編寫審計報告）所需的實用技巧，又更深入認識了企業風險管理和各個在建項目的最新進展。另外，他們也從業界的最佳範例及熱門議題中學習了更多知識。與此同時，團隊建設活動更加强了團隊成員之間的默契和合作精神，並鼓勵創新和實踐。相信通過此次工作坊，參與的同事都已做足準備，為公司創造更高的價值。

FM知多啲 Facilities Management Fun Facts

優質管理 安全巡邏 Quality Management Safe Patrolling

「保安」是保障租戶、住客的生命和財產安全的第一道防線，是物業管理的重點工作之一。為了提供更有效、優質和專業的物業管理服務，公司早於1995年已為管理項目安裝電子巡邏監察系統。

電子巡邏監察系統簡單易用，而且對人力管理和提升部門運作效率方面都十分有用，成本效益甚高。保安人員只需按巡邏路線到達每一個檢查點，然後把手持的電子巡邏棒輕觸安裝在牆上貌似磁石的讀取器，便能準確記錄巡邏的時間、日期和地點。系統不但減省了填寫更簿的不便，亦有效減低人手出錯。由於檢查點的安裝位置和數目均沒有限制，物業管理人員可以因應不同的情況，在比較需要加強巡邏的地方，如樓梯間、轉角位等，加裝巡邏檢查點。

過去幾年，由恒隆管理的十多個物業皆於各區的「最佳保安服務選舉」中屢獲殊榮，而多個項目的物業管理人員亦獲得「最佳保安」榮譽，這不僅證明公司在物業管理和保安工作上表現優秀，同時也肯定了業界對我們的一致認同。

As a key part of property management, security always comes first, in order to safeguard the live and property of visitors, tenants, and residents. As early as 1995, the Company began installing digital patrol monitoring systems across projects under its management.

It is not only easy and simple to use, but also very useful for manpower management and enhancing operational efficiency, from a cost-effectiveness perspective. Security guards need to check in at each checkpoint according to a preset patrol route and tap the readers on the walls with a hand-held electronic device called a Patron Baton, to record check-in details such as date, time, and location. The digital system effectively reduces human error and the inconveniences of a manual system. The system is also flexible enough to rearrange check-in points, either the number or their locations, allowing security colleagues to strengthen patrolling in certain areas according to different situations.

Over the past few years, a dozen of Hang Lung's properties in Hong Kong have won several honors at the Best Security Services Awards held by Hong Kong Police Force, while several colleagues from the projects have also received Best Security Personnel awards. The excellence of the Company's property management strategy and security practices have been proven and are widely recognized in the industry.





識飲識食 Food Hunter

謝絕嘈嘈! 九十後革新車仔麵

A New Image of Cart Noodles - Hee Kee

請即掃描QR code
觀看影片



「大家對車仔麵檔的印象，大概都離不開『擁擠』、『骯髒』，故有人稱車仔麵為『嘈嘈麵』。我要令大眾對車仔麵改觀，把它傳承得更好！」

為打破大眾對車仔麵檔的「嘈嘈」印象，陳兆秋聘請來自英國的室內設計師，為禧記打造文青、摩登的形象。全店設計以木材和黑色做主調，加入霓虹燈裝飾作點綴，帶出香港的本土特色。店內還用上雲石餐桌及背椅，好讓食客能舒適地品嚐每一口材料豐富的车仔麵。

不過，環境舒適仍未能留住顧客的心，終究還是味道最重要。「湯底、醬汁和餸料一定要搭配出色，才能做出一碗好味道的車仔麵。」陳兆秋堅持不加味精，湯底會以新鮮的豬骨、雞腳、雞殼、瑤柱等材料熬製，保證客人喝光也不會口渴。此外，他認為醬汁是車仔麵的靈魂，故於開業前遍尋老師傅拜師學藝，最終調配出秘製辣汁。



\$58 至尊車仔麵
Super Big Combo Noodles

30歲不夠的陳兆秋能夠將每一個細節娓娓道來，顯然放了不少心血在這盤生意中。「我們投資了約港幣400萬元，希望用一年半時間賺回成本。我深信只要用心經營，定能建立口碑，一切都將會是值得的。」

Among the more than 50 toppings and snacks on the menu, pig intestines, beef belly and garlic chives dumplings are the customers' favorites. "We sell at least 80 pounds of beef belly every day. It's not easy to get the best flavour – it takes tenderizing the beef overnight to achieve the soft texture that we pride. We also insist on using fresh pig intestines for their crunchy texture. As for the dumplings, the bite-size portions make them the favorite for many ladies."

Sean, yet to reach his 30's, can recount every tiny detail of the processes he uses. Clearly, he puts a great deal of effort into the business. "We have invested about HK\$4 million in the business and hope to recoup the cost in one and a half years. I believe that if you run your business with passion, you can build a reputation and everything will be worthwhile."

"Most people assume that restaurants serving cart noodles are crowded and dirty. Some of them even give them the nickname of Dirty Noodles. I wish to transform this old perception and make Hongkongers see a bowl of noodles in a new light."

To build a better image for cart noodles, Sean invited an interior designer from UK to give his shop a young and modern look by using wood and black as the main interior theme together with neon lighting to give a local twist. Hee Kee also has marble dining tables and high-back chairs for customers to have a better experience when enjoying their noodles at Hee Kee.

However, a comfortable environment is not enough to win the hearts of customers. That can be achieved only with a consistently high food offering. "The broth, the sauce and the toppings are essentials to a bowl of good cart noodles." Sean insists on using no MSG and only pork, chicken and dried scallops as the main ingredients for the soup base. Customers won't feel thirsty after drinking it. Believing that the sauce is the soul of a bowl of cart noodles, Sean devotes a lot of effort to finding the perfect recipe for a spicy sauce that best fits the rest of the food.

► 餐單上超過50款餸料和小食，全部均經過精心烹調
Make your pick from a careful selection of 50 food items



店舖資料 Shop Info：禧記車仔麵 Hee Kee Cart Noodle
地址 Address：淘大商場 G122-124, 130號舖
Shops G122-124, 130, Amoy Plaza

生活百寶箱 Life Chest

生活百寶一應俱全! 萬五呎日式雜貨王國

15,000 Square Feet Japanese Groceries Kingdom

日本雜貨價廉物美，一直深受大眾歡迎。若想在香港買盡日式雜貨，就要到AEON旗下開設在百德新街的生活百貨店「ものもの」(Mono Mono)，保證你能獲得豐富收穫。Mono Mono共有兩層，佔地15,000平方呎，包羅「食、住、玩、學」逾8,000種商品，絕對是尋寶的好地方！

If you have longed for good Japanese grocery stores in Hong Kong, AEON's new lifestyle grocery store "ものもの" (Mono Mono) maybe a good choice. The store covers an area of 15,000 square feet on two floors. It collects over 8,000 types of groceries under the themes of Eating, Living, Entertainment and Learning. Customers can indeed spend a day there searching for all the groceries you need.



店舖資料 Shop Info：ものもの Mono Mono 地址 Address：Fashion Walk京士頓街9號地下及一樓C舖 Shop C, G/F, 9 Kingston Street, Fashion Walk



築跡
City Contour

彩虹及牛池灣：公屋回憶

Choi Hung & Ngau Chi Wan: Public Housing

牛池灣為九龍十三鄉之一，自宋朝已有人定居，現時是香港為數不多的「城中村」，其建築、格局與氛圍截然不同。馬路的另一邊是香港最有代表性的公共屋邨——彩虹邨，它的七彩顏色及屹立的老店舊舖印證着草根階層生活及戰後的房屋政策改變。

Formerly one of Kowloon's 13 original townships, Ngau Chi Wan has been inhabited since the Song Dynasty. Today, it is a rare "village in the city" in Hong Kong. The architecture, layout, and atmosphere of the village is very different from what lies on the other side of the main road. On the opposite side stands the iconic Choi Hung public housing blocks, distinctive in their rainbow-hued facades and which, together with the old shops on the estate, tell the story of grassroots Hong Kong as well as the city's post-war housing policy.

2 牛池灣鄉 Ngau Chi Wan Village

牛池灣鄉是「九龍十三鄉」之一，是現今少數僅存的「城中村」之一，有二百多年歷史。

Ngau Chi Wan Village was one of the 13 villages of Kowloon and is a rare example of an extant old village with an urbanized area. It has a history of more than 200 years.



4 聖若瑟安老院 St. Joseph's Home for the Aged

建於1930年代中期的新古典主義式門樓，其前後外牆均有拱門，並飾以雕刻細緻的門框及拱頂石，頂端豎立十字架，下方有「J.M.J」三個英文字母，代表「耶穌、瑪利亞和若瑟」。

SA neo-classical gatehouse dating back to the mid-1930's, St. Joseph's Home for the Aged features carefully detailed arched gateways. The letters J.M.J. are inscribed under a cross at the top of the gateway, representing Jesus, Mary and Joseph.



6 三山國王廟 Sam Shan Kwok Wong Temple



三山國王廟的歷史可追溯至清朝中葉，全廟主要以麻石建造，正殿安有三座神龕，分別供奉三山國王、玄壇和太歲。

The history of Sam Shan Kwok Wong Temple dates back to the mid-Qing dynasty. Mainly built with granite, the three central altars at the central hall pay tribute to Sam Shan Kwok Wong (the Lords of the Three Mountains), Yuen Tan, and Tai Sui.



7 香港浸會大學視覺藝術學院（前皇家空軍軍官俱樂部） Academy of Visual Arts, HKBU (Former Royal Air Force Officers' Mess)

前皇家空軍軍官俱樂部始建於1934年，是一座兩層高的殖民地時代新古典主義風格建築，亦夾雜裝飾派藝術風格。建築師根據當時英式營房模式手冊圖則而建，但加設深闊走廊、百葉門等以配合亞洲的氣候。

Constructed in 1934, Former Royal Air Force Officers' Mess shows Art Deco influence. It was built after British Standards for barracks but with widened verandahs and doors fitted with louvred shutters for subtropical climate.

1 彩虹邨 Choi Hung Estate

彩虹邨是香港最早期興建及最有特色的公共屋邨之一，在1962至1964年間分期落成，大廈外牆均為彩色。

Choi Hung Estate is one of the oldest public housing estates in Hong Kong and has a distinct character. It was constructed between 1962 and 1964, with the building façades painted in multiple colors.



3 牛池灣市政大廈 Ngau Chi Wan Municipal Services Building



於1983年奠基，1987年開幕，設有文娛中心、街市、公共圖書館、政府辦公室及體育館等設施。

Founded in 1983 and inaugurated in 1987, this multi-functional municipal services building houses various facilities, including a civic centre, a wet market, a public library, government offices and a gymnasium.

5 坪石邨 Ping Shek Estate



坪石邨建於1970年代，是九龍區歷史最悠久的屋邨之一，由於其與啟德機場非常接近，所以屋邨高度受到限制。邨內仍有舊式理髮店、糧油雜貨店等，充滿舊香港情懷。

Built in the 1970's, Ping Shek Estate is one of the oldest housing estates in Kowloon. Due to its proximity to Kai Tak Airport, the height of the buildings had to be carefully restricted. Home to a number of traditional hairdresser shops and grocery stores, the housing estate offers a snapshot of old Hong Kong.

自2016年以來，逾20幢高300米以上的摩天高樓擬建於紐約市，當中6幢已展開建築工程。部分摩天高樓選址於中央公園南端以奢華豪宅聞名、被稱為「億萬富豪大道」的西區第57街。有民眾憂慮這些以鋼筋和玻璃建造的摩天高樓將形同帷幔，阻隔大片陽光，令公園部分範圍長期處於陰影之下，在冬季太陽停留於天空較低位置時尤甚。事實上，研究顯示每逢冬至正午，建築物的影子長度將達其本身高度的兩倍，並繼續朝東北方向延伸，直至於日落前90分鐘延長至建築物高度的四倍為止。這令當地居民強烈反對興建摩天高樓，更引發多次示威，驅使社區團體和民選官員不得不對這些發展項目提出質疑。

事實上，建築物的影子並非首次成為爭議源頭。1915年，公正大樓（Equitable Building）於紐約市落成，成為當時全球規模最大的辦公大樓。這幢商用建築距離華爾

街僅數分鐘路程，樓高166米，合共40層，佔地4,000平方米，總樓面面積逾110,000平方米。其偌大的體積令陽光無法照射至周邊區域的地面，引發紐約人示威，抗議建築物威脅公眾享受光線和空氣的權利，最終促使當地政府通過首項城市規劃議案，管制建築物高度和將外立面後移。該項議案並非對建築物的高度施加上限，而是要求高於某個特定高度的建築物必須收窄外牆，從而管制摩天高樓的造型。這令數幢沿著紐約天際線興建的摩天高樓均採用「結婚蛋糕」造型，包括伍爾沃斯大樓、克萊斯勒大廈以至帝國大廈。

及至1987年，紐約人再次成功推翻另一項興建高樓大廈的計劃。該計劃原本建議在哥倫布迴旋處興建兩幢各高58層和68層的高樓，但大廈設計會令中央公園被陰影遮蔽，引發800名紐約市民舉傘示威。經過訴訟後，建築物

業主終於讓步，同意將項目的規模縮小，建成現有的時代華納中心。

在19世紀的倫敦，建築物影子所引致的衛生問題，亦令當地人擔憂不已。其時人們認為遮天蔽日的高樓大廈，令街道因缺乏陽光照射而變得陰暗潮濕，是瘟疫頻頻爆發的元兇。有見及此，《1875年英格蘭公共衛生法案》就對建築物的高度實施管制，從而令陽光得以照射至街道。法案要求在新街道一側的地面建築線，必須與街道另一側的天台邊緣構成的天際線形成45度至54.5度的對角相交，實際角度視乎建築物高度而定。這些關於建築物後移的管制，不但協助建構英國本土建築的後世發展，更驅使香港於1903年對建築物實施類似的管制。（下期待續）

「建」多識廣 ArchiFun

文：張宇翔，高級經理——成本及監控
By Eugene Chang, Senior Manager – Cost & Controls

陰影蓋頂(上) Shadow & Set Back (Part I)



buildings relented and agreed to scale down the project, which is known as Time Warner Center today.

In the nineteenth century London, issues with shadows cast by buildings also worried the public due to sanitary concerns. The frequent epidemics at the time were thought to be the result of a lack of sunlight in the streets due to building heights, leaving the streets dark and wet. As a result, the English Public Health Act of 1875 was enacted and provided regulations for building height in order to

allow sunlight to reach the street. The Act called for 45- to 54.5-degree diagonal between the building line (at ground level) on one side of a new street and the skyline formed by the edge of the roof on the other side, depending on building heights. These regulations on building setbacks helped shape future generations of buildings not only in the UK, but eventually in Hong Kong, too, where similar regulations were adopted in 1903. (To be continued in the next issue)

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