

# 恒隆广场·无锡 第二座办公楼封顶

## Topping Out of Office Tower 2 at Center 66 in Wuxi



# 恒隆广场·无锡第二座办公楼封顶

## Topping Out of Office Tower 2 at Center 66 in

2013年9月16日，位于无锡的恒隆广场商场隆重开幕。

2014年10月，位于无锡的恒隆广场的第一座办公楼开始营运。

四年后，于2018年6月29日（星期五），在约140位嘉宾的见证下，恒隆在无锡市这项重大投资昂然迈进另一个里程——第二座办公楼举行封顶仪式。

In September 16, 2013, the shopping mall of Center 66 in Wuxi officially opened.

In October, 2014, the first Office Tower of Center 66 commenced for business.

On 29 June, 2018 (Friday), Center 66 went through yet another momentous milestone by organizing a Topping Out Ceremony for its second Office Tower, witnessed by about 140 guests.



▲ 无锡市副市长陆志坚先生  
Mr. Lu Zhijian, Deputy Mayor of the Wuxi Municipal Party Committee



▲ 无锡市梁溪区区委副书记、区长秦咏薪先生  
Mr. Qin Yongxin, Deputy Secretary of the CPC Liangxi District Committee of Wuxi and Governor of Liangxi District



▲ 卢韦柏表示公司对内地的零售及商业发展前景充满信心  
Weber Lo expresses that Hang Lung remains confident in the prospects of the retail and commercial sectors on the Mainland

仪式由行政总裁卢韦柏先生、首席财务总监何孝昌先生、执行董事陈文博先生、执行董事陈家岳先生，以及执行董事程鼎一先生一起主持，并承蒙无锡市副市长陆志坚先生、无锡市政协副主席蒋伟坚先生及无锡市梁溪区区委副书记、区长秦咏薪先生莅临主礼。

卢韦柏在仪式上表示：“恒隆对内地的零售及商业发展前景一直充满信心，对长江三角洲地带的投资，尤其重视。恒隆广场于五年前来到无锡，为这个城市的零售格局注入新的概念。今天，恒隆广场的购物商场于无锡的零售市场已稳占领先地位，商场内一半的国际品牌均属无锡的首家店铺，是高端顾客的首选消费场所；第一座办公楼吸引众多跨国公司 & 内地顶尖企业进驻，突显恒隆广场已成为无锡的重要地标。”

他续说：“恒隆非常看好无锡的商业潜力，随着项目第一期的发展日趋成熟，及正全速策划的第二期发展，我相信恒隆广场将可进一步提升无锡核心商圈的商业价值，推动无锡市的社会、经济继续向前发展。”

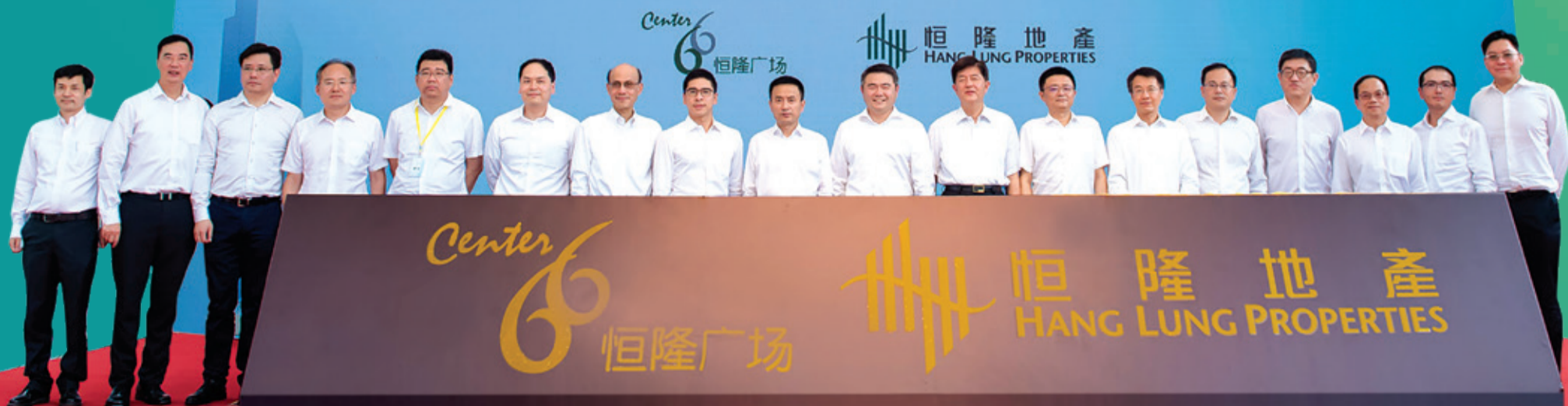
The Ceremony was hosted by CEO Mr. Weber Lo; CFO Mr. H.C. Ho; and Executive Director Mr. Adriel Chan. Mr. Lu Zhijian, Deputy Mayor of the Wuxi Municipal Party Committee; Mr. Jiang Weijian, Vice Chairman of the Wuxi Municipal Committee under the CPPCC and Mr. Qin Yongxin, Deputy Secretary of the CPC Liangxi District Committee of Wuxi and Governor of Liangxi District also officiated the ceremony.

At the ceremony, Weber said, "Hang Lung remains confident in the prospects of the retail and commercial sectors on the Mainland, and pays special attention to investing in the Yangtze River Delta region. Since its opening five years ago, Center 66 has injected a new concept into the city's retail landscape. The mall has now claimed a leading position in Wuxi's retail market. Half of the international brands in the mall are making their debut in Wuxi and they are all favored by high-end consumers. The first Office Tower has attracted numerous multinational corporations and top Mainland companies, proving that Center 66 has already become an iconic landmark in Wuxi."

He added, "Hang Lung sees great potential in Wuxi. As the first phase matures and with the second phase now being planned, I firmly believe Center 66 will contribute further to the commercial value of Wuxi's core business district and spur the city's economy and society to continued growth and prosperity."

▼ 一众主礼嘉宾主持无锡的恒隆广场第二座办公楼封顶仪式  
The officiating guests host the Topping Out Ceremony of Center 66's Office Tower 2

## 恒隆广场·无锡第二座办公楼封顶仪式



Wuxi

恒隆于本年5月成功投得位于杭州市的一幅黄金地块，成为恒隆在长三角地带，继上海及无锡后的第三个发展据点。无锡位于长三角的重要腹地，无锡的恒隆广场与上海的两个旗舰项目——恒隆广场及港汇恒隆广场，以及将来位于杭州的项目，将会发挥强大的协同效应，将区内的商业发展前景推向新的高度。

无锡的恒隆广场第二座办公楼的建筑进度理想，预计将于2019年第二季竣工。办公楼的平台将连接商场，引进知名电影院品牌百美汇，令项目的租户组合更形丰富，届时将有效带动项目的客流及增强整体氛围。

受惠无锡市的经济表现，无锡的恒隆广场于2017年的业绩表现理想，商场汇集国际知名品牌如Prada、Miu Miu、Salvatore Ferragamo、Ermenegildo Zegna等；第一座办公楼在无锡已确立了市场领导地位，而随着第二座办公楼即将落成，以及不断提升的商场租户组合和服务水平，将进一步带动无锡的恒隆广场发展为多元化、高端的综合商业地标项目。

In May, Hang Lung successfully acquired a prime plot of land in Hangzhou, which becomes the Company's third point of development in the Yangtze River Delta region after Shanghai and Wuxi. Given Wuxi's key location in region, Center 66 will create a strong synergy with Hang Lung's flagship projects in Shanghai - Plaza 66 and Grand Gateway 66 - and with the forthcoming project in Hangzhou, thereby advancing the region's development and raising it to new heights.

Construction of Center 66's Office Tower 2 is progressing well, and completion is expected in the second quarter of 2019. Office Tower 2 will link directly to the mall, whose outstanding features are to include the renowned Premiere Cinemas movie theater. This enhancement further diversifies the complex's tenant mix, and is expected to attract additional customers and heighten the overall ambience of the complex.

Center 66 achieved a favorable performance in 2017 as a result of Wuxi's economic growth. The mall has an appealing tenant mix marked by the combined presence of such renowned international brands as Prada, Miu Miu, Salvatore Ferragamo and Ermenegildo Zegna, among others. Office Tower 1 has likewise secured for itself a prominent position in Wuxi's office market. With the impending completion of Office Tower 2, together with the unceasing improvement of the complex's offerings and services, Center 66 is destined to continue developing as a notable city landmark and a truly diversified, high-end commercial complex.



## 关于恒隆广场·无锡 About Center 66

恒隆广场于2013年落户无锡，项目一期由购物商场及两座办公楼组成，除现已投入营运的商场及第一座办公楼，办公楼二座正在建设中，项目二期发展亦已在积极筹划中。项目一期及二期落成后的总楼面面积达370,800平方米。

项目坐落于无锡市中心最繁荣的商圈——梁溪区中山路与人民中路交界，室内通道连接地铁一号及二号线，汇聚超过200家优质零售店铺，当中不乏多个全球高端国际品牌。恒隆广场更提供餐饮和休闲设施，为无锡市民缔造崭新的一站式购物乐趣和时尚生活体验。楼高52层的办公楼自2014年投入营运以来，亦已成为跨国企业落户无锡的首选，已进驻的多家瞩目企业包括UBS、资生堂、华为、友邦保险、民生银行等。

恒隆广场锐意成为无锡市的地标，与周边的环境、历史文化融为一体。项目保留了600多年前明代古建筑“无锡县城隍庙”部分旧址，修复了三座建于明、清时期的城隍庙戏台等古建筑，体现了商业与时空文化的融合。

凭借卓越设计及优秀的营运策略，无锡的恒隆广场曾获2012年度亚太房地产大奖中“亚太区最佳混合用途建筑项目”和“中国区五星级最佳混合用途建筑项目”两项大奖。恒隆广场同时成为市场数一数二的最佳雇主品牌，荣获亚洲资深人力资源专才权威刊物《HR Asia》颁发“2017亚洲最佳企业雇主奖”。

Center 66 was established in Wuxi in 2013 with the first phase comprising a shopping mall and two office towers. With the mall and the first office tower complete and the second under construction, the next phase of the project is now in the planning stage. When both phases are complete, the gross floor area of the complex will be 370,800 square meters.

The project is located in the most prosperous area of Wuxi's commercial district - the intersection of Zhongshan Lu and Renmin Zhong Lu in Liangxi District. An indoor walkway connects the complex to the city's Metro Lines 1 and 2. The complex hosts more than 200 top-quality retail stores, including a wide variety of high-end international brands. Center 66 also includes an enticing range of dining and leisure facilities, creating a new one-stop experience for the citizens of Wuxi. Since its completion in 2014, the 52-story Office Tower 1 has become the location of choice for numerous multinational corporations including UBS, Shiseido, Huawei, AIA and China Minsheng Bank, among others.

Center 66 is dedicated to becoming an outstanding landmark of Wuxi, one that is fully integrated into the surrounding environment and in total harmony with the city's historical legacy. With heritage in mind, the project has preserved a 600-year-old temple dating from the Ming Dynasty and has restored three sections of the building, seamlessly blending business with culture.

The outstanding design and excellent business strategy of Center 66 was recognized with two honors in the 2012 Asia Pacific Property Awards. They are the Best Mixed-use Architecture in Asia Pacific title and the Five-star Best Mixed-use Architecture in China award. At the same time, Center 66 has become an Employer of Choice in the market. It was awarded the Best Companies to Work for in Asia 2017 title by *HR Asia*, the authoritative publication of human resource professionals in Asia.



# 董事局成员视察昆明项目

## Members of the Board of Directors Visit Kunming for Site Inspection

董事局成员早前到访昆明，了解恒隆广场的发展及工程进度，除了亲自到工地视察外，还出席了昆明团队的汇报会，以及参观项目的邻近社区。董事长陈启宗先生、行政总裁卢韦柏先生、首席财务总监何孝昌先生、执行董事陈文博先生、董事长顾问及恒隆地产非执行董事陈南禄先生、恒隆地产非执行董事陈嘉正博士、张信刚教授和冯婉眉女士、恒隆集团独立非执行董事徐立之教授、廖长江先生和廖柏伟教授、恒隆集团非执行董事张家骐先生和陈仰宗先生，以及执行董事陈家岳先生和程鼎一先生，皆有参与此次行程。

- ▶ 董事局成员视察昆明项目的工地，了解工程的发展及进度  
A group consisting of members of the Board of Directors conducts an inspection of the construction site at Spring City 66



A group consisting of members of the Board of Directors recently visited Kunming to gain a better understanding on the development and construction progress at Spring City 66. They conducted an inspection of the construction site, attended a presentation given by the Kunming team, and visited the community near the project. Attendees of the trip were Chairman Mr. Ronnie C. Chan, CEO Mr. Weber Lo, CFO Mr. H.C. Ho, Executive Director Mr. Adriel Chan, Adviser to Chairman and Non-Executive Director of Hang Lung Properties Mr. Philip Chen, Non-Executive Directors of Hang Lung Properties Dr. Andrew Chan, Prof. Chang Hsinkang and Ms. Anita Fung, Independent Non-Executive Directors of Hang Lung Group Prof. Tsui Lapchee, Mr. Martin Liao and Prof. Liu Pakwai, Non-Executive Directors of Hang Lung Group Mr. George Chang and Mr. Roy Chen, and Executive Directors Mr. Norman Chan and Mr. Dane Cheng.

# 陈南禄先生荣休

## Philip Chen Retires in Glory

陈南禄先生于7月16日荣休，卸任行政总裁一职，并于同日获委任为董事长顾问及恒隆地产非执行董事，而卢韦柏先生则已接替为行政总裁。

在最后一次内部月会上，陈南禄先生勉励在场所有同事，鼓励他们继续努力不懈，积极进取，以持续进步的精神为公司创佳绩。

在荣休前，一众恒隆地产高级管理人员为他举行饯别晚宴，并于会上播放了多年来他在不同场合出现过的照片，充满愉快的回忆。

董事长陈启宗先生代表恒隆董事局感谢陈南禄先生在过去八年的卓越贡献。他表示：“公司于这段期间脱胎换骨，成就比以前更非凡。建基于陈南禄先生的努力，卢韦柏先生可以在这个坚实的基础上，与强大的管理团队继续前行。我祝愿陈南禄先生有美满健康的退休生活。”



On July 16 (Monday), Mr. Philip Chen retired from his position as Chief Executive Officer and was appointed as Adviser to the Chairman and a Non-Executive Director of Hang Lung Properties. Mr. Weber Lo has since succeeded him as CEO.

In his final monthly meeting, Philip exhorted his colleagues to keep up their hard work and strive for continuous improvement in order to create value for the Company.

In the last days of his tenure, a group of senior executives held a banquet in Philip's honor. As a pleasant surprise, a video featuring photos of Philip and colleagues attending various functions over the past few years was shown, bringing back many happy memories.

Chairman Ronnie C. Chan thanked Philip on behalf of the Boards of Directors for his eight years of outstanding contributions. He said, "This period has been transformative for Hang Lung, and we are much stronger today than when he joined. Because of Philip's good work, Weber inherits a great team and strong foundations. We wish Philip a happy and healthy retirement."

# 管理层参观外滩的上海浦发银行

## Management Members Visit Shanghai Pudong Development Bank at the Bund

在上海近20年的发展过程中，恒隆已成功于内地建立了一个强大的商业伙伴网络，以配合其业务发展。管理层最近到访上海，并参观了外滩的上海浦发银行（浦发银行）。浦发银行监事会主席孙建平博士、副行长崔炳文先生、浦发银行上海分行党委书记及行长汪素南先生、浦发银行行政管理部总经理向瑜先生及公司业务管理部副总经理李麟先生，与行政总裁卢韦柏先生、董事长顾问及恒隆地产非执行董事陈南禄先生、董事——租务和物业管理彭兆辉先生、董事及集团财务总监麦伟民先生及恒隆广场财务总监胡兴煜会面。孙博士更特意写了一幅作品“观海听涛”送赠予陈南禄以庆祝他荣休之喜。

With nearly two decades of development in Shanghai, Hang Lung has developed a strong network of business partners in mainland China to cater for its growth. During a recent visit to Shanghai, senior management members paid a visit to Shanghai Pudong Development (SPD) Bank at the Bund in Shanghai. CEO Mr. Weber Lo, Adviser to Chairman and Non-Executive Director of Hang Lung Properties Mr. Philip Chen, Director – Leasing & Management Mr. Derek Pang, Director and Group Financial Controller Mr. Raymond Mak and Plaza 66's Financial Controller Mr. Ben Wu met with the Chairman – Supervisory Board of SPD Bank Dr. Sun Jianping, Executive Vice President Mr. Cui Bingwen, Secretary of the Party Committee President of SPD Bank Shanghai Branch Mr. Wang Sunan, General Manager of SPD Bank's Administration Dept. Mr. Xiang Yu and Deputy General Manager of Corporate Banking Management Mr. Li Lin. Dr. Sun presented calligraphy with "guan hai ting tao" to Philip as a gift to celebrate his retirement.



▲ (左起) 麦伟民、汪素南、彭兆辉、崔炳文、陈南禄、孙建平、卢韦柏、向瑜、胡兴煜、李麟于外滩的上海浦发银行合照  
(From left) Raymond Mak, Wang Sunan, Derek Pang, Cui Bingwen, Philip Chen, Sun Jianping, Weber Lo, Xiang Yu, Ben Wu, Li Lin pose for a group photo at Shanghai Pudong Development Bank at the Bund

### 项目新资 Project Updates

## 武汉的恒隆广场办公楼封顶

### Ceremony Celebrates Completion of Heartland 66 Office Tower

武汉的恒隆广场建设工程正进行得如火如荼，自2016年11月10日办公楼项目开始动工，经历了588天的努力后，工程管理团队最近迎来一个重要时刻。项目团队、建筑设计顾问、工程监理、各施工单位等人于6月21日（星期四）齐集在武汉的恒隆广场工地现场，共同见证办公楼的核心筒成功封顶。这座甲级办公楼楼高320米，共分地下三层，地上61层。

在封顶仪式前，董事——项目管理梁鼎新先生也带领项目团队与硚口区区领导会面，汇报项目进度及感谢政府一直以来的支援。刘丹平区长对于武汉的恒隆广场建设进展给予极高的肯定，将会持续关注项目发展。

The construction of Heartland 66 is continuing at full speed. With over 588 days of hard work completed since construction of office tower commenced on 10 November 2016, the construction management team is delighted to announce its latest milestone. On June 21 (Thursday), the project management team, design consultants, and construction supervision team gathered at the project site together with the various construction teams to witness the topping-out ceremony of the office building's superstructure. Standing 320 meters tall, this Grade A office building comprises three floors below ground and 61 floors above.

Prior to the ceremony, Director – Project Management Mr. Peter Leung, and the project team met with the Qiaokou District officials, to report on the progress of the project and to thank the district government for its continuous support. District governor Mr. Liu Danping, praised the project's progress and will continue to monitor the project's development.



▲ (左起) 武汉的恒隆广场总经理——项目管理江国荣先生、硚口区副区长徐岗先生、武汉的恒隆广场总经理——项目管理郑铁星、刘丹平先生、梁鼎新先生、武汉的恒隆广场总经理——项目管理林竞全先生、武汉的恒隆广场总经理——项目管理池德利先生合影  
(From left) Heartland 66 General Manager – Project Management Mr. Eder Kong, deputy governor of Qiaokou District Mr. Xu Gang, Heartland 66 General Manager – Project Management Mr. Sam Cheng, Mr. Liu Danping, Mr. Peter Leung, Heartland 66 General Manager – Project Management Mr. James Lin, and Heartland 66 General Manager – Project Management Mr. Teh Tie pose for a group photo

# 梁焕添： 杭州项目充分发挥 团队合作精神

## Moses Leung: Teamwork Pays off at Hangzhou



此幅位于杭州市中心百井坊的用地于5月28日（星期一）以拍卖形式售予恒隆，作价达人民币107亿元，亦标志公司将于内地第九个城市发展业务。

恒隆当然不是唯一一间对该地皮有兴趣的公司。整个拍卖过程竞争十分激烈，在持续七个多小时，超过300次出价的马拉松式竞投之后，恒隆成为最终赢家。据梁焕添表示，是次竞争之激烈，亦是在他意料之内：“正如我们对该地皮的价值估计甚高，其他参与竞投的公司当然也会有备而来。”

The site, located in downtown Hangzhou, was sold to Hang Lung by auction on May 28 (Monday) for RMB 10.7 billion and marks the ninth Mainland city to which the Company has extended its reach.

Hang Lung wasn't the only company with eyes on the site. Other property developers, eager to claim the land for themselves, contended fiercely with Hang Lung at the auction. The result was a seven-hour slog of a sale with over 300 total bids. This, Moses said, was not entirely unexpected. "We thought that this site was very valuable. And just as we thought it was good, other people would too," he said.

### 胜出之后

赢取该地皮无论对恒隆，或对梁焕添的团队来说都意义重大。“我们对投得该地皮非常兴奋，公司一直在杭州物色合适地皮，已长达十多年。”梁焕添说。他形容这块地皮不但位置理想，价格更非常相宜：“我期望项目将带来可观的收入及回报，长远发展与增值潜力同样令人期待，因此我们对这项投资信心十足。”

梁焕添重申地皮的优越位置指：“武林广场（即地皮所在地）是杭州首屈一指的优质地段，就像香港的中环一样。能够在杭州核心地带投得地段，对公司的长远发展都有莫大的好处。”

请即扫描QR code  
观看影片



恒隆新近于杭州投得一幅黄金地块，为公司成功历程再添一笔。于今期《连系恒隆》，董事——发展及设计梁焕添先生为我们分享过程中的经历与点滴。

The recent acquisition of a prime land site in Hangzhou marks a fresh success in the story of Hang Lung Properties. For this issue of *Connections*, Director – Development & Design Mr. Moses Leung gave an in-depth account of the transaction.

### The Rewards of Victory

The acquisition of the site was a major triumph for Hang Lung, and Moses and his team knew it. "We were extremely excited to have acquired the site, because the Company has been looking for a plot in Hangzhou for more than a decade," Moses said. He described the site as "ideal", and referred to the cost of the site as "very reasonable". "We expect [the site's] future income and return on investment to be appropriately high and that its long-term growth and development will be just as good, so we are confident in our investment," he said.

In particular, Moses pointed to the site's location as its key selling point. "Wulin Square [the area of the site] is Hangzhou's best location," he said. "It's like Central in Hong Kong – we got a site at the very heart of Hangzhou... this is excellent for the Company's long-term prospects."



恒隆最近投得位于杭州市中心百井坊的用地  
Hang Lung's new site is located in the heart of Hangzhou

Image Credit: Zhejiang Daily Media Real Estate Institute

## 众志成城

梁焕添强调，参与是次投标项目的团队不只发展及设计部，更牵涉其他部门超过40个同事，可谓众志成城。“交易的规模之大，（发展及设计部）无法单独决定，需要法律团队、内部审计部、成本及监控等部门共同筹划整个投地过程。”此外，各部门亦需通力合作，在事前准备一份详尽的董事会文件。梁焕添说：“我们充分评估项目面对的各项挑战，由建筑、设计、兴建到财务与法律等。我们要联同各部门一起审视这些挑战，才可真正落实投地计划。”

是次投地在网上进行，因而带来不少独有挑战。由于这是恒隆首次参与网上投标，更涉及以百亿计的资金，大家都非常关注技术问题。梁焕添特别提到在投地过程中，资讯科技部的同事功不可没：“他们提供大量的人手支援，更设立多重保险措施，不容任何差池。我非常欣赏他们的努力。”事实是，是项收购不但是梁焕添团队的成功，亦是恒隆上下整体的成功。



The fact that the auction was held online also presented a number of unique challenges. With this being Hang Lung's first online auction, and with billions of dollars at stake, the potential technical problems were at the forefront of everyone's minds. Moses highlighted the contributions of the IT department throughout the course of the auction: "They sent a lot of personnel to help, and they set up many failsafe measures in case anything went wrong. They did a very good job." Clearly, the acquisition was as much a triumph for Moses' team as for Hang Lung.

◀ 梁焕添与发展及设计部团队自拍  
Moses poses for a selfie with Development & Design team members

## 恒隆广场·天津 Riverside 66



恒隆旗下项目因其出类拔萃的建筑设计获得多个国际建筑殊荣  
Hang Lung has received a number of international accolades for the exceptional architectural design of its properties

## A Good Building

With the site secured, the Company now faces the challenge of building a high-quality commercial complex worthy of Hang Lung. A major part of this challenge will involve architectural design – laying out plans for a good building. But what exactly is a good building?

Vitruvius, the famous Roman architect, once listed three qualities of such a building: it must be solid, it must be useful, and it must be beautiful. In his own list of architectural necessities, Moses, a registered architect, agreed with two of the three. "First, it should not be ugly," he said. "Second, it should suit our uses." His third requirement, however, was not solidity but rather memorability. "[The building] should leave an impression ... the ones you can walk by and not remember are failures," he said. "I'd rather have people like or dislike [our projects], it's still better than people walking past and not knowing it's there."

Fortunately, he notes, this is not a problem for Hang Lung. "A lot of people like our buildings – everywhere we go, people say our malls are special," he said. "You may never find malls like ours anywhere else."

## 宏图巨构

投地胜出后，下一步就是要发展符合恒隆品牌的综合商业项目，建筑设计将会是重大挑战。然而，到底何谓优良建筑？

西方建筑之父维特鲁威曾列出优良建筑的要素：稳固、实用、美观。身为注册建筑师的梁焕添对其中两项表示认同：“首先，建筑必定不可或缺之美感；其二，也需要符合我们的用途。”至于第三个要求，他觉得应强调“风范”：“建筑必须让人留下深刻印象，假如行人完全留意不到，就是失败作。喜欢也好，讨厌也好，总胜于走过而被忽略。”

可幸地，恒隆从来没有遇上过这个问题。“不少人都很喜欢我们的建筑，不论去哪里，都说我们的商场独具风格。”梁焕添说道。“像我们这样的商场，在其他地方是找不到的。”

## 山顶广场 The Peak Galleria



# 恒隆出版2017年可持续发展报告

## Hang Lung Publishes Sustainability Reports 2017

恒隆于6月20日(星期三)出版2017年可持续发展网上报告,涵盖了2017年1月1日至12月31日期间在日常营运中贯彻可持续发展理念时所面对的挑战和取得的成果。

凭借过去五年的努力,恒隆今年制订了新的可持续发展策略架构,在现有基础上纳入联合国可持续发展目标中的新兴全球趋势。这有助恒隆制订更长远的可持续发展目标和计划,进一步促进公司的可持续发展。

恒隆去年于上海的恒隆广场和香港的Fashion Walk完成资产优化计划,成为可持续发展的重要里程碑。这项计划除了可强化物业的盈利能力外,亦善用新科技提升物业的能源效益。去年,公司更投放超过港币4,000万元推行“提升空气质素计划”,提升旗下内地物业的室内空气质素。

以下是恒隆2017年度的可持续发展重点:

### 目标明确 建设社会

- 在内地所有商场推出“顾客满意度调查”,整体顾客满意度平均达90%。
- 为提供更优质的室内空气质素,公司投放了超过港币4,000万元推行“提升空气质素计划”,在内地的商场和办公楼安装高端空气净化设备。

### 凝聚员工 团结人才

- 为员工提供86,469小时的培训。
- 推出“恒隆挑战日”,加强员工对公司的认识,并巩固团队精神。
- 公司的行政人员中约四成为女性。

### 自然资本 维护有责

- 以2015年的数据为基准,旗下香港和内地物业于2017年的耗电强度下降了9%,与2020年的目标只差3%。
- 自2006年起,更换香港14座物业的风冷制冷机组至更高效能的水冷制冷机组,累计减少耗电量9,598万千瓦时,相当于节省了港币1.23亿元。
- 与2016年相比,2017年内地物业组合的耗水量减少12%。

### 共同未来 凝心守护

- 以Shaping the Future为主题,恒隆一义工队于香港和内地举办了100多项义务工作,服务社会超过12,000小时。
- 伙拍本地文化企业“活现香港”,推出“恒隆·筑迹——年轻建筑师计划”,让300多名中学生认识建筑与社区的关系,并进一步了解本地建筑的文化特色和历史意义。

恒隆地产于2017年首次获纳入道琼斯可持续发展亚太指数。本公司根据全球报告倡议组织(GRI)准则核心选项的指引撰写公司的可持续发展报告,并已采用香港联合交易所有限公司《证券上市规则》附录27的《环境、社会及管治报告指引》(ESG指引),公司亦委托英国标准协会独立核实报告的资料。

2017年度的可持续发展报告已上载于恒隆官方网站,欢迎浏览和下载:  
The Sustainability Reports 2017 are now available for download from the Company website:

恒隆集团



恒隆地产



Hang Lung Group



Hang Lung Properties



Hang Lung published its online Sustainability Reports 2017 on June 20 (Wednesday), covering the challenges and achievements in pursuing sustainability throughout their day-to-day operations for the period January 1 to December 31, 2017.

Building upon their successes over the past five years, the Company has adopted a new sustainability framework this year which takes into account the emerging global trends outlined in the United Nations' Sustainable Development Goals (SDGs). This new framework sets Hang Lung on the path to develop longer-term goals and plans that will bring the Companies' sustainability initiatives to the next level.

Remarkable milestones in 2017 included the completion of asset enhancement programs at Plaza 66 in Shanghai and at Fashion Walk in Hong Kong. These asset enhancement programs not only increased the profitability of Hang Lung's portfolio, but also optimized the energy and operating efficiency of the projects by adopting new technologies and approaches. Last year, the Company invested over HK\$40 million in a Clean Air Initiative, to enhance the indoor air quality at our properties on the Mainland.

Below are the Companies' sustainability highlights in 2017:

### Driving Purposeful Business

- Rolled out the new Customer Engagement Survey at our Mainland malls and received an average of 90% overall customer satisfaction.
- Invested over HK\$40 million in the Clean Air Initiative to upgrade air filtration systems at malls and office towers on the Mainland to enhance indoor air quality.

### Building Cohesive Workforce

- Delivered 86,469 hours of training to staff.
- Launched the Hang Lung Challenge to enhance employee understanding of the Group and strengthen team spirit.
- 40% of our executive staff members are female.

### Conserving Natural Capital

- Achieved 9% reduction in electricity intensity at properties across Hong Kong and the Mainland in 2017 against the 2015 baseline, just 3% away from the 2020 target.
- Replaced air-cooled chillers with more energy-efficient water-cooled chillers at 14 properties in Hong Kong since 2006, cumulatively reducing electricity consumption by 96 million kWh, equivalent to HK\$123 million.
- Reduced water consumption by 12% at properties on the Mainland in 2017, compared to 2016.

### Safeguarding Common Future

- Organized over 100 volunteer activities under the theme Shaping the Future across Hong Kong and the Mainland, contributing over 12,000 volunteer service hours.
- Launched the Hang Lung Young Architects Program in collaboration with leading local cultural enterprise Walk in Hong Kong to enable over 300 secondary school students to better understand architecture and its connection with the community.

The year 2017 marked the inclusion of Hang Lung Properties as an Index Component of the Dow Jones Sustainability Indices (DJSI) in the Asia Pacific Index for the first time. The Hang Lung Sustainability Reports are prepared in accordance with the core option of the Global Reporting Initiative (GRI) Standards and adopts the revised Environmental, Social, and Governance Reporting Guide (ESG Guide) contained in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong. Information in the Reports has been independently verified by the British Standards Institution.



Fashion Walk

# GIVENCHY全球首间

## GIVENCHY Opens its World First

#This is Not What You Think

# 期间限定店瞩目登场

## Pop-Up Store

Givenchy全球首间占地两层的#This is Not What You Think期间限定店于6月21至27日在铜锣湾Fashion Walk瞩目登场！品牌于开业当日请来天后级艺人Sammi郑秀文、著名艺人周柏豪及名人何超莲主持剪彩仪式，令这股瞩目全球的潮流风尚持续升温！

Givenchy gave a grand opening to its world first duplex Pop-up Store, #This is Not What You Think, at Fashion Walk where it opened from June 21 to 27. The hot news of the store's arrival was given added zest by superstar Sammi Cheng, popular artist Pakho Chau and celebrity Laurinda Ho who cut the ribbon at the opening ceremony.



▲ (左起) 周柏豪、GIVENCHY大中华区高级市场总监张谦女士、郑秀文、何超莲、董事——租务及物业管理蔡碧林女士，一同为GIVENCHY全球首个#This is Not What You Think期间限定店剪彩 (From Left) Pakho Chau, (Givenchy Beauty Senior Marketing Director of Greater China) Ms. Sheen Zhang, Sammi Cheng, Laurinda Ho and Director - Leasing & Management Ms. Bella Chhoa officiate at the ribbon-cutting ceremony at the opening of GIVENCHY's #This is Not What You Think Pop-up Store



Fashion Walk

# 优惠迎旅客

## Special Offers for Tourists

Fashion Walk全力支持香港旅游发展局(旅发局)的“全家乐游香港”活动，由即日起至12月31日联同多间食肆及品牌商户推出旅客专享优惠。活动首阶段已经推出，旅客凡于2018年7月1日至8月31日乘搭长荣航空由台湾飞往香港，即可凭有效的长荣航空登机证及有效的旅行证件，于Fashion Walk礼宾部领取旅客优惠小册子，尊享指定商户享有多重购物及饮食折扣。为宣传此活动，旅发局早前邀请了台湾传媒亲临Fashion Walk，率先体验专享礼遇。

To support the Hong Kong Family Fun program launched by the Hong Kong Tourism Board (HKTB), Fashion Walk has teamed up with a number of restaurants and shops to offer fabulous shopping and dining discounts to tourists from now until December 31. As the first phase of the program, tourists traveling from Taiwan to Hong Kong on EVA Air from July 1 to August 31, 2018 will be eligible to redeem a privileges booklet with various shopping and dining discounts by presenting their boarding passes and travel documents at Fashion Walk Concierge. To further promote the program, Taiwanese journalists were invited to act as ambassadors to experience the special privileges at Fashion Walk.

◀ 五位来自台湾的记者亲临位于Fashion Walk的喜喜冰室品尝美食  
Five Taiwanese journalists try out local Hong Kong cuisine at Fashion Walk's Cafe Match Box



# 精彩活动 迎夏日 (香港)

## Fabulous Summer Activities for

Fashion Walk

Fashion Walk于6月14日至7月15日举办King of Sports盛夏庆典，邀请了著名英国幽默派插画家Stephen Cheetham，以King of Sports为主题，运用缤纷色调及幽默创意，为Fashion Walk的中庭、百德新街、京士顿街及食街，设计出夺目玩味的艺术装置。其中，百德新街的King of Sports巨型艺术装置以宏伟的运动赛场为主题，配上色彩缤纷的LED灯，成为打卡热点。

Fashion Walk launched the King of Sports Summer Festival from June 14 to July 15. Stephen Cheetham, renowned and humorous British illustrator, used the theme to create the most attractive summer decoration at the atrium of Fashion Walk's main block and along Paterson Street, Kingston Street and Food Street. With colorful LED lights, the giant King of Sports art exhibit on Paterson Street promised to be a busy check-in spot.



活动期间，Fashion Walk亦与adidas联手打造Fashion Walk x adidas Create Your Pitch世界杯嘉年华，除了在百德新街设置射球竞技场、头槌竞技场和拍照区外，更呈献全港独有的Fashion Walk X adidas Ultimate Football巨型足球扭蛋机，让足球迷有机会赢得adidas产品。

During the event, Fashion Walk and adidas hosted the Fashion Walk X adidas Create Your Pitch World Cup Carnival. In addition to the electronic football games and a photo zone on Paterson Street, an exclusive Fashion Walk X adidas Ultimate Football giant gashapon machine was available for football fans to win adidas products.

King of Sports盛夏庆典揭幕礼于6月13日(星期三)瞩目举行，并邀请了来自巴西的奥运体操奖牌得主Arthur Nory Oyakawa Mariano (Arthur Nory)、前香港小姐蔡思贝(Sisley)、恒隆地产董事—租务及物业管理蔡碧林女士、董事—集团市场陈咏诗女士及总经理—租务及物业管理罗欣琪女士一同主礼，为明天开幕的世界杯预热。一众城中名人，包括龚慈恩女儿林恺铃(Ashley)及香港体操运动员“吊环王”吴翘充亦有出席。

On June 13 (Wednesday), Fashion Walk hosted a kick-off event with guests of honor Arthur Nory Oyakawa Mariano (Arthur Nory), Brazilian gymnast and Olympic medalist; Sisley Choi, former Miss Hong Kong; Ms. Bella Chhoa, Director – Leasing & Management, Ms. Linda Chan, Director – Central Marketing and Ms. Katherine Lo, General Manager – Leasing & Management. Celebrities Ashley Lam, the daughter of the famous artiste Mimi Kung, and local gymnast Kelvin also joined the kick-off today to experience the fun of the themed program.



◀ (左起) 陈咏诗、Arthur Nory、蔡碧林、蔡思贝及罗欣琪为Fashion Walk的King of Sports盛夏庆典活动揭开序幕 (From left) Linda Chan, Arthur Nory, Bella Chhoa, Sisley Choi, and Katherine Lo officiate at the King of Sports Summer Festival kick-off event

雅兰中心 Grand Plaza



▶ Johnee于7月7日(星期六)现身雅兰中心与粉丝见面，为他们绘画自创的“食字画名” Johnee arrives at Grand Plaza on July 7 (Saturday) to meet his fans and draws unique "pun illustrations" to them



山顶广场  
The Peak Galleria

山顶广场联乘本地插画品牌“拉筋熊”，由即日起至8月19日为顾客带来以“运动乐园”主题的装置。艺人陈嘉佳（细细粒）亦会身体力行加入运动大军，于社交网站启动“拉筋挑战”！

From now to August 18, get ready for some summer fun at The Peak Galleria with the Sports Wonderland installation, a collaboration with local illustration brand, Stretching Bear. Television actress May Chan Kakai (Sai Sai Lup) joins the Stretching Challenge, performing some of the hardest stretching exercises on social media. Let's sweat with May under the shining sun!



Kong)



雅兰中心联乘超人气本地动画及插画师刘冠瑶 (Johnee)，由即日起至9月2日举办“画名‘型·动’夏”主题活动，以其笔下的趣怪超级英雄Galaman与“食字画名”的独特风格，将文字重新演绎，并转化为得意图画，创作一系列以世界杯及运动潮语为主题的作品，玩味十足。

此外，著名职业花式足球员兼有“旺角美斯”称号的施宝盛，及十大本地人气Youtuber兼人气星级健身教练王乐婷 (Emi Wong) 分别以花式足球竞技赛及健身赛挑战顾客的体能，一起以最佳状态迎接夏日精彩的活动！

From now until September 2, Grand Plaza joined famous local animator-illustrator, Johnee, to present the Summer Pun, Summer Fun campaign, in which Johnee's original oddball superhero Galaman took a walk on the hilarious side of the FIFA World Cup and other sports through an eccentric series of illustrations, each of them with a playful pun for a name.



What's more, Grand Plaza invites professional freestyle soccer player, Lyson Sze (a.k.a. Mongkok Messi), and renowned personal trainer and one of the 10 most popular local YouTubers, Emi Wong, to put customers' stamina to the test with freestyle soccer and fitness challenges for everyone to get fit for summer the fun way!

康怡广场  
Kornhill Plaza



今个夏天，康怡广场与慈善教育团体及儿童慈善机构合办的家长讲座、工作坊及体验活动，与小朋友一起发挥创意，以无穷无尽的想像力去感受一个全新的夏日。此外，康怡广场将于8月举办“康怡至叻小明星大赛”，让小朋友在舞台上展现才能，散发光芒。

This summer, Kornhill Plaza is thrilled to launch an array of parenting talks, workshops and activities in collaboration with educational and children's charities to ignite the infinite imaginative energies of children. In August, the mall will host the Kornhill's Next Pop Idol talent show for children to showcase their one-of-a-kind talents on stage.

21.7

家长讲座：教育孩子可以不一样  
ED'novative Parenting Talk

28.7

亲子静观工作坊  
Parenting Mindfulness Workshop

4.8

“世界另一端”VR生活体验  
VR Life Experience: Other Side of the World  
“小恩大惠”工作坊  
A Little is A Lot Workshop

11.8

“康怡至叻小明星大赛”初赛  
Kornhill's Next Pop Idol - First-Round

18.8

“康怡至叻小明星大赛”决赛  
Kornhill's Next Pop Idol - Finale

淘大商场  
Amoy Plaza

由即日起至8月31日，淘大商场以“FUN TO INFINITY运动无限”为主题，联乘跑鞋界经典Saucony及帆布鞋始祖Sperry，以主张不受拘束的创意曼菲斯风格 (Memphis)，将商场打造成色彩缤纷的型格运动竞技场。场内更将率先展出专业跑鞋界的经典美国品牌Saucony的多款限量及别注版鞋款，以及美国帆布鞋始祖Sperry的多个最新鞋款，满足运动爱好者。

此外，商场邀请了花式足球表演队伍，于6月17及24日在露天广场上演花式足球竞技，并由即日起至8月26日，于每个星期日举办“动起来！街跑吧！”工作坊，召集一众跑步爱好者由淘大商场出发，一起享受夜跑的乐趣，挑战两大潮型跑步路线“优悠夜行跑”及“夜巷游踪跑”。参加者不但能与长跑教练交流跑步心得，还可以获得他们亲身教授拉筋秘诀，以及穿梭于东九龙的隐世街头艺术之中，感受独有的社区风貌。

Amoy Plaza presented a sports fiesta this summer with its FUN TO INFINITY program in collaboration with classic American trainers' brand, Saucony, and godfather of timeless canvas footwear, Sperry. From now until August 31, Amoy Plaza has been swathed in the vivid color palette of the iconic Memphis Design Movement as it set the stage for a summer sports extravaganza. Saucony's limited-edition and exclusive shoe designs as well as a collection of Sperry's sophisticated leisure footwear were also showcased at the vibrant venue.

What's more, freestyle football team was invited for two sessions of stunning performance at the Open Pedestrian Mall on June 17 and 24. Meanwhile, from now till August 26, running enthusiasts can discover the beauty of night runs through Get up and Run Workshop, of which two dedicated routes, Leisure Run and Art Run, are available for their selection. In addition to running tips, runners can also learn stretching secrets from professional trainers. The running workshop takes place in the streets of Kowloon East, where runners can enjoy the fun of night run and embrace the unique community style of the district. sophisticated leisure footwear were also showcased at the vibrant venue.

# 精彩活动迎夏日 (内地)

# Summer (Mainland)

Fabulous Activities for

## 恒隆广场·无锡 Center 66, Wuxi

无锡的恒隆广场于6月22日(星期五)举办了“运动一夏”足球主题活动,与顾客一同观看世界杯赛事,并大玩足球及竞猜游戏,与足球迷分享乐趣。

Center 66 held a football-themed party on June 22 (Friday) during which customers played games and watched an exciting World Cup match together. Everyone thoroughly enjoyed themselves at the party.



## 恒隆广场·大连 Olympia 66, Dalian

大连的恒隆广场于6月14日至7月15日推出一系列“想YAO运动节”世界杯主题活动,除了在一楼中庭设置大电视,与顾客一同观赏世界杯赛事外,更举办竞猜游戏、巡游、花式足球表演等活动。俄罗斯领事馆代表亦有到场支持,与大连球迷一起分享世界杯热潮。

Riding the frenzy of the World Cup, Olympia 66 launched a series of World Cup-themed sports festivals from June 14 to July 15. Apart from watching the World Cup with customers at the mall's L1 Atrium, a variety of activities such as football trivia games, parades, and freestyle football demonstrations were also held. A representative from Consulate General of the Russian Federation joined the event to share the fun with Dalian's football fans.

## 港汇恒隆广场·上海 Grand Gateway 66, Shanghai

一艘夏日潜艇驶入港汇恒隆广场!商场于6月20日至7月5日期间把中庭打造成一艘粉红潜艇,带来仿真水母观察窗,与顾客一同探索奇妙的海洋世界。商场更与租户“天真蓝”照相馆合作设置拍照区,让顾客拍出充满夏日气息的照片。

A summer submarine sailed into Grand Gateway 66! From June 20 to July 5, the mall's Atrium was transformed into a pink submarine, enabling customers to experience the wonders of the ocean with simulated jellyfish displays. In addition, the mall joined hands with a photo studio, Naive Blue, to set up a photo zone for customers to take summery photos of themselves.



**皇城恒隆广场·沈阳**  
*Palace 66, Shenyang*

皇城恒隆广场于6月8日至7月15日设置“夏日竞技场”，为顾客带来俄罗斯民族舞、花式足球、吉祥物巡游、啦啦队等表演。活动期间，顾客消费满指定金额便可参加足球体验游戏，并有机会赢取礼品。

From June 8 to July 15, Palace 66 installed a Summer Arena to bring customers a series of themed activities including Russian folk dance shows, freestyle football demonstrations, mascot parades, and cheerleading demonstrations. Within the event period, customers spending a designated amount had the opportunity to join a football-themed game to win prizes.



**恒隆广场·济南**  
*Parc 66, Jinan*

济南的恒隆广场于7月6日至8月5日举办“想YAO音乐节”！除了在西翼中庭搭建巨型的“想耀舞台”，并汇聚多个潮流品牌展出新赛季系列外，还在东翼中庭打造“想摇专区”及推出丰富的购物礼遇。音乐才子吴克群、乐坛生力军SABER梁维嘉和RAYCHAN更于7月15日（星期日）现身舞台，为顾客带来精彩的音乐秀。

Parc 66 held the YAO Music Festival from July 6 to August 5! At the mall's West Wing Atrium, a huge stage was built to allow music lovers to show off their talents. Meanwhile, various renowned brands at the mall displayed their latest collections to give a sneak preview to customers. The mall also set up a dance zone at the East Wing Atrium, and offered shopping discounts to customers. On July 15 (Sunday), talented musician Kenji Wu and high-fliers SABER and RAYCHAN arrived at Parc 66 to present customers an amazing performance on stage.



▲ 音乐才子吴克群现身济南的恒隆广场  
Talented musician Kenji Wu shows up at Parc 66

**市府恒隆广场·沈阳**  
*Forum 66, Shenyang*

市府恒隆广场于7月14日至8月12日举办“音·味·爱”主题活动，除了请来乐队进行现场表演外，还为顾客准备了丰富的美食体验。此外，顾客只要通过微博参与#音味爱#有奖转发，便有机会赢取限量版的收音机。

Forum 66 organized the Dine to the Rhythm event from July 14 to August 12 to present customers with enjoyable live band shows and delicious food. Meanwhile, customers also had the chance to win a limited edition radio by joining a themed game on Weibo.



**恒隆广场·天津**  
*Riverside 66, Tianjin*



天津的恒隆广场于6月15日至7月15日举办“想YAO音乐节”大型夏季音乐活动，为顾客呈献五大主题音乐现场表演、精酿啤酒音乐市场、世界杯游戏，为顾客提供丰富的消闲体验。

Riverside 66 held a large-scale summer music event, the YAO Music Festival, from June 15 to July 15, hosting live band shows in five different music styles, a market with elements of music and World Cup games to bring customers a unique experience.



# 奔跑吧！开启慈善寻宝之旅

## Let's Run! Start the Treasure Hunt for Charity

糊仔Fueki相信为不少八十后的童年回忆，以此为主题的慈善跑活动“Fueki Run HK 2018”于香港开跑！在8月25日（星期六），“Fueki Run HK 2018”将于添马公园举办大型路跑嘉年华活动，届时除了可与Fueki一起跑步之外，亦可以为一班生命小战士打气，为儿童癌症互助组织生命小战士会筹款。在7月1日至8月20日期间，恒隆旗下商场亦会举办寻宝涂活动，参加者将有机会免费获取“Fueki Run HK 2018”的参赛名额，请勿错过！

The cartoon character Fueki is sure to bring back many memories for people past their 20s. Fueki Run HK 2018 will organize a track-themed carnival on August 25 (Saturday). Besides giving people the chance to jog alongside Fueki, the event aims to encourage children fighting cancer and raise funds for the Little Life Warrior Society. From July 1 to August 20, Hang Lung malls will hold a series of Fueki treasure hunts. Participants will have a chance to win free spots at Fueki Run HK 2018. Don't miss out!

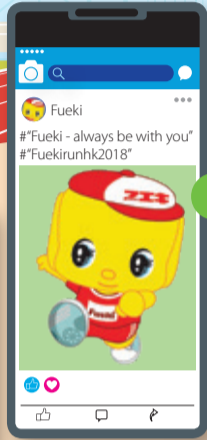
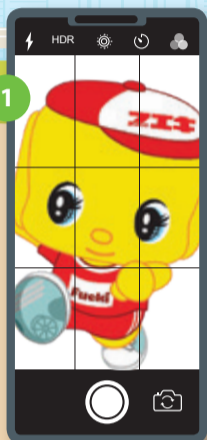


### 寻宝涂 Fueki Hunt

玩法：

1. “打卡”与Fueki合照；
2. “扫码”扫Fueki上的二维码，观看短片后根据提示寻找其余Fueki位置；
3. “寻宝”集齐总共7只Fueki，将7张合照上传到Facebook（以公开贴文形式）并标签#fuekihk #fuekirunhk2018以及#fuekiXHLmalls。

\* 完成以上步骤，即有机会免费获取8月25日中环添马公园“Fueki Run HK 2018”的参赛名额，成功获得免费参赛资格人士将获专人通知。



Rules:

1. Take a picture with Fueki.
2. Scan the QR code and then watch the video to get the tips for finding other Fueki(s).
3. Post the 7 pictures of different Fueki(s) on Facebook (set as a public post), and hashtag with #fuekihk #fuekirunhk2018 and #fuekiXHLmalls.

\* After finishing all the processes, you will have opportunity to get a free quota for Fueki Run HK 2018 at Central Tamar Park on 25 August. Successful participants for free entry will be notified

恒隆广场·大连 Olympia 66

## 童趣饰品POPOKING 首次登陆大连 POPOKING Debuts in Dalian



设计糅合中国传统文化元素的儿童珠宝及精品品牌POPOKING首次登陆大连，并于大连的恒隆广场开设全国首间概念店。新店的设计以POPOKING主角小P驾着飞船为主题，除了陈列各式各样的儿童精品外，更展示结合中国传统文化元素的黄金制品。POPOKING的开业吸引大批顾客前来与小P见面，一同探索这个缤纷的“太空乐园”。

外，更展示结合中国传统文化元素的黄金制品。POPOKING的开业吸引大批顾客前来与小P见面，一同探索这个缤纷的“太空乐园”。

POPOKING, a jewelry and gadget brand for children that blends elements of Chinese traditional culture, debuted at Olympia 66 in Dalian where the brand opened its first concept store on the Mainland. The new store was designed with an installation of POPOKING's main character, Little P, flying in a spaceship. In addition to displaying an array

of gadgets and toys, the store showcases a gold jewelry series with a Chinese traditional culture themed. The opening of POPOKING attracted crowds of customers who came to meet with Little P and to explore this colorful "paradise of space".



潮动社区 H! Community

# 暑期实习生计划培育青年人 Internships to Nurture Young People

为协助青年人开阔视野，恒隆与各大机构合作推出暑期实习生计划，为超过20位青年人提供实习机会。

公司参与了由政府推出的“友·导向”计划及由一群社会热心人士推行的“我的前途”计划，五名来自“友·导向”计划的中四学生于6月26及27日参观了恒隆总部，并认识基本的办公室工作和流程；而两名来自“我的前途”计划的中六学生亦于6月1至29日期间受聘为暑期实习生。

公司同时参与了政府推出的首届企业内地与海外暑期实习先导计划，为共10名大学生提供上海的暑期实习机会。

除了先导计划，公司每年亦伙拍不同的海外大学招聘实习生。来自美国南加州大学的赵颖玟对这次的实习机会表示期待，她说：“通过今次的实习，我能认识公司的内部运作，同时也能对香港地产业的发展有更多了解，这个机会实在难能可贵。”



总经理—人力资源潘舜雅女士(右)于“企业内地与海外暑期实习先导计划”启动礼上接受政务司司长张建宗先生颁发证书  
General Manager – Human Resources Ms. Janet Poon (right) receives the certificate from Chief Secretary for Administration Mr. Matthew Cheung at the kick-off ceremony for the government-organized Pilot Scheme on Corporate Summer Internship on the Mainland and Overseas

来自本地及海外学院的实习生于6月19日(星期二)参加在恒隆总部举行的迎新会  
Interns from local and overseas institutes attend an engagement activity at Hang Lung's headquarters on June 19 (Tuesday)



潮动社区 H! Community

# 培育新一代建筑师 Supporting the Next Generation of Architects

为支持建筑及设计人才的培育工作，恒隆连续两年赞助由香港中文大学(中大)建筑学院举办的建筑硕士毕业作品展。今年的展览以Make Some Noise为主题，展出40多名毕业生的创意佳作，作品题材包括房屋、保育、城市设计、公共基础建设、传统建筑、建筑科技和电脑化设计等，除了探讨社会问题外，也展示如何透过建筑可以改变社会和环境。香港建筑师学会会长陈沐文先生、中大建筑学院院长陈丙骅教授、恒隆地产经理—集团传讯(企业社会责任)林咏雅女士及一众嘉宾出席于6月1日(星期五)的揭幕礼。



For two straight years, Hang Lung has sponsored the Master of Architecture Graduation Show organized by the School of Architecture of The Chinese University of Hong Kong (CUHK). With the theme Make Some Noise, this year's graduation show featured the creative work of more than 40 graduates drawing inspiration from a variety of topics on housing, conservation, urban design, public infrastructure, traditional construction, architectural technologies, and computational design to illustrate how architecture can be a driving force for social and environmental change. President of the Hong Kong Institute of Architects, Mr. Marvin Chen, Director of the School of Architecture of CUHK, Prof. Nelson Chen, and Hang Lung's Corporate Communications Manager (Corporate Social Responsibility), Ms. Gladys Lam, attended the opening event together with other guests on June 1 (Friday).



董事—集团传讯及投资者关系关则辉先生(后排中)与来自“友·导向”和“我的前途”计划的中学生合照  
Director – Corporate Communications and Investor Relations Mr. C.F. Kwan (back row, center) with students from the Life Buddies and Project My Future programs

To help young people widen their perspectives, Hang Lung has collaborated with a number of organizations to launch internship programs, providing over 20 youngsters with on-the-job training opportunities.

Under the government-organized Life Buddies program and partnering with Project My Future, an organization that arranges summer internships for high school students, the Company has arranged five F.4 students to tour Hang Lung's headquarters and gain basic office work experience on June 26 and 27; while two F.6 students were employed from June 1 to 29.

This summer, 10 tertiary-level students under another government-organized campaign, Pilot Scheme on Corporate Summer Internship on the Mainland and Overseas, will also become Hang Lung interns in our Shanghai offices.

Meanwhile, the Company has partnered with overseas universities to recruit summer interns every year. Allyson Chiu, an intern from USC, said that she was looking forward to the experience, “The best part about my internship is that I will be able to learn about the Company's internal functions and Hong Kong's property industry.”



赵颖玟期待到恒隆进行实习  
Allyson Chiu looks forward to the internship at Hang Lung

绿色行动 Green Actions

# O<sub>2</sub>全方位为你输送正能量

## O<sub>2</sub> Offers All-round Positive Energy

随着恒隆“提升室内空气品质计划”登场的O<sub>2</sub>小兵团，已经登陆上海、济南和无锡的恒隆广场，并同时于线上及线下跟大家见面！

十六个超萌造型的O<sub>2</sub>小兵团表情包已于微信供公众人士免费下载使用，而为此计划特别制作的O<sub>2</sub>趣味短片，也在社交媒体及商场热播中。

此外，为进一步鼓励大众关注健康生活，无锡及济南的恒隆广场亦与商户携手推出不同的宣传推广。其中，顾客于济南和无锡的恒隆广场内消费，便有机会换领O<sub>2</sub>纪念品或参加抽奖，赢取空气净化器及其他礼物，让大家将好空气和欢乐带回家中。



### 什么是O<sub>2</sub>? What is O<sub>2</sub>?

O<sub>2</sub>一共有66个空气小分子成员，每一个都是表情多多，亦充满幽默感和正能量，不但为大家制造好空气，也为你的日常生活增添趣味，带来好心情！

Comprising 66 fun-loving airborne molecules that exude positive energy, each one with a quirky facial expression, the O<sub>2</sub> corps improves air quality while giving daily life a cheerful twist!



请即扫描 QR code 观看影片



An air quality enhancement scheme, recently completed at Plaza 66, Center 66, and Parc 66, will see the refreshing force of “O<sub>2</sub>” bringing fresh fun to the online world of Hang Lung malls!

A set of O<sub>2</sub> stickers with 16 cute icons is now available online at WeChat's emoji store. In addition, a custom-made fun video can also be viewed on social media and in the malls.

To further encourage healthy living, Center 66 and Parc 66 are launching a series of tenant promotions. Customers who shop at Center 66 and Parc 66 will have the opportunity to redeem O<sub>2</sub> souvenirs or participate in a lottery, where they can win airpurifiers and other gifts.

潮动社区 H! Community

# 恒隆支持绿“惜”建筑

## Hang Lung's Pledge for Green Buildings

恒隆一直致力推动环保节能，并支持香港政府发起的环保倡议，减少光滋扰和节省能源，以履行对可持续发展的承诺。

环境局在6月28日（星期四）举行“户外灯光约章”举行颁奖典礼，表扬在过去一年于晚上11时至早上7时关掉部分大厦的外墙灯光装饰及广告灯光装置的机构。公司旗下的四个物业——山顶广场、淘大商场、渣打银行大厦及雅兰中心，均在此计划中荣获铂金奖。

此外，恒隆于6月21日（星期四）签署由环境局及机电工程署举办的“节能约章2018及4Ts约章”。公司自2012年起每年均签署约章，承诺于6至9月期间维持旗下商场、办公楼及住宅项目的平均室内温度在摄氏24至26度之间，冀与全港市民携手减少用电，实践环保。

Hang Lung has always been in the forefront of promoting environmental protection and energy saving. The Company has pledged its support to the HKSAR Government in reducing light pollution and energy wastage, echoing the sustained efforts in the area of environmental sustainability across its portfolio of properties.

On June 28 (Thursday), four Hang Lung's properties including the Peak Galleria, Amoy Plaza, Standard Chartered Bank Building and Grand Plaza were awarded the Platinum Award at the award ceremony for the Charter on External Lighting for fulfilling the pledge to switch off external lighting during the daily preset time from 11 p.m. to 7 a.m. The Environment Bureau (ENB) held an event to commend companies which complied with the switch-off requirement over the past year.

Hang Lung has also signed the Energy Saving Charter 2018 and 4Ts Charter organized by the ENB and the Electrical and Mechanical Services Department (EMSD) on June 21 (Thursday). Since its inauguration in 2012, Hang Lung has supported the Charter every year by maintaining the indoor temperature at its premises between 24 and 26 degree Celsius during the summer months from June to September. All Hang Lung projects including retail, commercial, and residential properties made their pledges, joining hands with all Hong Kong citizens to save energy and live a green life.



▲ 高级经理——可持续发展李柏麟先生（中排·右四）代表公司接受由环境局局长黄锦星先生颁发的四项铂金奖  
Senior Manager – Sustainability, Mr. Jonathan Li (2<sup>nd</sup> row, 4<sup>th</sup> from right) receives the Platinum Award from Mr. Wong Kamsing on behalf of the four Hang Lung properties that have complied with the switch-off requirement



绿色行动 Green Actions

# 一口清新的空气 A Breath of Fresh Air

空气质素对人类健康十分重要。为了进一步向社区推广恒隆的“提升空气质素计划”，恒隆一心义工队率先在上海和济南推出义工活动，加强公众对空气质素的认识和了解。

Air quality is a major factor in human health and everyday life. To promote Hang Lung's Clean Air Initiative to the public, the Hang Lung As One volunteer teams in Shanghai and Jinan have engaged in a series of community service activities with the intent of raising public awareness and understanding of air quality.



## 恒隆广场·上海 Plaza 66

上海的恒隆一心义工队在6月22日(星期五)到访徐汇区的田林第二中学，教授中学生有关空气质素的知识。义工为学生设计了一连串STEAM科普活动，即包含科学、科技、机械工程、艺术和数学的教育方式。义工首先向学生讲解空气质素的基础知识，然后教学生制做简单的空气质素探测器，使他们从动手做的体验中学习。学生积极学习并勇于发问，还表示此活动开阔了他们的眼界，增进了课外知识。

The Hang Lung As One volunteer team of Shanghai traveled to Tianlin No. 2 Middle School in the Xuhui District of Shanghai on June 22 (Friday) to educate middle schoolers on air quality. The team designed a series of engaging events a la STEAM (a style of education emphasizing science, technology, engineering, arts, and mathematics). The volunteers first gave a lesson on the basics of air quality. Afterward, the students were given hands-on engineering experience as the volunteers taught them to construct simple air quality detectors. The students were eager to learn and peppered the volunteers with questions until the end of the class, indicating that the event had increased their knowledge and broadened their perspectives.

通过制作简单的空气质素探测器，学生获得了机械工程的基本知识  
Students gain engineering skills by constructing simple air quality detectors



## 恒隆广场·济南 Parc 66

济南的恒隆一心义工队在6月27日(星期三)到访了一个儿童康复中心，与约30名残障儿童度过了一个有意义的下午。义工首先向小朋友简介改善空气质素和种植盆栽的方法，然后派发《O<sub>2</sub>画册》并讲解植物如何改善空气质量。义工和小朋友都很享受这个活动，离别时均依依不舍。此活动可说是一场教学相长的经验：小朋友学习了有关空气质素的知识，而义工则学习了如何跟残障儿童相处。

The Jinan chapter of the Hang Lung As One volunteer program traveled to a children's rehabilitation center on June 27 (Wednesday) to spend a meaningful afternoon with about 30 disabled children. They began with a brief lecture on air quality and how to improve it. Then they spent most of the event in a planting exercise, teaching the children how to grow potted plants. The volunteers also passed around O<sub>2</sub> booklets to explain how plants can improve air quality. Both the children and the volunteers enjoyed themselves, and bade a reluctant farewell at the end of the day. It was an educational experience for all: the children learned something about air quality, and the volunteers learned a bit about interacting with disabled children.

义工教小朋友种植盆栽的方法  
Volunteers teach children to grow potted plants



义工向小朋友派发《O<sub>2</sub>画册》  
Volunteers pass out O<sub>2</sub> booklets



潮动社区 Hi! Community | 恒隆广场·无锡 Center 66

# 千里送爱心

## Long Distance Is No Problem for Volunteers Sending Love

The Hang Lung As One Volunteer Team in Wuxi gathered over 400 colleagues to prepare more than 200 school bags filled with stationery, exercise books, thermos mugs and snacks for students of the Gangcha Tibetan Central Primary School, a local school in the remote Xunhua Salar Autonomous County of Haidong, Qinghai.

Mr. Eric Lau, General Manager of Center 66 was the leader of this volunteer event. He said, "We planned the activity and collected the donated materials once we had understood what this school needed. We will continue to pay attention to the needs of different groups in society, and work in collaboration with social welfare organizations to serve the community."

The Gangcha Tibetan Central Primary School is a boarding school built on the base of a pastoral tent. The school is located at a high altitude where the weather can be bitterly cold and the air is thin. Because of the limited resources available locally, the students need external help and support.

无锡的恒隆一心义工队集合公司400多名同事，募集超过200个装满文具、作业、保温杯和零食的书包，运送到青海省海东市循化撒拉族自治县，派发给岗察藏族乡中心小学的学生。

无锡的恒隆广场总经理刘炳富先生表示：“得知岗察藏族乡中心小学需要帮助后，我们立刻策动此次青海捐赠活动，为当地的小学生送上物资。我们会继续关注社区的不同需要，并与社福机构合作，积极进行更多义务工作，为社会提供更多帮助。”

青海省海东市循化撒拉族自治县岗察藏族乡中心小学是一所在游牧式帐篷基础上扩建而成的寄宿小学。由于学校地处高寒缺氧，加上生活环境欠佳，而且缺乏物资，故该校的学生十分需要帮助和鼓励。



▲ 刘炳富（左二）带领义工队准备送给小学生的捐赠物资  
Eric Lau (2<sup>nd</sup> from left) leads the volunteer team to prepare supplies for the students

潮动社区 Hi! Community | 恒隆广场·武汉 Heartland 66

# 为孤儿送上温暖

## Bringing Supplies to Orphans

6月26日（星期四），武汉的恒隆一心义工队与六角亭街道办联合展开“为辖区孤儿助学接力”活动，一同探访区内两名来自穷困家庭的孤儿。考虑到两名孤儿都即将升上高中，义工队特别为他们带来电子阅读器、书券、文具及运动鞋等用品，协助他们迎接新的高中生活。六角亭街道办亦为他们带生活物资。孤儿对义工队及街道办的关怀表示感谢。

On June 26 (Thursday), the Hang Lung As One Volunteer Team in Wuhan joined hands with Liujiaoting Residential District Office to launch a volunteer activity for orphans. They spent a day visiting two middle-school-aged orphans who had recently taken their high school entry

exams. The volunteers brought the orphans e-readers, bookstore vouchers, stationery, sports shoes, and other school supplies to prepare them for their upcoming advancement into high school. The officials from the Liujiaoting Residential District Office also brought them useful supplies. The orphans welcomed their visitors with good cheer, and received their gifts with joy.



▲ 义工向其中一名孤儿送上书券  
A volunteer shows a bookstore voucher to an orphan

▶ 义工向孤儿送上物资  
Volunteers bring supplies to an orphanage



潮动社区 Hi! Community | 恒隆广场·天津 Riverside 66

# 肢体伤残人士体验无障碍设施

## Disabled People Experience Barrier-free Facilities



6月7日(星期四), 天津的恒隆一心义工队为约20位肢体伤残人士举办了一次义工活动, 邀请他们参观恒隆广场并体验场内多项无障碍设施。通过亲身接触, 顾客和员工对伤残人士的需要都有更多的认识。

秉持“只选好的 只做对的”的理念, 公司旗下各个项目均致力打造无障碍环境。天津的恒隆广场已设有专为伤残人士而设的升降机、洗手间及停车位, 以及提供轮椅租借服务。此外, 洗手间内已装有SOS紧急呼叫系统, 方便同事即时为有需要人士提供协助。

On June 7 (Thursday), the Hang Lung As One Volunteer Team in Tianjin held a community outreach event for about 20 disabled people. The team led them in a tour of Riverside 66 to experience the mall's barrier-free facilities. The activity successfully increased public understanding of disabilities as customers and employees were brought into contact with disabled people.

Upholding the philosophy of We Do It Right, the Company strives to create a barrier-free environment in its malls. Riverside 66 features elevators, toilets, and parking spaces reserved for disabled people. The mall also offers rentable wheelchairs and has installed an emergency call system in the toilets for disabled people to request immediate assistance.



绿色·恒隆 HL Sustain

## 贫富悬殊

### Wealth Disparity

世界上有许多不平等的情况, 贫富悬殊尤其严重。

全球国民生产总值(GDP)在过去30年上升近倍, 但各国人民并未因而平等受惠。根据《世界不平均报告2018》, 中国首10%的最高收入人士的收入总和, 占全国国民收入的41%; 而在印度及发展成熟的欧洲地区, 这个比率亦分别高达55%和37%<sup>1</sup>。香港的情况如何? 在2006至2016年这11年间, 香港的基尼系数一直高过联合国开发计划署订定的0.4警戒线, 2016年的数字更达0.539<sup>2</sup> (0即收入分配完全平等, 1即收入分配完全不平等), 排名全球第九位, 问题十分严峻。

为适龄学童创造平等的教育机会, 使他们更具竞争力, 是改善不平等问题的有效方法。青少年发展及教育是恒隆的可持续发展目标之一, 在香港, 公司除了透过陈曾熙基金为员工子女提供大学免息贷款外, 亦推出各项青少年发展计划, 如“恒隆·筑迹——年轻建筑师计划”和“恒隆数学奖”等, 为青少年提供多元化的学习机会。在内地, 各地的恒隆一心义工队亦积极为青少年举办各类型的活动, 以及捐赠物资予贫苦学生, 向业务所在地区之社区提供帮助。

Of the many inequalities of the world, the income gap is among the greatest.

While the world's Gross Domestic Product (GDP) has been nearly doubled over the past 30 years, not everyone has benefitted equally. According to the 2018 World Inequality Report, the share of total national income accounted for by a country's top 10% earners was 41% in China, 55% in India, and 37% among the developed countries of Europe<sup>1</sup>. How does Hong Kong compare? Between 2006 and 2016, Hong Kong's Gini coefficient consistently exceeded the “warning line” of 0.4 set by the United Nations Development Program, measuring 0.539<sup>2</sup> (0: completely equal income distribution; 1: completely unequal income distribution). This was the ninth highest ranking in the world. Clearly, the problem is severe.

Providing children with equal opportunities for education increases their future competitiveness. It is an effective way to reduce inequality. As such, youth development and education is one of Hang Lung's goals for sustainable development. In addition to providing an interest-free tertiary education loans

through the Chan Tseng-Hsi Foundation, for the children of Hong Kong staff, the Company has launched various youth development programs in Hong Kong, such as the Hang Lung Young Architects Program and the Hang Lung Mathematics Award, offering a wide range of educational opportunities for young people. Meanwhile on the Mainland, the Hang Lung As One Volunteer Teams in different cities have held a variety of events for youths and donated supplies to impoverished students, in order to contribute to their respective communities.



1. <http://wir2018.wid.world/files/download/wir2018-summary-english.pdf>  
2. [http://gia.info.gov.hk/general/201706/09/P2017060900417\\_260459\\_1\\_1496993882855.pdf](http://gia.info.gov.hk/general/201706/09/P2017060900417_260459_1_1496993882855.pdf)



天生我材必有用，但有多少人会认真思考及运用自己的优点？为了协助同事发掘个人优点，公司安排两场以“擦亮个人品牌工作坊”（Brand Your Positive Leadership）为主题的讲座。第一场“发掘你的职场优势”（Discover Your Strengths at Work）及第二场“职场正向沟通”（Positive Communication at Work）讲座已分别于6月22日（星期五）及7月20日（星期五）举行，HKU SPACE Executive Academy邱敬贤女士担任主讲嘉宾，与参加者一同探讨如何在职场中发现及运用个人优点，以及建立正向沟通。

邱女士认为优点有很多种，而且全部都能运用于工作之中。除了天赋、教育和经验外，性格、资源和个人兴趣都可以帮助我们在职场上发挥所长。

她说：“当你知道自己的优点，就要善用。”

邱女士引用一个研究例子，比较专注运用个人优点和只愿弥补短点的员工的工作效率，结果说明前者的工作效率较后者高出20%。她补充，善用个人优势不仅能提升工作表现，也能令人更加快乐。

## 认识个人优点 提升工作表现

### Know Your Strengths and Excel at Work

Everyone has their own strengths but how often do we consider exactly what they are, or how to make the best use of them? To give colleagues invaluable insights into this topic, the Company held a series of seminars themed Brand Your Positive Leadership. The series comprises two seminars, Discover Your Strengths at Work and Positive Communication at work, and were held on June 22 (Friday) and July 20 (Friday). Ms. Rosemarie Yau of the HKU SPACE Executive Academy was invited to discuss strengths and positive communication with participants.

Strengths, said Rosemarie, come in many forms, and all of them are relevant to the workplace. Strengths are not limited to one's talents, education or past experience. Other types such as personality traits, resources and even personal interests all have their place.

“Once you know your strengths, the next thing to do is to apply them,” she said.

Rosemarie cited a study demonstrating that employees who focused on using their strengths were 20% more effective than those who concentrated on shoring up their weaknesses. She added that taking advantage of your strengths not only makes you a better worker but a happier one as well.

▶ 香港大学专业进修学院邱敬贤女士  
Ms. Rosemarie Yau of the HKU SPACE Executive Academy



## 体验智能健身 Workout with a Difference

很多同事都会去健身中心跑步、做瑜伽、踩单车……嫌太普通？来试玩智能健身吧！恒隆康体会于6月25日（星期一）举办了一场“智能健身体验”，与近40位同事一同在结合多媒体科技及韩国流行音乐的场地HoloFit，体验智能健身及LED 4D健身单车的乐趣。

喜欢做运动同时又爱玩电动的2017管理培训生何俊乐认为跳舞最好玩，他说：“我们在教练的带领下，跟着地上的灯光指示跳舞，就像一班朋友同时在游戏机中心玩跳舞机，大家一边流汗，一边大笑，非常好玩！”



If you think it is just too boring or ordinary to exercise in a normal gym, then why not try having a workout at a premises that offers digital effects and K-Pop music? On June 25 (Monday), the Hang Lung Social Club held a workout session at HoloFit, a fitness center that provides virtual reality environments, and about 40 colleagues attended and tried the center's unique fitness class.

2017 Management Trainee Edwin Ho, who likes sports and digital games, said, “Under the instructor's guidance, we followed the lighting directions to dance step by step. It was like a group of friends playing with a dancing machine at a game center. We sweated, laughed and enjoyed ourselves a lot. This was an awesome experience!”

# 恒隆龙舟队出战公开赛

## Hang Lung Dragon Boat Team Makes Splash

恒隆龙舟队今年出战荃湾区及大埔区两个公开赛，并于端午节当日在大埔区500米男女子混合赛初赛中，勇夺第三名。虽然龙舟队最终未能在决赛取胜，但队员们均表示享受比赛，并扬言会继续努力练习，希望能以更佳的状态出战明年的赛事。

首年参加龙舟队的2017管理培训生何俊乐表示：“即使面对经验丰富的对手，我们亦能表现出应有的专注及团队精神。我们将继续参与训练，期待明年能创更好成绩！”



For this year's Dragon Boat Festival, the Hang Lung Dragon Boat Team raced in the Tsuen Wan and Tai Po District contests and claimed third place in the preliminary match of the 500m mixed race in the latter event held on the day of the Festival. Although failing to bring home the championship, team members enjoyed themselves and pledged to practice harder in preparation for next year.

2017 Management Trainee Edwin Ho, a first-time dragon boat team member, said, "We did not get cold feet even though the opponents were more experienced. We focused keenly on the races to bring team spirit into full play. We will continue to practice and look forward to achieving good results next year!"



### 品味生活 Savor Life

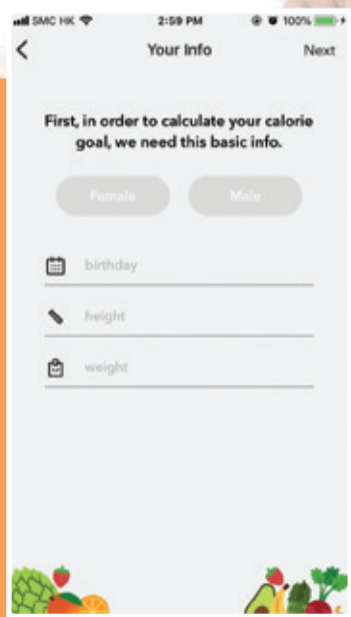
APP +

# 碟子上的卡路里

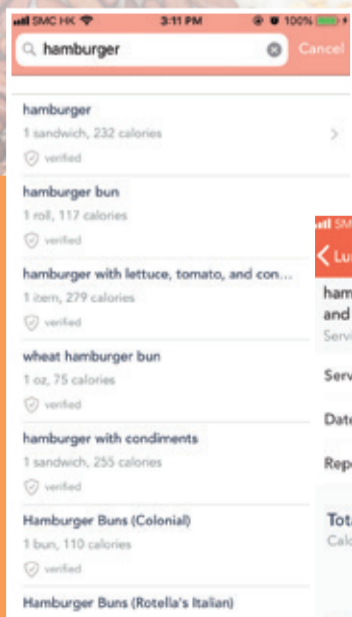
## Count Those Calories on Your Plate

我们经常将节食减肥挂在嘴边，但始终还是抵挡不了美食的诱惑，尤其在朋友饭局，少不免会吃下高盐、高糖或高脂的食物。现时有不少手机应用程序协助记录食物营养、饮水量及运动量，然后计算摄取了多少卡路里，提醒用家避免超标。今期，我们为大家介绍MyPlate Calories Counter应用程序，帮助用户计算摄取的卡路里和营养。

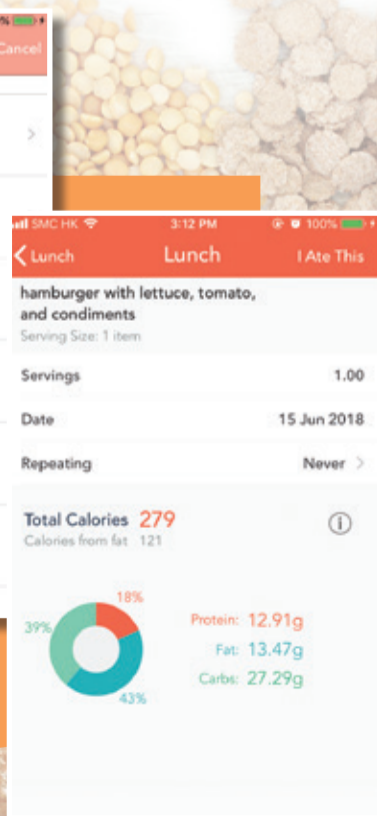
We constantly talk about dieting and how to keep fit, but the truth is not many of us can resist the temptation of food. Tasty food is usually salty, sweet and fatty and is inevitably on offer at social gatherings. Recently, a number of mobile apps became available that help to record nutrition in food, your water intake and the amount of exercises you take. The apps also alert users when they have taken excessive calories. In this issue, we introduce to you an app called MyPlate Calories Counter which enables you to calculate the calories and nutrients on your plate.



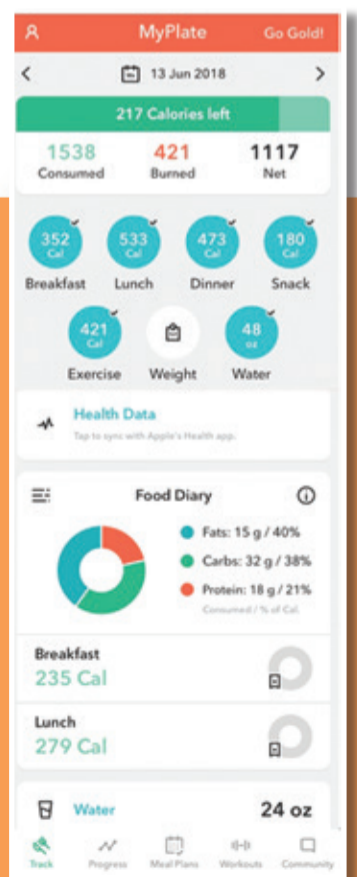
输入个人资料以计算每日的卡路里摄取上限  
Enter your personal information to enable you to calculate your maximum daily intake of calories



选择食物，记录卡路里及营养成分  
Select food items and record their calories and nutrients



足够的水分仍很重要，应用程序会根据纪录，提醒用户“补水”的需要  
Water is also important. The app records users' water intake and alerts them when they should drink more



纪录综合所有资料，并详细列出摄取量  
The record compiles all data and shows every entry in detail

# 秒杀波鞋

## SECOND KILL Launches Killer Marketing Campaign

波鞋店要突围绝非易事，90后的Theo如何凭独到的眼光和宣传策略，在五年内将自己创立的“秒杀波鞋”（Second Kill）由网店扩充至现今面积逾4,000呎的实体店，并在Instagram吸纳逾23万粉丝？今期《潮圣地》找来店主Theo分享经验，并介绍今季最潮的波鞋款式。

Sport shoes stores are everywhere in Hong Kong, hindering entrance into the market. However, post-90s young businessman Theo broke through using unique vision and marketing strategy, and successfully opened his own shop, Second Kill. In just five years, Theo turned his online store into a physical venue and has expanded the store twice. The store's area is now over 4000 square feet and its Instagram has more than 230k followers. The results speak for themselves. In this issue, we asked Theo to share the trend of the market and introduce the most popular sport shoes to us.



### 打好网上战 Win the Digital Marketing Battle

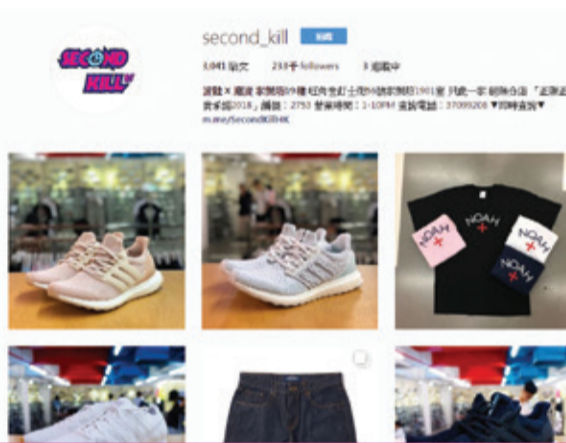
Theo认为抢先推出最多新款式只是基本要做的事，若要突围而出，关键在于如何在网络世界打胜仗。在Instagram还未流行之前，Theo已经率先为店铺开立帐户，并经常更新及与不同的网店合作，又请来网红做宣传，不但令粉丝数目显著增加，还成功吸引目标顾客“搵上门”。

Other than providing a wide range of sport shoes, Theo said that you need to win the online market if you want to be outstanding. Before Instagram became popular, Theo had already seized the opportunity to open an account for the store and update it frequently. Moreover, he organized some crossover activities with different stores on Instagram and invited key leaders of the field to promote the store. These campaigns increased the number of fans significantly. This multi-pronged approach soon brought a wealth of customers to his doors.

### 展望未来 Looking to the Future

由于不爱打工，Theo起初只是“试下”创业卖波鞋，虽然如今的成绩不俗，但他仍希望拓展事业版图。他以坚定的语气说：“我希望可以开设更多分店，下一个目标是澳门。”

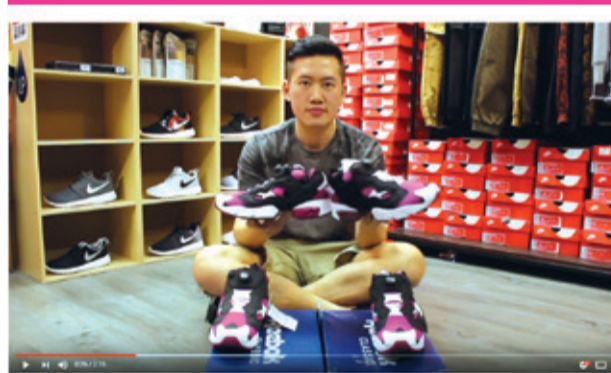
Reluctant to find a regular job, Theo originally only meant to try his hand at entrepreneurship. With the level of success he has achieved, however, Theo now plans to expand his business further. "I hope to open more branches, and my next target is Macau," Theo said with a firm tone.



### 建立信誉 Building Reputation

使品牌成为“正货保证”尤其重要，Theo说：“很多人都担心会在网上买错假货、翻版货，于是我在开业初期拍片教人分辨正货。这不仅令顾客对我的网店信心大增，亦尽收宣传之效，一石二鸟。”Theo的短片还吸引了传媒报道，成功为店铺打响招牌，成为顾客信心之选。

Theo says it is especially important to make the brand a guarantee of authenticity. "Many people are concerned about the authenticity of goods when shopping online. Thus, in the early stages of my business, I recorded videos to teach customers how to distinguish the authenticity of the shoes. This boosts the confidence of customers and it is also another way of marketing." This move generated many positive responses and much media coverage for Theo. As a result, the store gained customers' trust despite being online.



### 潮鞋精选 Special Recommendations



Nike Zoom Fly Betruer  
\$1799

Adidas NMD Core Black  
\$999



Adidas Ultra Boost 4.0 Parley  
\$1699

### 怀旧装修逐格睇 Nostalgic decoration Overview

著重网上宣传的Theo在店铺装修都下了一番功夫，加入地道怀旧元素，希望将店铺打造成网上打卡地点，又可以收宣传之效。

Theo, who focuses on online promotion, has made a lot of effort in the decoration of the store, adding authentic nostalgic elements in the hopes of making the store a profitable consumer hotspot.



秒杀波鞋 Second Kill

地点：旺角登打士街56号家乐坊1901室  
营业时间：1-10PM

Location: Room 1901, 19/F, Gala Place, 56 Dundas Street, Mongkok  
Opening Hours: 1-10PM

迹 City Contour

# 赤柱: 岸隅雅致

## Stanley: Seaside Delights

香港开埠早期，赤柱是港岛最多人居住的地方。由于有不少水上人聚居，因此建有有不同的传统中式庙宇。后来，赤柱成为军事据点、西方人为主的住宅区，也因此布满殖民风格的建筑。更有趣的是，连其他地区的“落难”建筑都被安置在这里，成就奇特的岸隅雅致。

Stanley was once the most populated area on Hong Kong Island. The many temples along the coast speak to its origins as a fishing village. It later became a military base with residences housing Europeans. Colonial-era public buildings that can still be found today include the local post office and the former police station with its colonnaded open verandas. A peculiar development in recent years has seen Stanley turned into a "dumping ground" for heritage buildings from elsewhere in Hong Kong.

### 1 赤柱市政大厦 Stanley Municipal Services Building



于2006年启用，设计以环保及简单时尚为主，其中央庭院仿照中国四合院兴建，当中的玻璃地台让阳光在日间渗进礼堂，晚间则透出礼堂里的灯光。

Opened in 2006, this building adopts a simple and modern design that adheres to green codes of construction. It features a walled courtyard modelled on traditional Chinese courtyard house, with a glass floor that allows sunlight to penetrate during the day, and lighting inside the hall to illuminate the courtyard at night.

### 2 旧赤柱警署 Old Stanley Police Station

旧赤柱警署于1859年建成，是香港现存历史最悠久的警察建筑物，楼高两层，前方和后方均设阳台，以古典风格的柱廊装饰点缀外墙，设计简洁平实。



Completed in 1859, the station is the oldest police station in Hong Kong that has been preserved to this day. This two-story building features open verandas on both the front and at the back.

### 3 赤柱邮政局 Stanley Post Office



于1937年启用至今，是香港现存最悠久的邮政局。邮政局属实用主义风格，其建筑特色包括以木制桁梁和横梁组成的屋顶、以粗面批荡饰面的外墙、木造门窗等。

In operation since 1937, this is the post office with the longest history in Hong Kong. It was built in a utilitarian style with wooden beams and trusses, plastered walls, and wooden doors and windows.

### 4 赤柱公立医局 Stanley Public Dispensary

原是1930年代建成的住宅，于1948年改作医务卫生署辖下的公众诊所及产科病房，为附近以渔业维生的村民提供医疗服务。

The Dispensary was originally a 1930's residential building. It was later redeveloped into a public clinic and maternity ward in 1948 under the supervision of the Department of Health, providing medical services to the nearby residents who earned a living by fishing.

### 5 赤柱八间屋 Pat Kan Uk



建于1930年代，是对当年被英军因建军建设而被迫迁徙的居民作出赔偿。建筑物融汇了中西建筑特色，布局和中式传统民居规模相若，墙身上用红砖砌成。

Pat Kan Uk was built in the 1930's to relocate residents displaced by barracks construction during the British occupation. Its design is a blending of East and West, with a traditional Chinese layout and walls built with Western-style red bricks, a building material commonly used in western architecture.

### 6 水仙古庙 Shui Sin Temple

于乾隆年间(1736-1795)落成，是香港唯一供奉水神的庙宇，古庙别具清代乡土建筑风格，墙身以砖砌成，梯级和墙角则以花岗岩来建造。

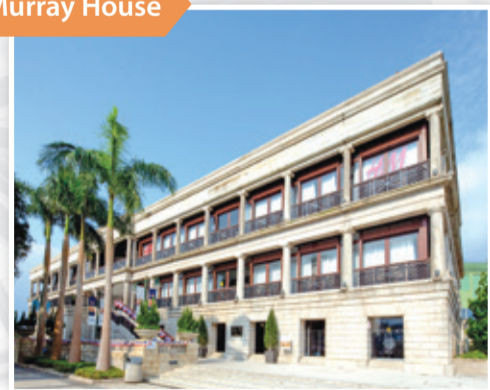
Completed during the reign of the Qianlong Emperor (1736-1795), this is the only temple in Hong Kong that worships the water deity, Shui Sin. The temple is in Qing rustic style with brick walls, while the steps and corners are made of granite.



### 7 美利楼 Murray House

建于1843年，糅合中西建筑特色，采用仿希腊复古式的圆形石柱及中式瓦面的房顶，属中环美利兵房一部分，在1998年重新安置“搬”到赤柱。

Constructed in 1844, Murray House incorporates both Eastern and Western styles in its architectural design. The Greek-revival pillars and Chinese-style tile roof were part of the Murray Barracks. The building underwent brick-by-brick relocation to Stanley in 1998.



### 8 赤柱卜公码头 Blake Pier



卜公码头原在中环，经历多次拆卸和重建后获安排重置于赤柱现址。码头曾是新任港督、皇室成员及重要人物抵达香港的落船地点，现为来往香港仔与蒲台岛街渡航线的码头，亦开放予公众使用。

The original Blake Pier was located in Central, and was relocated to its existing site in Stanley after several iterations of demolition and

redevelopment. It was once a place of disembarkation for the new Governor, members of the Royal family and important figures upon arrival to Hong Kong. It is now a public pier with ferry services offered between Aberdeen and Po Toi Island.

### 9 天后古庙 Tin Hau Temple



于清朝乾隆32年1767年，现时庙内仍存有清朝建庙时铸造的铜钟。古庙的建筑为二进式四合院设计，中间设有天井。

Stanley Tin Hau Temple was built in the Qing dynasty in 1767, during the reign of Qianlong Emperor. The temple was designed in Chinese courtyard style with an atrium in the middle. The temple still retains the Qing-era bronze bell.

今期“建”多识广带大家走访北美洲国家墨西哥，看看一个位于墨西哥城的独特建筑——巴斯孔塞洛斯图书馆 (Biblioteca Vasconcelos)。

这座被视为墨西哥几十年来最重要的公共建筑，是该国继后来胎死腹中的联邦立法宫在1896年公开征选建筑师后，逾一个世纪以来首个透过国际建筑比赛选拔设计的项目。而墨西哥城是全球人口最稠密的都市之一，每平方公里的人口密度为6,006人（略低于每平方公里人口达6,690人的香港），城市缺乏绿化空间。因此，成功从全球逾500份计划书当中脱颖而出的墨西哥建筑师Alberto Kalach，就提议图书馆不应纯粹是“知识的方舟”——除了装载国民知识的图书馆空间本身，更于馆外增设植物园，网罗国家的“自然智慧”。

这选址于墨西哥城北部布埃纳维斯塔火车站 (Buenavista train station) 附近的项目，已经由一度荒芜的土地，摇身一变为一个占地逾26,000平方米的自然宝富，种植逾60,000棵来自168个品种的树木、灌木和草本植物。不过，当欣赏过这片绿洲后走步入图书馆，就会即时感受到建筑物内部产生的强烈对比。

走进图书馆，抬头正是一系列犹如飘浮于半空的书架！以吊臂悬垂于钢筋玻璃天花下的书架，是整个项目最瞩目的设计元素，也切合图书馆的身份。加上玻璃外墙、半透明地板和墙壁，为馆内空间营造空灵缥缈氛围，置身外太空的感觉。有人将图书馆与《星空奇遇记》的波格太空船舱相提并论，有人认为图书馆骤眼恍如电影《2020》的场景，有人说更像身处于电影《潜行凶间》的梦中潜意识迷宫。

图书馆造价9,800万美元，占地40,000千米的书架共收藏575,000本书籍。这幢46,452平方米的建筑采取天然采光和通风设计，不设冷气输送管和机械排气口，只于建筑物顶层和底部设置通风口。此外，图书馆亦特别于外墙增设百叶窗，以遮蔽热带地区过于炽烈的阳光。图书馆以1940年代出任墨西哥国家图书馆馆长，杰出的阅读和教育倡导者荷西·巴斯孔塞洛斯 (José Vasconcelos) 的名字命名。这家图书馆于2008年开幕，今天名声已响遍建筑爱好者和爱书人圈子，朝拜者络绎不绝。



“建”多识广 ArchiFun

文：张宇翔，高级经理——成本及监控  
By Eugene Chang, Senior Manager – Cost & Controls

## 巴斯孔塞洛斯图书馆 Biblioteca Vasconcelos

This time our archi-tour goes to Mexico in North America, to take in the Vasconcelos Library (Biblioteca Vasconcelos) designed by Alberto Kalach in Mexico City.

Opened in 2008 and the most important public work for decades in Mexico, the library was the result of the country's first international competition in more than a century, since the never-completed Legislative Palace in 1896. Mexico City is one of the most densely populated urban areas in the world with a population density of 6,006 people per square kilometer, (compared to Hong Kong at 6,690 people per km<sup>2</sup>), and is also known for its lack of green space. For this reason, Mexican architect Alberto Kalach, who beat more than 500 other proposals worldwide, proposed a vision for the library that was not simply a “great ark of knowledge” – rather, with the library space itself housing the country's human knowledge, the architect introduced a botanical garden outside to hold the country's natural knowledge.

Over 60,000 specimens of 168 species of trees, shrubs, and herbaceous plants were planted in this botanical garden over an area of 26,000 square meters of once barren landscape in northern Mexico City near the Buenavista train station. Yet, as one walks past this grand display of natural beauty and enters the library, one would be immediately hit by the contrast created by the building's architecture.

Appropriately for a library, the bookshelves serve as the most astonishing design element of the project. In steel and glass they hang, cantilevered, from the ceiling above the mall hall, appearing as if they are floating overhead. The glass façade and the translucent floors and walls create an ethereal, spacey ambience inside. Some suggested their first impression of the library was of the movie Blade Runner, exuding both futuristic and dystopic elements. Some compared it to the interior of Borg spaceships from Star Trek, while others felt that they were inside the labyrinth dream sequence in the movie Inception.

The 98 million-dollar library contains a collection of 575,000 books across 40,000 meters of shelving. This 46,452 square meter structure relies on daylighting and natural ventilation with no ducts and mechanical chassis, but simply vents at the top and the bottom of the building. In addition, louvers are added to the façade to provide shade against the searing tropical sun. Named after José Vasconcelos, president of National Library of Mexico in the 1940s and a great reading and education advocate, the Vasconcelos Library is one of the most well-known and frequented libraries for both architecture and books lovers.

### 每月奖不停

FunCorner

知道答案的同事请即上内联网互动专区递交答案，或把答案连同中文姓名、所属部门和联络方法，发电邮至Connections@HangLung.com，亦可经内部邮递交到集团传讯部。截止日期为2018年8月10日（星期五），我们会每期抽出共10位得奖同事，每人更可获得当地币值100元的购物礼券。

### 7月号题目：天堂之门（猜日本的其中一个城市）

5月号题目：餐厅24小时营业（猜一天文现象）？ 答案：日全食

得奖者：

黄思思 恒隆广场·无锡  
岳丹 恒隆广场·无锡  
尹禹婷 恒隆广场·大连  
宋路路 恒隆广场·大连

马蓝澜 市府恒隆广场·沈阳  
王鹏远 市府恒隆广场·沈阳  
门怡 恒隆广场·天津

李中密 恒隆广场·济南  
康杏旋 香港  
李雁婷 香港

6月号的答案将于下期公布，敬请留意！

恒隆地產  
HANG LUNG PROPERTIES



《连系恒隆》由恒隆地产集团传讯部每月出版，刊物保留所有文章及照片的版权。我们雇用匡智会负责信件处理及邮寄地址标签工作，以示对社会企业的支持。

如阁下选择拒绝接收，请透过《连系恒隆》网页或电邮至Connections@HangLung.com送出指示。

恒隆地产网址：[www.hanglung.com](http://www.hanglung.com)

网上版《连系恒隆》：<http://connections.hanglung.com>

总编辑：莫巧宜 副编辑：叶颖贤

Connections is a monthly newsletter published by the Corporate Communications Department of Hang Lung Properties. Hang Lung Properties owns the copyright of all articles and images in the newsletter. As part of our commitment to social enterprises, we hire the Hong Chi Association for lettershopping services.

If you do not wish to receive Connections, please unsubscribe through e-Connections or email to [Connections@HangLung.com](mailto:Connections@HangLung.com).

Hang Lung Properties: [www.hanglung.com](http://www.hanglung.com)

e-Connections: <http://connections.hanglung.com>

Chief Editor: Elaine Mok Associate Editor: Barbie Ip

