



“恒隆会”顾客关系管理计划

HOUSE 66 引领高端生活方式 打造尊贵服务体验

CRM Program to Fulfil Luxury Lifestyle Aspirations with Service Excellence



恒隆会

HOUSE 66



行政总裁的话 CEO Message



各位同事：

加入恒隆四个月以来，时间过得十分充实。期间我已走访公司旗下所有的项目，包括在建的项目，并与各团队会面。我对公司现况有更深入的掌握，亦对每一个项目有确切的了解。在过程中，我很享受与同事交流，亦有助我熟习公司的运作。

公司矢志发展成为一间备受尊崇的全国性商业地产商的目标始终不变。在7月，公司公布上半年业绩，整体表现令人满意，在租赁收益、出租率及租户销售表现均有增长，让我坚信公司发展方向正确。然而，我们不应满足于现状，必须展现更卓越表现、与伙伴更紧密合作以达致共赢，与公司再创高峰。

经这段时间的观察及深思，及与管理层的讨论中，我们锁定五大业务策略，它们对恒隆未来至关重要。我有信心这些策略将为公司带来丰厚回报，让公司持续增长。

首先，我们必须“以客为本”，更重视客户的需要。正因旗下项目，包括商场、甲级办公楼、服务式寓所，及酒店定位是服务高端客群，我们必须吸引高消费层的客户，这客户群将是我们在各个市场的首要对象。以内地市场为例，随着生活品味的提升，将带动个人消费，而经济增长及中产阶级的冒起，对世界级办公楼和公寓的需求益增。为配合客户所在地的特性，我们需要提供最优质的服务及商品，通过与客户建立直接的关系以提升他们对恒隆的忠诚度，方可成功。此外，与业务伙伴和持份者建立长远的策略伙伴合作也是不可或缺。

其次，是建立恒隆品牌体验，提供最优越的客户服务，将客户体验提升至更高层次。我们需要在市场推广及传讯企划中融会恒隆的品牌优势，从线上到线下贯彻品牌体验，将为我们的物业组合营造更好的协同效应。

第三，在生活更趋数码化的年代，我们也必须充分运用科技，提升生产力与效率。透过结合顾客关系管理计划与数据分析，更清晰了解客户的需求，进而提升业务表现。

对外策略固然重要，但强化自身能力也是关键，这包括团队发展以至资产管理方面的高效执行力。公司有数个在建的项目，我们得确保项目既符合高质量的要求，也要在核准预算内按时完成。人才是我们最重要的资产，我们需要提供事业发展机会，让公司得以持续发展，也为团队培育合适人才以面对未来的挑战与机遇。

最后，如董事长所言，秉持诚信乃公司的最大优势。这也是恒隆的核心价值，因此我们必须继续保持高透明度，向持份者负责，坚守最高的企业管治与道德水平。恒隆明白公司对社会的影响力，因此我们致力建设社区并带来经济、社会及环境上的裨益。

我在上月的员工汇报会上分享我对公司的展望，阐述我们的策略重点。今后，我们便得一起落实执行策略，实践我们眼中的未来。坚守目标、专心专注是成功的不二法门，我相信只要团队上下一心，便可成就大事。

感谢各同事一直坚守岗位，支持公司的愿景。让我们继续努力，迈向可持续增长这个共同目标。

行政总裁
卢韦柏

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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HOUSE 66 引领高端生活方式 打造尊贵服务体验

CRM Program to Fulfil Luxury Lifestyle Aspirations with Service Excellence

为进一步实践以客为本、追求卓越服务的营运策略，恒隆最近率先在旗舰项目上海的恒隆广场推出全新顾客关系管理计划“恒隆会”，为顾客提供更多专属及个人化的尊贵体验。

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.

行政总裁卢韦柏先生表示：“作为以顾客服务和市场营销为重心的商业地产公司，恒隆重视与客户的直接联系，在日常营运中，我们会秉持‘以客为本’为理念及策略。‘恒隆会’的推出，将可让我们掌握大数据，从而制定更高效的租赁策略，配合一系列会员限定的配套服务，为顾客带来真正独特的体验。此外，‘恒隆会’亦将继续深化与各品牌及商户的合作，协调及整合不同品牌所提供的服务和礼遇，为顾客精挑最合适的货品及服务，最终与顾客及商户一起达致三赢。”

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.”

◀ 卢韦柏（中）宣布“恒隆会”正式推出
Weber Lo (center) announces the launch of HOUSE 66



◀ 吴彦祖亮相HOME TO LUXURY主题活动，瞬间将现场氛围推至高点
Daniel Wu takes the ambience to a new high as he addresses guests at the HOME TO LUXURY anniversary party



HOME TO LUXURY 主题活动 延续恒隆瞩目成就

上海的恒隆广场于去年完成大型资产优化计划并举办HOME TO LUXURY盛装派对，巩固了领先地位。为延续瞩目成就，并持续引领优质生活方式，恒隆广场今年再度举行HOME TO LUXURY主题活动，邀请逾2,000位贵宾和商业伙伴出席，并于9月7日（星期五）为The Lounge举行盛大仪式，标志着贵宾室正式向“恒隆会”的绿宝会员开放。

行政总裁卢韦柏先生、执行董事陈文博先生、执行董事陈家岳先生、董事一租务及管理彭兆辉先生、恒隆广场总经理胡惠雅女士与知名影星吴彦祖、知名演员张雨绮和义大利著名艺术家、《福布斯》欧洲30岁以下最具影响力的艺术家之一Edoardo Tresoldi，一同主持揭幕礼，共同庆祝恒隆广场巩固HOME TO LUXURY的至臻定位。

恒隆广场总经理胡惠雅女士说：“恒隆广场视‘优质服务’和‘以客为本’作为日常营运的重中之重。此次The Lounge正式向绿宝会员开放，正是透过专属私密空间与客人建立更直接关系的重要举措，其将成为恒隆广场和会员之间的重要纽带，为宾客带来优质且高端的服务体验。”

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."



张雨绮以“恒隆体验官”身份见证The Lounge正式向绿宝会员开放

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、彭兆辉、卢韦柏、吴彦祖、张雨绮、Edoardo Tresoldi、陈文博及陈家岳在台上举杯欢庆，为HOME TO LUXURY主题活动揭开序幕

(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主题活动中完成其作品Etherea在亚洲的首场表演，结合恒隆广场的宽敞室内空间，营造出美轮美奂的氛围

Edoardo Tresoldi inaugurates the first Asian show of his site-specific installation, 'Etherea', during the HOME TO LUXURY anniversary party at Plaza 66



▲ 商场一楼特设互动拍照装置，为尊贵顾客定格尊享时光
An interactive photo device at Level One of the mall lets guests take photos as a memento



▲ 专业舞蹈员Kinfolk展现妙曼舞姿，衬托出恒隆广场的尊贵气派
Professional dancers Kinfolk express the essence of Plaza 66's luxurious lifestyle offering through their beautiful performances



▲ 高端餐饮商户在各楼层为宾客送上来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

名师设计The Lounge 彰显超凡品位

World-class Design Exhibits Extraordinary Taste at The Lounge

The Lounge由世界知名设计师Ilse Crawford倾力打造，以Home away from Home为设计概念，营造出愉悦、贴心的服务环境，为顾客提供独特尊贵的聚会场所，感受犹如在家一般的舒适体验。

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.

▶ 会客厅 Living Room



The Lounge整体细腻考究的装潢彰显了低调奢华的空间属性，多重纹理与碰撞色彩相结合的生动创意，既满足了功能性，又增加了空间的艺术感。The Lounge设有独具匠心的不同空间，包括会客厅、用餐间、梳妆间等，每个房间均能灵活调整，满足顾客和品牌的需求。The Lounge的每个空间都营造了私密的氛围，宾客不仅可与朋友与家人一起放松心情，更可享受贵宾体验专员的尊贵服务。The Lounge还设有放映场地、活动场地，是举办私人宴请、国际品牌鉴赏会的至臻之选。

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.



▲ 国际著名时装品牌派出专业设计师，在The Lounge为顾客提供私人的尊贵服务
(左图：Joyce；右图：Ermenegildo Zenga)
International designer fashion brands provide private services to guests of The Lounge (left: Joyce; right: Ermenegildo Zenga)



恒隆出版2018财政年度中期业绩报告

Hang Lung Publishes FY2018 Interim Reports

恒隆地产及恒隆集团的2018财政年度中期业绩报告已经出版。在今年的《致股东函》中，董事长陈启宗先生指出，在回顾期的这六个月里，内外环境皆发生了许多事情。

陈启宗表示，公司内部两项最重大的事情，必然是新任行政总裁履新和在杭州购入一幅地块。同时，他对公司未来表达了乐观愿景。对于外在环境，他对中美关系作出了评论，并预期这次纷争将不会对公司的业务有太大伤害，相关影响反而有可能对我们的营运有些裨益。

2018财政年度中期业绩报告已上载于恒隆官方网站，欢迎下载和浏览。

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

恒隆地产



恒隆集团



Hang Lung Properties



Hang Lung Group



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.



恒隆广场·上海 Plaza 66

将“家”立体化

Visualizing the concept of Home

“家”在很多人心目中担当着一个非常重要的地位。于去年完成大型资产优化计划的上海的恒隆广场，便邀请了装置艺术家潘宝明女士，在第一座办公楼的大堂设立了一幅以“家”为主题的巨型装置艺术。

取材自董事长陈启宗先生的母亲——陈谭庆芬女士的画作，潘宝明以5,000个独特造型的小盒子喻家，把一幅面积超过54平方米的艺术作品完美装嵌于办公楼大堂。

为了让公众人士对艺术装置有更多认识，办公楼大堂特设了一条短片解释创作概念。

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, Ms. 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.



请即扫描 QR code
观看影片



恒隆广场·昆明——世界级地标建筑光芒逐现

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

请即扫描 QR code
观看影片



恒隆于中国西南地区的首个综合商业项目——昆明的恒隆广场于9月12日（星期三）举行封顶仪式，标志项目迈进新的里程，春城昆明即将迎来一座全新的世界级城市地标。

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.

封顶仪式由行政总裁卢韦柏先生、首席财务总监何孝昌先生及执行董事陈文博先生，联同一众恒隆高级管理层主持，并承蒙云南省招商合作局副局长王青梅女士、盘龙区副区长易迎霞女士、昆明市投资促进局副局长骆晓林先生、中国建筑第八工程局有限公司董事长校荣春先生，以及上海建工集团股份有限公司总裁卞家俊先生一同参与。

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.



▲ 行政总裁卢韦柏先生（左八）、首席财务总监何孝昌先生（左六）、执行董事陈文博先生（右八），联同一众恒隆高级管理层，以及云南省招商合作局副局长王青梅女士（中）、盘龙区副区长易迎霞女士（右七）、昆明市投资促进局副局长骆晓林先生（左七）、中国建筑第八工程局有限公司董事长校荣春先生（左三）、上海建工集团股份有限公司总裁卞家俊先生（右三）一起主持昆明的恒隆广场封顶仪式

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. XiaoRongchun (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

卢韦柏先生表示：“恒隆地产一直坚持在黄金地段发展世界级的商业物业。昆明作为中国重要的旅游和商贸城市，具有无可比拟的发展潜力。我们有信心，恒隆广场与昆明将可一起在经济及社会发展上，再创高峰。‘以客户为本’是我们重要的营运策略，恒隆广场亦将锐意为昆明的市民，带来更多元化的选择、更优质的生活、更大胆创新的购物消闲体验，满足昆明及周边地区的消费者的需求。”

他续说：“恒隆广场的建设发展多年来获得了各级政府的大力支持，以及总承建商的努力及配合，未来我们将全力进行内部装修工程及招租工作，以最优秀的硬件设施及卓越的软件服务配套，吸引更多的国际知名品牌及企业进驻，让昆明的经济发展成就，与国际大都市看齐。”



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."

▲ 行政总裁卢韦柏先生感谢昆明的恒隆广场团队的努力和贡献

CEO Mr. Weber Lo thanks the effort and contribution by the team of Spring City 66 in Kunming



行政总裁卢韦柏先生
CEO Mr. Weber Lo



上海建工集团股份有限公司总裁卞家俊先生
Mr. Bian Jiajun, President of
Shanghai Construction Group Co., Ltd.



中国建筑第八工程局有限公司董事长校荣春先生
Mr. Xiao Rongchun, Chairman of
China Construction Eighth Engineering Division Corp. Ltd.



盘龙区副区长易迎霞女士
Ms. Yi Yingxia, Deputy Governor of
Panlong District, Kunming

与世界级团队对话 呈现昆明城市基因 Dialogue with World-class Construction Teams to Unravel Kunming's Unique DNA



▲ 董事—项目管理劳建亮先生（右五）、KPF执行总监Mr. Peter Gross（右六）、KPF高级副总监刘怡得女士（左五）、国际概念设计有限公司董事Mr. Richard Wood（右四）及中国区董事总经理王奇先生（右三）、澧信工程顾问有限公司董事梁志明先生（左二）及项目经理陈建新先生（左一），与负责昆明项目的同事出席媒体交流会，分享恒隆广场的设计理念
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

要承担起推动云南经济发展的重任，昆明的恒隆广场首先在建筑设计上力臻完美，透过与世界级建筑团队合作，在设计方面突显昆明的城市基因，提升当地的建筑标准。8月23日（星期四），担任项目的建筑师及办公楼室内设计顾问的建筑事务所Kohn Pedersen Fox Associates (KPF)、负责商场的室内设计的国际概念设计有限公司 (Concept i) 和担当项目的机电工程设计的澧信工程顾问有限公司 (J. Roger Preston Limited) 到访昆明，出席以“呈现城市基因 对话世界级建筑”为主题的媒体交流会，向当地媒体分享恒隆广场的建筑设计理念。

恒隆地产董事—项目管理劳建亮先生表示：“恒隆与世界顶级的建筑团队合作，把尖端的设计概念及技术注入昆明的恒隆广场。项目在设计、取材、营运层面等都突显昆明的城市基因及文化特质，配合可持续发展的元素。我相信项目除了为昆明带来最好的品牌及设计外，还担当一个重要的角色，就是向世界展示云南最好的一面。”

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设计总监Mr. Jeffrey Kenoff及KPF执行总监Mr. Peter Gross介绍如何刻意把项目塑造出高低起伏的层次感，配合昆明山峦起伏的山势，并为外立面墙体材质颜色选取了昆明著名景点石林的石质原色，尽显昆明自然特色。



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.

国际概念设计有限公司董事Mr. Richard Wood指出项目多用天然材料，利用中庭天窗引进自然光到公共空间，加上暖色调和鲜绿的装饰，呈现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.



澧信工程顾问有限公司董事梁志明先生（左）及项目经理陈建新先生（右）讲解项目的“E2设计”（Energy Saving & Environmental Friendly Design）高效能方案，如何提升用电、用水等方面的效能，并保持室内空气质量，满足甲级办公楼与世界级商场对高效节能的设计要求。

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.



恒隆囊括四个公共关系策略大奖

Hang Lung Receives Four PR Awards

凭借卓越的公关宣传策略，Fashion Walk和上海的恒隆广场在本年度的PR Awards中荣获合共四个大奖，证明公司矢志打造崭新体验的成果，获得业界肯定和认同。

锐意打造潮流王国形象，联合特色品牌带来多元化体验，Fashion Walk于年初推出的Kingston, The New Kingdom企划勇夺三个大奖，包括“最佳公关活动—生活品味”银奖、“最佳内容运用”铜奖及“最佳公关活动—公众关注”铜奖；而为庆祝上海的恒隆广场完成大型资产优化计划而举行的Home to Luxury盛装派对，亦同时荣获“全球公关活动”铜奖。

由《Marketing Magazine》举办的PR Awards今年已是第四届举行，由16位资深业界人士组成的评审团中选出杰出企划。

有关PR Awards的详细资料及得奖名单，请浏览以下网页：
www.marketing-interactive.com/pr-awards/hk/



▲ 董事—租务及物业管理蔡碧林女士（左七）、总经理—租务及物业管理罗欣琪女士（左五），与Fashion Walk同事一同上台领奖
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

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/



▲ 总经理—集团传讯罗淑雯女士（左四）与集团传讯部及集团推广部同事代表上海的恒隆广场Home to Luxury盛装派对领奖
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



恒隆荣获香港法律奖

Hang Lung Triumphs at the Hong Kong Law Awards

由汤森路透旗下的国际知名法律媒体《亚洲法律杂志》(Asian Legal Business)举办的第17届2018年《亚洲法律杂志》香港法律奖，恒隆集团首次荣获“年度最佳公司律师团队—建造及房地产”殊荣。今次能够囊括奖项，彰显公司悉力贯彻其营运理念——“只选好的 只做对的”。

董事—总法律顾问及公司秘书甄嘉雯女士表示：“很荣幸能够获得这项殊荣，公司的法务团队负责应对集团在各项业务营运时面对的法律风险。团队都会与各地的不同业务部门保持沟通和分享最佳范例。是次获奖，印证团队的不懈努力为其他部门提供专业的法律意见、实用的解决方案，并制定各项政策和法制的解读，及定期举办相关主题的培训课程。”

每年一度的《亚洲法律杂志》香港法律奖旨在表彰香港及亚洲地区表现出色的私营执业律师和公司律师团队，为区内法律界的年度盛会。今年，共颁发45个类别的奖项，包括年度最佳公司律师团队—保险和年度最佳公司律师团队—运输和物流等新奖项。

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.



▲ 恒隆集团于年度香港法律奖中荣获“年度最佳公司律师团队—建造及房地产”殊荣
Hang Lung Group wins the Construction and Real Estate In-House Team of the Year award at the annual Hong Kong Law Awards



▲ 于第17届《亚洲法律杂志》香港法律奖上，甄嘉雯女士（中）及法务团队接受“年度最佳公司律师团队—建造及房地产”殊荣
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恒隆管理培训生计划

2018 Management Trainee Program

恒隆管理培训生计划自2005年推出至今，报名人数持续增加，今年更收到近1,900份来自香港、海外和内地的申请，较去年增加约两成。今年共有11位大学毕业生脱颖而出，成为本年度的管理培训生。

全方位实习

要成为一个成功的管理人员，除了掌握工作上的知识和技能外，人际关系与沟通也相当重要。因此，每一位管理培训生在入职后，也会安排参与一系列的迎新课程和专业培训，包括社交礼仪、专业仪容训练、外展训练及演讲技巧培训等。今届培训生已完成各项课程，他们现已被安排到公司在香港和内地各个部门，进行为期18个月的实习，包括其中六个月的内地实习期。

董事作为导师

在管理培训生的实习期内，公司的其中11位董事会以一对一的形式，担任管理培训生的导师，带领他们认识业务上的种种，以及提供事业发展导向。在工作以外，导师亦会与管理培训生分享人生阅历，为他们的生涯规划作出提点。另外，来自各个部门的11位主管和高级经理亦会以伙伴教练的身分，定期与管理培训生见面，与他们分享工作经验和心得。



▲ 公司邀请了11位董事作为导师，为新一届管理培训生提供专业意见
The Company invites 11 Directors as mentors to give professional advice



▲ 今年的TEAMS Day吸引近200位大学毕业生参加
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年度恒隆管理培训生 Management Trainees 2018



陈希洋
Kevin Chan

陈晓伦
Chris Chan

林康琪
Kelly Lam

郑浩谦
Grover Cheng

韩灏泓
Horace Hon

刘嘉莹
Erica Lao

许智恒
Raymond Hui

许廷峰
Brian Hui

罗蔚霖
Tiffany Law

叶仲轩
Leon Yip

杨诗雅
Michelle Yeung

星级服务专区 HL Star Service

利用顾客满意度调查 完善停车场服务

Perfecting Carpark Services using the Customer Engagement Survey

今期的星级服务专区带大家来到天津的恒隆广场停车场，看看如何利用顾客满意度调查系统来提升顾客体验，做到“多做一点 前瞻一里”。

天津的恒隆广场坐落于海河商圈核心地段，连接停车场出入口的兴安路经常出现交通挤塞。天津同事通过顾客满意度调查系统，向车主搜集意见，得知部分成因来自商场外的路面交通。

为了完善整个商场的优质服务体验，综合服务部多管齐下，积极跟进问题，包括与交通管制部门协商在停车场出车高峰时段，延长车库出口至长春道路口绿灯的通行时间、开放滨江道原封闭道路予顾客，以避开堵塞路段、加派工作人员于车库出入口疏导交通，以及增加额外一小时免费停车等，再配合于今年4月升级的停车场系统，大大缩短了顾客的缴费时间。

根据顾客满意度调查的停车场专案部分，天津的恒隆广场得分连续六个月上升，成绩令人鼓舞！

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!

立体访谈 Management Dialogue

甘耀明： 兴建酒店殊非易事

Wilfred Kam: Constructing a Hotel is No Easy Task

恒隆位于沈阳的一间五星级康莱德酒店将于明年揭幕，作为市府恒隆广场综合项目的一部分，沈阳的康莱德酒店共占19层，将位踞楼高67层办公楼的最高位置。今期《连系恒隆》访问了董事—项目管理甘耀明先生，了解在现有办公楼改建成为酒店所面对的挑战。

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.



拥有壮丽景观的酒店

市府恒隆广场的办公楼作为沈阳最高的建筑物，拥有全市最壮观的景致。他表示：“酒店亦考虑到这项优势，将大堂设于最高的楼层，客人可在办理入住手续时俯瞰城市的360度环回全景，由日出的红霞至灿烂的夜色，一切尽收眼底。酒店的泳池也是另一个的焦点，它将会是全市最高的室内泳池，客人可在碧蓝的水中欣赏令人叹为观止的美景。”

甘耀明解说设计团队如何为沈阳康莱德酒店打造一个永恒、经典的概念，他指酒店拥有300多间客房和套房，以及由多家国际知名的室内设计公司操刀设计的餐厅、酒吧，及其他设施，每一处都散发着现代奢华的美感。其中一个亮点是独立的宴会厅，设计运用了玻璃幕墙，使空间更开扬、明亮，带出宴会厅的品味和特色。宴会厅可接待超过500位宾客，为相邻的办公楼租户及当地的高端的客户提供一个五星级的宴会场地。甘耀明预期宴会厅将可举办不同的高级宴会、活动、会议及商务聚会，势必成为沈阳社交聚会的新热点。

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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.

克服重重挑战

在项目规模方面，市府恒隆广场是公司单一建筑面积最大项目。根据甘耀明所述，现在项目只完成了已获批的40%，公司将继续与当地政府密切合作发展余下的部分，当中包括办公楼和服务式公寓。

在已竣工的办公楼内将部分改建成一间酒店殊非易事。甘耀明表示，事前需要与不同部门进行详细的规划和协调。他指最大的挑战是垂直运输，不论是工人或是建筑材料。项目的规模庞大，在施工的高峰期，每天平均约有1,000人工作，要将工人送到指定楼层，而不影响较低楼层的租户是一项挑战。“事情不论大小繁琐，在项目管理方面，我们需要一早作出规划。”甘耀明解释这些都是项目管理部门每天需要面对的工作。

甘耀明表示，这庞大的项目，需要数年时间才能完成，期间涵盖三阶段，包括前期设计、施工，及竣工后跟进，所有范畴都需要高效的执行力。甘耀明进一步阐述项目管理团队于这三个阶段的工作。首先，项目管理的团队与发展及设计部的团队协调，参与整个设计过程。接下来，团队会负责统筹项目资料、建筑图、规范要求等促进招标流程，以选出各合适的施工单位。甘耀明说：“我们需要评估施工单位的管理能力。未来几年，团队将与他们合作无间，我们需要各单位了解公司对高质量的要求是不能妥协的。团队一定要达到恒隆的标准。”最后是竣工验收及移交，但当中包括大量协调工作。甘耀明指：“除了项目质量，团队也关注成本效益，所以我们可以按时、按预算实现目标。”



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

当被问及个人的管治理念时，甘耀明一再强调“同心同德”的重要性。他说：“为团队制定共同目标起关键的作用，特别是项目管理。如果我们的团队拥有共同的愿景和价值观，如道德和诚信，我们可以克服任何难关。作为管理层，必须推进这理念，我本人十分享受过程中的每一刻。”

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."

闪耀周年庆

Sparkling Anniversary Celebrations

济南、无锡、天津、大连的恒隆广场和沈阳的市府和皇城恒隆广场分别在8至10月举办周年庆活动，为顾客送上精彩活动和购物礼遇。

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

恒隆广场·济南

Parc 66, Jinan

济南的恒隆广场举办“闪耀7周年”庆祝活动，与近170个品牌租户合作推出购物优惠，并举行惊喜抽奖及礼品换领等活动，大派7,000份精选礼品。活动期间，商场还与国际潮流品牌合作举办时装活动，内地著名艺人张彬彬更亲临现场，与顾客近距离接触，吸引大批潮人涌至，尽显潮流影响力。

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.



▲ 张彬彬亲临济南的恒隆广场，与大批粉丝现场互动
Zhang Binbin interacts with fans at Parc 66



9.7 / 9.16

恒隆广场·大连

Olympia 66, Dalian

为庆祝开业两周年，大连的恒隆广场连续两个周末带来丰富的活动，由美妙多姿的舞蹈、青春活力的健身操，缤纷多彩的乐器演奏，以及多重美食和购物奖赏，尽情与顾客一同狂欢！

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!



恒隆广场·天津

Riverside 66, Tianjin

9.8 / 10.7

结合艺术和美食，天津的恒隆广场送上放“肆”狂欢的四周年庆典！除了与租户合作举办别具意义的环保创作活动，让小朋友发挥创意外，还推出美食市集，让顾客放肆享受特色美食。活动期间最不能错过的，当然是9月23日（星期日）的“摩登欢肆日”生日派对，米芝莲星级厨师Rembrant和Riccardo亲临现场献技，满足客人的视觉和味蕾享受！



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.



市府恒隆广场·沈阳

Forum 66, Shenyang

9.15 / 9.30

恒隆广场·无锡

Center 66, Wuxi

9.14 / 10.7

以“闪耀5周年——给你全世界的光芒”为主题，无锡的恒隆广场与超过200个著名品牌租户合作，推出满额赠礼、限时折扣、惊喜抽奖等多重购物优惠，为顾客送上源源不绝的惊喜。同时，商场与大众点评合作推出“秒杀”活动，以及与微信推出互动小游戏，让顾客通过线上平台，随时获得限时优惠和赢取丰富奖品。

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.



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.

市府恒隆广场精心打造“超凡6周年”，邀请来自世界各地和当地的专业表演团队，为顾客带来崭新的娱乐体验，表演包括水晶球芭蕾舞、花艺秀、花式调酒、水杯演奏、法国金粉艺术画、少儿街舞、儿童剧等等。品牌租户亦趁着市府恒隆广场的六周年庆典，推出限量产品和最新款式，为商场注入更多“超凡”元素。为进一步吸纳粉丝，商场于周年庆期间推出以市府恒隆广场作为背景的线上小游戏，送出超过100份礼品予取得最高得分的参加者。



皇城恒隆广场·沈阳

Palace 66, Shenyang

9.15 / 10.5

迎来八周年的皇城恒隆广场除了送上购物优惠，还与餐厅租户合作推出周年美食菜单、举办定制咖啡课堂和蛋糕特色手作坊，全方位与顾客分享欢乐。临近中秋，商场更于9月15日（星期六）举办中秋亲子课堂，让家庭顾客享受做花灯、做月饼的节日乐趣。

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.



淘大商场 Amoy Plaza

寓学习于娱乐

Learn through Fun



每位家长都希望子女喜欢学习，能够寓学习于娱乐。为了让家长掌握最新的教育资讯，淘大商场与一站式亲子平台及亲子杂志《亲子头条》合作，于8月29日至9月2日举办“多元智能教育展”，邀请了10多间淘大商场教育机构商户，网罗语言学习、创意艺术及全人发展的学习教材、当场报名优惠及免费试堂。此外，“正向家长学院”创办人及营运总监梁辰民先生、《米B莲升学指南2018/2019》系列作者赵荣德先生及梁永乐先生，更应邀出任星级教育讲座讲师，分享教育及升学策略。此外，商场提供学生相义务拍摄，并将收益全数拨捐浸信会爱群社会服务处“开饭服务”，冀以身作则，教导学生行善最乐的道理。

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.



请即扫描 QR code 观看影片



Fashion Walk

推动本地时装热潮

In Support of Local Fashion Trends

为推广亚洲重大时装盛事CENTRESTAGE，香港贸易发展局在香港各区举办逾90场 Hong Kong in Fashion造势活动。作为Hong Kong in Fashion铜锣湾区的唯一商场伙伴，Fashion Walk于8月25日至9月2日在百德新街举办CENTRESTAGE户外展览，展出CENTRESTAGE新晋设计师的作品照片集。此外，Fashion Walk于8月26日（星期日）请来擅长跳舞的艺人狄易达及一众舞蹈员，穿上参展时装在百德新街上演快闪汇演，以动感活力的方式向大众推广本地时装热潮。

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淘大亲子放映会暨体验日

Fun for All at UA Amoy Family Screening Day

UA 淘大戏院于8月30日（星期四）正式登陆淘大商场！开业前一天，商场抢先举办了“UA淘大亲子放映会暨体验日”，邀请了淘大花园居民和该区童军等，共逾150人参与，率先体验UA淘大戏院的设施，品尝“十字冰室”地道小食，并一同观赏迪士尼电影《维尼与我》，让家长与子女开学前轻松一下，共度了欢乐的一天。

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.

请即扫描 QR code 观看影片



Kakao Friends海洋主题限定店首次“驶入”香港

Kakao Friends' Marine-themed Pop-up Store "Sailed" to Hong Kong for the First Time

韩国大热卡通人物Kakao Friends化身可爱海员，于8月14日至9月11日现身铜锣湾 Fashion Walk与香港粉丝见面！LOG-ON再次与乐金生活健康（香港）有限公司及Kakao Friends合作，在Fashion Walk设立首个航海主题期间限定店。粉丝们除了可以在Fashion Walk中庭的帆船影相位与Ryan船长及另外六位Kakao Friends“打卡”外，更可在期间限定店内搜购六款特别版礼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.



家乐坊 Gala Place

零食物语首推自助无人店 First Okashi Land Unmanned Experience Store

恒隆一向致力与商户合作，为顾客发掘更多不同的消费体验。四洲集团于9月5至25日在旺角的家乐坊开设首间“无人零食物语体验店”，踏出拓展无人商店的第一步！

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!



无人店如何运作？

How does the cashier-less store operate?

透过内地智慧零售运营商EasyGo的技术，以射频识别（RFID）方法及EasyGo的专利感应支付门，智能感应及结算商品。

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) 总经理—租务及物业管理吴铠廷先生、四洲集团主席戴德丰大紫荆勋贤、EasyGo创始人兼行政总裁林乐昌先生、高级经理—租务易美仪小姐
(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

◀ 顾客需微信支付才能付款购物
Customers need to complete payment by WeChat Pay



康怡广场 Kornhill Plaza

中秋乐满Fun Celebrate for Mid-Autumn Festival



吃月饼赏月、吃玩灯笼，是中秋节传统应节活动。在9月23日，康怡广场联合AEON STYLE、小宇宙语言及艺术中心，举办共三场灯笼制作工作坊，制作白兔、小丑鱼或恐龙灯笼，顾客只需在康怡广场消费满500元，便可凭单据登记参加工作坊。另外，在9月10日至24日期间，康怡广场亦会举办中秋美食节，齐集不同商户，让顾客一次过选购各式各样的月饼和水果，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!



潮动社区 Hi! Community

恒隆建筑师带路 与学生欣赏建筑

Architectural Tours Guided by Hang Lung Architects



读 万卷书不如行万里路。

“恒隆·筑迹——年轻建筑师计划”在8月举行了三个建筑导赏团，邀请早前胜出“建筑导赏路线设计比赛”的冠、亚、季军队伍，分别到日本、新加坡、上海考察，在恒隆建筑师的带领下进一步探索建筑世界，认识世界级的建筑设计与不同的社会发展的关系，开阔视野。

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.



▲ 学生参观恒隆商业合作伙伴DP Architects建筑师事务所位于新加坡的总部
Students visit the headquarters of DP Architects, a Hang Lung business partner in Singapore



▲ 学生参观恒隆商业合作伙伴KPF建筑师事务所位于上海的总部
Students visit the headquarters of KPF, a Hang Lung business partner in Shanghai



冠军队伍：英华女学校
Champion Team: Ying Wa Girls' School
主题：东京—现代建筑美学
Theme: Tokyo – Modern Architecture



亚军队伍：宝安商会王少清中学
1st Runner Up Team: Po On Commercial Association Wong Siu Ching Secondary School
主题：新加坡—创意绿色建筑
Theme: Singapore – Creative Green Architecture



季军队伍：恩平工商会李琳明中学
2nd Runner Up Team: Yan Ping Industrial & Commercial Association Lee Lim Ming College
主题：上海—古今新旧交融
Theme: Shanghai – Convergence of the Old and New



◀ 微热山丘 (南青山) · 东京
SunnyHills at Minami-Aoyama
▶ 圣玛利亚大教堂
St. Mary's Cathedral

◀ 国立新美术馆
The National Art Center



▶ 南洋理工大学学习中心
Nanyang Technological University, The Hive

▲ 滨海湾公园
Gardens by the Bay
▶ 皮克林宾乐雅酒店
PARKROYAL on Pickering Hotel



◀ 外滩金融中心
Bund Finance Centre
▶ 1933 老场坊
1933 Old Millfun

◀ 上海保利大剧院
Shanghai Poly Grand Theatre



▲ 身为建筑师的成本及监控部高级经理张宇翔先生(左)向学生详细介绍浅草文化观光中心
Senior Manager – Cost & Controls, Mr. Eugene Chang (left), an architect at Hang Lung, introduces the Asakusa Culture Tourist Information Center building to students



▲ 另一位建筑师兼发展及设计经理陈耀邦先生(左五)向学生介绍樟宜机场四号客运大楼的垂直绿化设计
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



▲ 高级经理—项目管理符致轩先生(右)与学生分享上海的恒隆广场的建筑设计特色，及资产优化计划如何在物业落成十多年后再注入新元素
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

潮动社区 Hi! Community | 恒隆广场·上海 Plaza 66

为四川青少年“添彩梦想” Sichuan Teenagers Paint Dreams for the Future

___ 班10年前身处汶川大地震灾区的留守儿童和青少年，于8月获邀到上海参加由君爱公益发展服务中心主办，为期11日的“添彩梦想 四川青少年上海夏令营”，透过游览城市、参观知名企业和参与多元化体验活动，借此开拓眼界，为未来打造梦想。

上海的恒隆一心义工队亦十分支持这次别具意义的活动，负责了夏令营其中两天的活动。8月11日（星期六），义工与32位青少年一同参观位于陆家嘴的上海海洋水族馆，共度开心时光之余，了解更多关于海洋的趣味知识。

在8月12日（星期日）的夏令营的结营仪式上，义工与青少年一同参与由主办方举办的集体生日会，义工更为每位青少年送上精心准备的上海特产及礼物，为夏令营划上完美句号。

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.



绿色行动 Green Actions | 恒隆广场·天津 Riverside 66

“萤”造健康风气 “Glowing” Sporty Vibe

___ 是什么会发光的东西，于黑夜中在海河河畔出现？原来是近50位天津的恒隆一心义工队义工及商场租户NIKE的会员，于8月28日（星期二）晚上参加了由天津的恒隆广场举办的“萤光YEAH跑”。参加者一同身穿能声控发光的电池图案跑衫、带上萤光手环和发光头饰，环绕河畔进行五公里夜跑，并沿途向市民宣扬“快乐运动 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.



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

关爱社区长者 Expressing Care for Senior Citizens



___ 弘扬敬老爱老的传统美德，武汉的恒隆一心义工队携手六角亭街道办，联合多家公益机构在8月28日（星期二）开展“以爱之名 情暖夕阳”活动，为居住在辖区内的长者提供免费的健康知识讲座、理发及测量血压等多项服务。

义工队邀请了武汉仁爱医院康复科张永义主任，为长者讲解老年慢性病的防治知识。现场气氛热烈，张主任耐心地解答长者的提问，并分享保健心得。义工还为长者剪发、剃胡须、测量血压，并准备了贴心的纪念品送给长者。

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.

绿色行动 Green Actions | 港汇恒隆广场 Grand Gateway 66

家庭环保小先锋 Green Families Take the Lead

___ 培育下一代的环保意识，由家庭做起！在8月24日（星期五），港汇恒隆广场的恒隆一心义工队与徐家汇街道志愿者中心合办“DIY环保小达人”活动，邀请25个居住于徐家汇社区内的家庭，了解更多关于垃圾分类、环保生活的知识，借此宣扬绿色家园的概念。

义工和小朋友们先以围绕垃圾分类回收为主题的问答比赛作为热身，再进行DIY环保回收盒的环节。义工和参加者利用纸箱、彩纸和画笔，发挥丰富想像力，设计出独一无二的回收盒作品，为打造绿色家园出一分力。

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.



绿色·恒隆 HL Sustain

点绿成金 Turning Green into Gold

随着多国政府承诺根据巴黎协定致力应对气候变化，各国正积极推广绿色金融以提高绿色项目的商业效益，长远推动低碳经济。

绿色金融是指由公营或私营企业用于投资绿色项目的融资工具，例如绿色债券；而绿色项目则涵盖所有对环境带来正面影响的项目，包括绿色建筑、可再生能源、低碳运输等。

这类新兴的金融产品不但让企业更有效管理环境及社会风险，强化其对保护环境的企业责任，同时减低融资成本，为发行企业和投资者带来可观的回报。

绿色金融市场近年增长迅速。根据联合国环境署的2017年报告显示，截至2016年底，全球绿色债券发行量已高达810亿美元¹。气候债券倡议组织（Climate Bonds Initiative）指出，世界第二大绿色债券市场中国于2017年发行了230亿美元绿色债券，占全球发行量的15%，较2015年增长了20倍²。香港亦于同期则发行了价值13.6亿美元绿色债券²。

恒隆于今年7月成为首家香港注册公司及房地产开发商在中国发行绿色熊猫债券（由非内地发行者推出以人民币计价的绿色债券）。作为市场先行者，公司期望透过推广绿色金融，长远推动可持续发展。

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.

员工动态 Staff Focus

结合团队力量 推动可持续发展 Team Alignment for Sustainable Growth



法律及秘书部于9月7日（星期五）举行了一次可持续发展工作坊，让同事更深入认识个人长处，并学习发挥团队的最大价值及合作精神，借此鼓励大家为实践公司的共同目标而努力。

通过此次工作坊，同事学习了如何巩固和善用个人长处、建立良好习惯和正面价值观，从而建立稳固的工作基础。他们亦共同制定了部门愿景、使命、常规和关怀措施，并为个人及团队拟定可行的工作和策略，以协助公司将五项可持续发展策略付诸实践。

此外，同事探讨了如何善用个人长处，并为前景作出更佳部署，务求将个人及团队优势发挥至最大价值，为公司争取最大利益。

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.

▲ 董事—总法律顾问及公司秘书甄嘉雯女士与法律及秘书部的经理级同事参与可持续发展工作坊，借此巩固团队成员之间的协作文化

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

内部审计年度工作坊 提升卓越表现

Annual Internal Audit Workshop for Execution Excellence



为了更有效提升工作效率，并进一步完善内部审计工作，内部审计部于8月15至17日在上海举行以Execution Excellence and Efficiency (卓越及有效执行) 为主题的工作坊，董事—集团审计曾殿科先生及15位部门同事皆有参与。通过此次工作坊，参与的同事获益良多。他们互相分享经验、提升在整个内部审计过程中(从开始审计到编写审计报告)所需的实用技巧，又更深入认识了企业风险管理和各个在建项目的最新进展。另外，他们也从业界的最佳范例及热门议题中学习了更多知识。与此同时，团队建设活动更加强了团队成员之间的默契和合作精神，并鼓励创新和实践。相信通过此次工作坊，参与的同事都已做好准备，为公司创造更高的价值。

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.



FM知多啲 Facilities Management Fun Facts

优质管理 安全巡逻 Quality Management Safe Patrolling

“保安”是保障租户、住客的生命和财产安全的第一道防线，是物业管理的重点工作之一。为了提供更有效、优质和专业的物业管理服务，公司早于1995年已为管理项目安装电子巡逻监察系统。

电子巡逻监察系统简单易用，而且对人力管理和提升部门运作效率方面都十分有用，成本效益甚高。保安人员只需按巡逻路线到达每一个检查点，然后把手持的电子巡逻棒轻触安装在墙上貌似磁石的读取器，便能准确记录巡逻的时间、日期和地点。系统不但减省了填写更簿的不便，亦有效减低人手出错。由于检查点的安装位置和数目均没有限制，物业管理人员可以因应不同的情况，在比较需要加强巡逻的地方，如楼梯间、转角位等，加装巡逻检查点。

过去几年，由恒隆管理的十多个物业皆于各区的“最佳保安服务选举”中屡获殊荣，而多个项目的物业管理亦获得“最佳保安”荣誉，这不仅证明公司在物业管理和保安工作上表现优秀，同时也肯定了业界对我们的一致认同。

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.





识饮识食 Food Hunter

谢绝嘈喳! 九十后革新车仔面

A New Image of Cart Noodles - Hee Kee

▶ 请即扫描QR code
观看影片



“大家对车仔面档的印象，大概都离不开‘拥挤’、‘肮脏’，故有人称车仔面为‘嘈喳面’。我要令大众对车仔面改观，把它传承得更好！”

为打破大众对车仔面档的“嘈喳”印象，陈兆秋聘请来自英国的室内设计师，为吉记打造文青、摩登的形象。全店设计以木材和黑色做主调，加入霓虹灯装饰作点缀，带出香港的本土特色。店内还用上云石餐桌及背椅，好让食客能舒适地品尝每一口材料丰富的车仔面。

不过，环境舒适仍未能留住顾客的心，终究还是味道最重要。“汤底、酱汁和馅料一定要搭配出色，才能做出一碗好味道的车仔面。”陈兆秋坚持不加味精，汤底会以新鲜的猪骨、鸡脚、鸡壳、瑶柱等材料熬制，保证客人喝完也不会口渴。此外，他认为酱汁是车仔面的灵魂，故于开业前遍寻老师傅拜师学艺，最终调配出秘制辣汁。

"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.

▶ 餐单上超过50款馅料和小食，全部均经过精心烹调
Make your pick from a careful selection of 50 food items

餐单上超过50款馅料和小食均经过精心烹调，当中以猪大肠、牛腩和韭菜饺最受欢迎。“我们每天售出至少80磅牛腩，由于煮好后需要多焗一晚才够松软入味，故要花上较多功夫；我们坚持选用新鲜的猪大肠，因为这样才会爽口；至于韭菜饺，一口一粒深得女士喜爱。”

\$58 至尊车仔面
Super Big Combo Noodles

30岁不够的陈兆秋能够将每一个细节娓娓道来，显然放了不少心血在这盘生意中。“我们投资了约港币400万元，希望用一年半时间赚回成本。我深信只要用心经营，定能建立口碑，一切都将会是值得的。”

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."



店铺资料 Shop Info: 吉记车仔面 Hee Kee Cart Noodle
地址 Address: 淘大商场 G122-124, 130号铺
Shops G122-124, 130, Amoy Plaza

生活百宝箱 Life Chest

生活百宝一应俱全! 万五呎日式杂货王国

15,000 Square Feet Japanese Groceries Kingdom

本杂货价廉物美，一直深受大众欢迎。若想在香港买尽日式杂货，就要到AEON旗下开设在百德新街的生活百货店“ものもの” (Mono Mono)，保证你能获得丰富收获。Mono Mono共有两层，占地15,000平方呎，包罗“食、住、玩、学”逾8,000种商品，绝对是寻宝的好地方！

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.



店铺资料 Shop Info: ものもの Mono Mono 地址 Address: Fashion Walk 京士顿街9号地下及一楼C铺 Shop C, G/F, 9 Kingston Street, Fashion Walk



筑迹

City Contour

彩虹及牛池湾：公屋回忆

Choi Hung & Ngau Chi Wan: Public Housing

牛池湾为九龙十三乡之一，自宋朝已有人定居，现时是香港为数不多的“城中村”，其建筑、格局与氛围截然不同。马路的另一边是香港最有代表性的公共屋村——彩虹村，它的七彩颜色及屹立的老店旧铺印证着草根阶层生活及战后的房屋政策改变。

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.



1 彩虹村 Choi Hung Estate

彩虹村是香港最早期兴建及最有特色的公共屋村之一，在1962至1964年间分期落成，大厦外墙均为彩色。

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.

2 牛池湾乡 Ngau Chi Wan Village

牛池湾乡是“九龙十三乡”之一，是现今少数仅存的“城中村”之一，有二百多年历史。

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.



3 牛池湾市政大厦 Ngau Chi Wan Municipal Services Building

于1983年奠基，1987年开幕，设有文娱中心、街市、公共图书馆、政府办公室及体育馆等设施。

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.



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

建于1930年代中期的新古典主义式门楼，其前后外墙均有拱门，并饰以雕刻细致的门框及拱顶石，顶端竖立十字架，下方有“J.M.J”三个英文字母，代表“耶稣、玛利亚和若瑟”。

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.



5 坪石村 Ping Shek Estate

坪石村建于1970年代，是九龙区历史最悠久的屋村之一，由于其与启德机场非常接近，所以屋村高度受到限制。村内仍有旧式理发店、粮油杂货店等，充满旧香港情怀。



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.

6 三山国王庙 Sam Shan Kwok Wong Temple

三山国王庙的历史可追溯至清朝中叶，全庙主要以麻石建造，正殿安有三座神龛，分别供奉三山国王、玄坛和太岁。

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 香港浸会大学视觉艺术学院（前皇家空军军官俱乐部） Academy of Visual Arts, HKBU (Former Royal Air Force Officers' Mess)

前皇家空军军官俱乐部始建于1934年，是一座两层高的殖民地时代新古典主义风格建筑，亦夹杂装饰派艺术风格。建筑师根据当时英式营房模式手册图则而建，但加设深阔走廊、百叶门等以配合亚洲的气候。

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.



自2016年以来，逾20幢高300米以上的摩天高楼拟建于纽约市，当中6幢已展开建筑工程。部分摩天高楼选址于中央公园南端以奢华豪宅闻名、被称为“亿万富豪大道”的西区第57街。有民众忧虑这些以钢筋和玻璃建造的摩天高楼将形同帷幔，阻隔大片阳光，令公园部分范围长期处于阴影之下，在冬季太阳停留于天空较低位置时尤甚。事实上，研究显示每逢冬至正午，建筑物的影子长度将达其本身高度的两倍，并继续朝东北方向延伸，直至于日落前90分钟延长至建筑物高度的四倍为止。这令当地居民强烈反对兴建摩天高楼，更引发多次示威，驱使社区团体和民选官员不得不对这些发展项目提出质疑。

事实上，建筑物的影子并非首次成为争议源头。1915年，公正大楼 (Equitable Building) 于纽约市落成，成为当时全球

规模最大的办公大楼。这幢商用建筑距离华尔街仅数分钟路程，楼高166米，合共40层，占地4,000平方米，总楼面面积逾110,000平方米。其偌大的体积令阳光无法照射至周边区域的地面，引发纽约人示威，抗议建筑物威胁公众享受光线和空气的权利，最终促使当地政府通过首项城市规划议案，管制建筑物高度和将外立面后移。该项议案并非对建筑物的高度施加上限，而是要求高于某个特定高度的建筑物必须收窄外墙，从而管制摩天高楼的造型。这令数幢沿著纽约天际线兴建的摩天高楼均采用“结婚蛋糕”造型，包括伍尔沃斯大楼、克莱斯勒大厦以至帝国大厦。

及至1987年，纽约人再次成功推翻另一项兴建高楼大厦的计划。该计划原本建议在哥伦布回旋处兴建两幢各高58层和68层的高楼，但大厦设计会令中央公园被阴影遮蔽，

引发800名纽约市民举伞示威。经过诉讼后，建筑物业主终于让步，同意将项目的规模缩小，建成现有的时代华纳中心。

在19世纪的伦敦，建筑物影子所引致的卫生问题，亦令当地人担忧不已。其时人们认为遮天蔽日的高楼大厦，令街道因缺乏阳光照射而变得阴暗潮湿，是瘟疫频频爆发的元凶。有见及此，《1875年英格兰公共卫生法案》就对建筑物的高度实施管制，从而令阳光得以照射至街道。法案要求在新街道一侧的地面建筑线，必须与街道另一侧的天台边缘构成的天际线形成45度至54.5度的对角相交，实际角度视乎建筑物高度而定。这些关于建筑物后移的管制，不但协助建构英国本土建筑的后世发展，更驱使香港于1903年对建筑物实施类似的管制。(下期待续)

Since 2016, plans for 20 super-tall towers, over 300 meters, have been proposed in New York City and six of them are already under construction. A handful of them are located along the so-called "Billionaires' Row" (West 57th Street, known for its luxury residential buildings), at the southern edge of Central Park. Some fear these tall towers will form a fence of steel and glass, blocking the sunlight and leaving part of the park in shadow, particularly in winter when the sun stays low in the sky. In fact, studies show that at noon on the day of the Winter Solstice, the shadow cast by buildings can reach twice their height in length, and continue to stretch towards the north-east reaching over four times their height by 90 minutes before sunset. This has created a tide of opposition from local residents resulting in protests and leaving community groups and elected officials to challenge these planned projects.

In fact, this is not the first time the shadow from a building has caused some controversy. In 1915, the Equitable Building was completed in New York City and was the largest office building in the world at the time. The 166-meter, 40-story office tower was located only a few minutes away from Wall Street and boasted a 110,000m² gross floor area over a 4,000m² site area. Its sheer size did not allow sunlight to reach the surrounding area, causing New Yorkers to protest against the building as a threat to the public good, and finally fueling passage of the city's first zoning plan regulating building height and setbacks. Rather than capping the height of buildings, the zoning plan regulated the shape of skyscrapers by requiring "setbacks" above a certain height. The result can still be seen in a handful of "wedding cake" skyscrapers built along the New York skyline including the Woolworth Building, the Chrysler Building, and the Empire State Building.

In 1987, New Yorkers won another battle against a project that would have cast long shadows over Central Park. At Columbus Circle, a pair of buildings that were 58- and 68-stories tall were proposed, instigating over 800 New Yorkers to come out in protest with umbrellas. After a lawsuit, the owner of the

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By Eugene Chang, Senior Manager – Cost & Controls

阴影盖顶(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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