

## 恒隆廣場·無錫 第二座辦公樓封頂

Topping Out of Office Tower 2 at  
Center 66 in Wuxi



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

2013年9月16日，位於無錫的恒隆廣場商場隆重開幕。

2014年10月，位於無錫的恒隆廣場的第一座辦公樓開始營運。

四年後，於2018年6月29日（星期五），在約140位嘉賓的見證下，恒隆在無錫市這項重大投資昂然邁進另一個里程——第二座辦公樓舉行封頂儀式。

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.



▲ 無錫市副市長陸志堅先生  
Mr. Lu Zhijian, Deputy Mayor of the Wuxi Municipal Party Committee



▲ 無錫市梁溪區區委副書記、區長秦詠薪先生  
Mr. Qin Yongxin, Deputy Secretary of the CPC Liangxi District Committee of Wuxi and Governor of Liangxi District



▲ 盧韋柏表示公司對內地的零售及商業發展前景充滿信心  
Weber Lo expresses that Hang Lung remains confident in the prospects of the retail and commercial sectors on the Mainland

儀式由行政總裁盧韋柏先生、首席財務總監何孝昌先生、執行董事陳文博先生、執行董事陳家岳先生，以及執行董事程鼎一先生一起主持，並承蒙無錫市副市長陸志堅先生、無錫市政協副主席蔣偉堅先生及無錫市梁溪區區委副書記、區長秦詠薪先生蒞臨主禮。

盧韋柏在儀式上表示：「恒隆對內地的零售及商業發展前景一直充滿信心，對長江三角洲地帶的投資，尤其重視。恒隆廣場於五年前來到無錫，為這個城市的零售格局注入新的概念。今天，恒隆廣場的購物商場於無錫的零售市場已穩佔領先地位，商場內一半的國際品牌均屬無錫的首家店舖，是高端顧客的首選消費場所；第一座辦公樓吸引眾多跨國公司及內地頂尖企業進駐，突顯恒隆廣場已成為無錫的重要地標。」

他續說：「恒隆非常看好無錫的商業潛力，隨著項目第一期的發展愈趨成熟，及正全速策劃的第二期發展，我相信恒隆廣場將可進一步提升無錫核心商圈的商業價值，推動無錫市的社會、經濟繼續向前發展。」

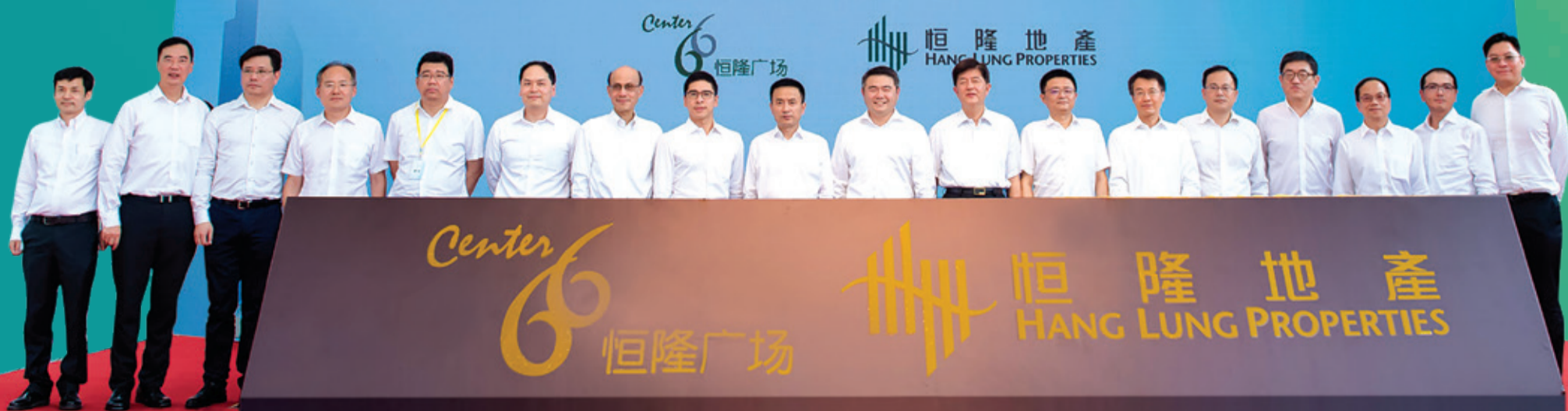
The Ceremony was hosted by CEO Mr. Weber Lo; CFO Mr. H.C. Ho; and Executive Director Mr. Adriel Chan. Mr. Lu Zhijian, Deputy Mayor of the Wuxi Municipal Party Committee; Mr. Jiang Weijian, Vice Chairman of the Wuxi Municipal Committee under the CPPCC and Mr. Qin Yongxin, Deputy Secretary of the CPC Liangxi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

▼ 一眾主禮嘉賓主持無錫的恒隆廣場第二座辦公樓封頂儀式  
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

恒隆於本年5月剛成功投得位於杭州市的一幅黃金地塊，成為恒隆在長三角地帶，繼上海及無錫後的第三個發展據點。無錫位於長三角的重要腹地，無錫的恒隆廣場與上海的兩個旗艦項目——恒隆廣場及港匯恒隆廣場，以及將來位於杭州的項目，將會發揮強大的協同效應，將區內的商業發展前景推向新的高度。

無錫的恒隆廣場第二座辦公樓的建築進度理想，預計將於2019年第二季竣工。辦公樓的平台將連接商場，引進知名電影院品牌百美匯，令項目的租戶組合更形豐富，屆時將有效帶動項目的客流及增強整體氛圍。

受惠無錫市的經濟表現，無錫的恒隆廣場於2017年的業績表現理想，商場匯集國際知名品牌如Prada、Miu Miu、Salvatore Ferragamo、Ermenegildo Zegna等；第一座辦公樓在無錫已確立了市場領導地位，而隨着第二座辦公樓即將落成，以及不斷提升的商場租戶組合和服務水平，將進一步帶動無錫的恒隆廣場發展為多元化、高端的綜合商業地標項目。

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.



## 關於恒隆廣場·無錫 About Center 66

恒隆廣場於2013年落戶無錫，項目一期由購物商場及兩座辦公樓組成，除現已投入營運的商場及第一座辦公樓，辦公樓二座正在建設中，項目二期發展亦已在積極籌劃中。項目一期及二期落成後的總樓面面積達370,800平方米。

項目坐落於無錫市中心最繁榮的商圈——梁溪區中山路與人民中路交界，室內通道連接地鐵一號及二號線，匯聚超過200家優質零售店鋪，當中不乏多個全球高端國際品牌。恒隆廣場更提供餐飲和休閒設施，為無錫市民締造嶄新的一站式購物樂趣和時尚生活體驗。樓高52層的辦公樓自2014年投入營運以來，亦已成為跨國企業落戶無錫的首選，已進駐的多家矚目企業包括UBS、資生堂、華為、友邦保險、民生銀行等。

恒隆廣場銳意成為無錫市的地標，與周邊的環境、歷史文化融為一體。項目保留了600多年前明代古建築「無錫縣城隍廟」部分舊址，修復了三座建於明、清時期的城隍廟戲台等古建築，體現了商業與時空文化的融合。

憑藉卓越設計及優秀的營運策略，無錫的恒隆廣場曾獲2012年度亞太房地產大獎中「亞太區最佳混合用途建築項目」和「中國區五星級最佳混合用途建築項目」兩項大獎。恒隆廣場同時成為市場數一數二的最佳僱主品牌，榮獲亞洲資深人力資源專才權威刊物《HR Asia》頒發「2017亞洲最佳企業僱主獎」。

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.



# 董事局成員視察昆明項目

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

董事局成員早前到訪昆明，瞭解恒隆廣場的發展及工程進度，除了親自到工地視察外，還出席了昆明團隊的匯報會，以及參觀項目的鄰近社區。董事長陳啟宗先生、行政總裁盧韋柏先生、首席財務總監何孝昌先生、執行董事陳文博先生、董事長顧問及恒隆地產非執行董事陳南祿先生、恒隆地產非執行董事陳嘉正博士、張信剛教授和馮婉眉女士、恒隆集團獨立非執行董事徐立之教授、廖長江先生和廖柏偉教授、恒隆集團非執行董事張家騏先生和陳仰宗先生，以及執行董事陳家岳先生和程鼎一先生，皆有參與此次行程。

▶ 董事局成員視察昆明項目的工地，瞭解工程的發展及進度  
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 Hsinking 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.

# 陳南祿先生榮休

## Philip Chen Retires in Glory

陳南祿先生於7月16日榮休，卸任行政總裁一職，並於同日獲委任為董事長顧問及恒隆地產非執行董事，而盧韋柏先生則已接替為行政總裁。

在最後一次內部月會上，陳南祿先生勉勵在場所有同事，鼓勵他們繼續努力不懈，積極進取，以持續進步的精神為公司創佳績。

在榮休前，一眾恒隆地產高級管理人員為他舉行餞別晚宴，並於會上播放了多年來他在不同場合出現過的照片，充滿愉快的回憶。

董事長陳啟宗先生代表恒隆董事局感謝陳南祿先生在過去八年的卓越貢獻。他表示：「公司於這段期間脫胎換骨，成就比以前更非凡。建基於陳南祿先生的努力，盧韋柏先生可以在這個堅實的基礎上，與強大的管理團隊繼續前行。我祝願陳南祿先生有美滿健康的退休生活。」



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."

# 管理層參觀外灘的上海浦發銀行

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

在上海近20年的發展過程中，恒隆已成功於內地建立了一個強大的商業夥伴網絡，以配合其業務發展。管理層最近到訪上海，並參觀了外灘的上海浦發銀行（浦發銀行）。浦發銀行監事會主席孫建平博士、副行長崔炳文先生、浦發銀行上海分行黨委書記及行長汪素南先生、浦發銀行行政管理部總經理向瑜先生及公司業務管理部副總經理李麟先生，與行政總裁盧韋柏先生、董事長顧問及恒隆地產非執行董事陳南祿先生、董事——租務和物業管理彭兆輝先生、董事及集團財務總監麥偉民先生及恒隆廣場財務總監胡興煜會面。孫博士更特意寫了一幅作品「觀海聽濤」送贈予陳南祿以慶祝他榮休之喜。

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）麥偉民、汪素南、彭兆輝、崔炳文、陳南祿、孫建平、盧韋柏、向瑜、胡興煜、李麟於外灘的上海浦發銀行合照  
(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

### 項目新資 Project Updates

## 武漢的恒隆廣場辦公樓封頂

### Ceremony Celebrates Completion of Heartland 66 Office Tower

武漢的恒隆廣場建造工程正進行得如火如荼，自2016年11月10日辦公樓項目開始動工，經歷了588天的努力後，工程管理團隊最近迎來一個重要時刻。項目團隊、建築設計顧問、工程監理、各施工單位等人於6月21日（星期四）齊集在武漢的恒隆廣場工地現場，共同見證辦公樓的核心筒成功封頂。這座甲級辦公樓樓高320米，共分地下三層，地上61層。

在封頂儀式前，董事——項目管理梁鼎新先生也帶領項目團隊與礄口區區領導會面，匯報項目進度及感謝政府一直以來的支援。劉丹平區長對於武漢的恒隆廣場建設進展給予極高的肯定，將會持續關注項目發展。



▲（左起）武漢的恒隆廣場總經理——項目管理江國榮先生、礄口區副區長徐崗先生、武漢的恒隆廣場總經理——項目管理鄭鐵星、劉丹平先生、梁鼎新先生、武漢的恒隆廣場總經理——項目管理林競全先生、武漢的恒隆廣場總經理——項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

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.

# 梁煥添： 杭州項目充分發揮 團隊合作精神

## Moses Leung: Teamwork Pays off at Hangzhou

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恒隆新近於杭州投得一幅黃金地塊，為公司成功歷程再添一筆。於今期《連繫恒隆》，董事——發展及設計梁煥添先生為我們分享過程中的經歷與點滴。

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.”



恒隆最近投得位於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



此幅位於杭州市中心百井坊的用地於5月28日（星期一）以拍賣形式售予恒隆，作價達人民幣107億元，亦標誌公司將於內地第九個城市發展業務。

恒隆當然不是唯一一間對該地皮有興趣的公司。整個拍賣過程競爭十分激烈，在持續七個多小時，超過300次出價的馬拉松式競投之後，恒隆成為最終贏家。據梁煥添表示，是次競爭之激烈，亦是在他意料之內：「正如我們對該地皮的價值估計甚高，其他參與競投的公司當然也會有備而來。」

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.

### 勝出之後

贏取該地皮無論對恒隆，或對梁煥添的團隊來說都意義重大。「我們對投得該地皮非常興奮，公司一直在杭州物色合適地皮，已長達十多年。」梁煥添說。他形容這塊地皮不但位置理想，價格更非常相宜：「我期望項目將帶來可觀的收入及回報，長遠發展與增值潛力同樣令人期待，因此我們對這項投資信心十足。」

梁煥添重申地皮的優越位置指：「武林廣場（即地皮所在地）是杭州首屈一指的優質地段，就像香港的中環一樣。能夠在杭州核心地帶投得地段，對公司的長遠發展都有莫大的好處。」

## 眾志成城

梁煥添強調，參與是次投標項目的團隊不只發展及設計部，更牽涉其他部門超過40個同事，可謂眾志成城。「交易的規模之大，（發展及設計部）無法單獨決定，需要法律團隊、內部審計部、成本及監控等部門共同籌劃整個投地過程。」此外，各部門亦需通力合作，在事前準備一份詳盡的董事會文件。梁煥添說：「我們充分評估項目面對的各項挑戰，由建築、設計、興建到財務與法律等。我們要聯同各部門一起審視這些挑戰，才可真正落實投地計劃。」

是次投地在網上進行，因而帶來不少獨有挑戰。由於這是恒隆首次參與網上投標，更涉及以百億計的資金，大家都非常關注技術問題。梁煥添特別提到在投地過程中，資訊科技部的同事功不可沒：「他們提供大量的人手支援，更設立多重保險措施，不容任何差池。我非常欣賞他們的努力。」事實是，是項收購不但是梁煥添團隊的成功，亦是恒隆上下整體的成功。



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.

◀ 梁煥添與發展及設計部團隊自拍  
Moses poses for a selfie with Development & Design team members

## 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."



恒隆旗下項目因其出類拔萃的建築設計獲得多個國際建築殊榮  
Hang Lung has received a number of international accolades for the exceptional architectural design of its properties

## 宏圖巨構

投地勝出後，下一步就是要發展符合恒隆品牌的綜合商業項目，建築設計將會是重大挑戰。然而，到底何謂優良建築？

西方建築之父維特魯威曾列出優良建築的要素：穩固、實用、美觀。身為註冊建築師的梁煥添對其中兩項表示認同：「首先，建築必定不可缺乏美感；其二，也需要符合我們的用途。」至於第三個要求，他覺得應強調「風範」：「建築必須讓人留下深刻印象，假如行人完全留意不到，就是失敗作。喜歡也好，討厭也好，總勝於走過而被忽略。」

可幸地，恒隆從來沒有遇上過這個問題。「不少人都很喜歡我們的建築，不論去哪裡，都說我們的商場獨具風格。」梁煥添說道。「像我們這樣的商場，在其他地方是找不到的。」



山頂廣場  
The Peak Galleria

# 恒隆出版2017年 可持續發展報告

## Hang Lung Publishes Sustainability Reports 2017

恒隆於6月20日（星期三）出版2017年可持續發展網上報告，涵蓋了2017年1月1日至12月31日期間在日常營運中貫徹可持續發展理念時所面對的挑戰和取得的成果。

憑藉過去五年的努力，恒隆今年制訂了新的可持續發展策略架構，在現有基礎上納入聯合國可持續發展目標中的新興全球趨勢。這有助恒隆制訂更長遠的可持續發展目標和計劃，進一步促進公司的可持續發展。

恒隆去年於上海的恒隆廣場和香港的Fashion Walk完成資產優化計劃，成為可持續發展的重要里程碑。這項計劃除了可強化物業的盈利能力外，亦善用新科技提升物業的能源效益。去年，公司更投放超過港幣4,000萬元推行「提升空氣質素計劃」，提升旗下內地物業的室內空氣質素。

以下是恒隆2017年度的可持續發展重點：

### 目標明確 建設社會

- 在內地所有商場推出「顧客滿意度調查」，整體顧客滿意度平均達90%。
- 為提供更優質的室內空氣質素，公司投放了超過港幣4,000萬元推行「提升空氣質素計劃」，在內地的商場和辦公樓安裝高端空氣淨化設備。

### 凝聚員工 團結人才

- 為員工提供86,469小時的培訓。
- 推出「恒隆挑戰日」，加強員工對公司的認識，並鞏固團隊精神。
- 公司的行政人員中約四成為女性。

### 自然資本 維護有責

- 以2015年的數據為基準，旗下香港和內地物業於2017年的耗電強度下降了9%，與2020年的目標只差3%。
- 自2006年起，更換香港14座物業的風冷製冷機組至更高效能的水冷製冷機組，累計減少耗電量9,598萬千瓦時，相當於節省了港幣1.23億元。
- 與2016年相比，2017年內地物業組合的耗水量減少12%。

### 共同未來 凝心守護

- 以Shaping the Future為主題，恒隆一心義工隊於香港和內地舉辦了100多項義務工作，服務社會超過12,000小時。
- 夥拍本地文化企業「活現香港」，推出「恒隆。築跡——年輕建築師計劃」，讓300多名中學生認識建築與社區的關係，並進一步了解本地建築的文化特色和歷史意義。

恒隆地產於2017年首次獲納入道瓊斯可持續發展亞太指數。本公司根據全球報告倡議組織（GRI）準則核心選項的指引撰寫公司的可持續發展報告，並已採用香港聯合交易所有限公司《證券上市規則》附錄27的《環境、社會及管治報告指引》（ESG指引），公司亦委託英國標準協會獨立核實報告的資料。

2017年度的可持續發展報告已上載於恒隆官方網站，歡迎瀏覽和下載：  
The Sustainability Reports 2017 are now available for download from the Company website:

恒隆集團



恒隆地產



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全球首間

## GIVENCHY Opens its World First

#This is Not What You Think

# 期間限定店矚目登場

## Pop-Up Store

Givenchy全球首間佔地兩層的#This is Not What You Think期間限定店於6月21至27日在銅鑼灣Fashion Walk矚目登場！品牌於開業當日請來天后級藝人Sammi鄭秀文、著名藝人周柏豪及名人何超蓮主持剪彩儀式，令這股矚目全球的潮流風尚持續升溫！

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大中華區高級市場總監張謙女士、鄭秀文、何超蓮、董事——租務及物業管理蔡碧林女士，一同為GIVENCHY全球首個#This is Not What You Think期間限定店剪彩  
(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

# 優惠迎旅客

## Special Offers for Tourists

Fashion Walk全力支持香港旅遊發展局(旅發局)的「全家樂遊香港」活動，由即日起至12月31日聯同多間食肆及品牌商戶推出旅客專享優惠。活動首階段已經推出，旅客凡於2018年7月1日至8月31日乘搭長榮航空由台灣飛往香港，即可憑有效的長榮航空登機證及有效的旅行證件，於Fashion Walk禮賓部領取旅客優惠小冊子，尊享指定商戶享有多重購物及飲食折扣。為宣傳此活動，旅發局早前邀請了台灣傳媒親臨Fashion Walk，率先體驗專享禮遇。

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.

◀ 五位來自台灣的記者親臨位於Fashion Walk的喜喜冰室品嚐美食  
Five Taiwanese journalists try out local Hong Kong cuisine at Fashion Walk's Cafe Match Box



Fashion  
Walk

# 精彩活動迎夏日 (香港)

## Fabulous Summer Activities for

Fashion Walk於6月14日至7月15日舉辦King of Sports盛夏慶典，邀請了著名英國幽默派插畫家Stephen Cheetham，以King of Sports為主題，運用繽紛色調及幽默創意，為Fashion Walk的中庭、百德新街、京士頓街及食街，設計出奪目玩味的藝術裝置。其中，百德新街的King of Sports巨型藝術裝置以宏偉的運動賽場為主題，配上色彩繽紛的LED燈，成為打卡熱點。

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.



活動期間，Fashion Walk亦與adidas聯手打造Fashion Walk x adidas Create Your Pitch世界盃嘉年華，除了在百德新街設置射球競技場、頭槌競技場和拍照區外，更呈獻全港獨家的Fashion Walk X adidas Ultimate Football巨型足球扭蛋機，讓足球迷有機會贏得adidas產品。

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盛夏慶典揭幕禮於6月13日（星期三）矚目舉行，並邀請了來自巴西的奧運體操獎牌得主Arthur Nory Oyakawa Mariano (Arthur Nory)、前香港小姐蔡思貝 (Sisley)、恒隆地產董事—租務及物業管理蔡碧林女士、董事—集團市場陳詠詩女士及總經理—租務及物業管理羅欣琪女士一同主禮，為明天開幕的世界盃預熱。一眾城中名人，包括龔慈恩女兒林愷鈴 (Ashley) 及香港體操運動員「吊環王」吳翹充亦有出席。

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.



▲ Johnee於7月7日（星期六）現身雅蘭中心與粉絲見面，為他們繪畫自創的「食字畫名」  
Johnee arrives at Grand Plaza on July 7 (Saturday) to meet his fans and draws unique "pun illustrations" to them



◀ (左起) 陳詠詩、Arthur Nory、蔡碧林、蔡思貝及羅欣琪為Fashion Walk的King of Sports盛夏慶典活動揭開序幕  
(From left) Linda Chan, Arthur Nory, Bella Chhoa, Sisley Choi, and Katherine Lo officiate at the King of Sports Summer Festival kick-off event



## 山頂廣場 The Peak Galleria

Kong)

山頂廣場聯乘本地插畫品牌「拉筋熊」，由即日起至8月19日為顧客帶來以「運動樂園」主題的裝置。藝人陳嘉佳（細細粒）亦會身體力行加入運動大軍，於社交網站啟動「拉筋挑戰」！

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!



雅蘭中心聯乘超人氣本地動畫及插畫師劉冠瑤 (Johnee)，由即日起至9月2日舉辦「畫名『型・動』夏」主題活動，以其筆下的趣怪超級英雄 Galaman與「食字畫名」的獨特風格，將文字重新演繹，並轉化為得意圖畫，創作一系列以世界盃及運動潮語為主題的作品，玩味十足。

此外，著名職業花式足球員兼有「旺角美斯」稱號的施寶盛，及十大本地人氣Youtuber兼人氣星級健身教練王樂婷 (Emi Wong) 分別以花式足球競技賽及健身賽挑戰顧客的體能，一起以最佳狀態迎接夏日精彩的活動！

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!



## 康怡廣場 Kornhill Plaza



今個夏天，康怡廣場與慈善教育團體及兒童慈善機構合辦的家長講座、工作坊及體驗活動，與小朋友一起發揮創意，以無窮無盡的想像力去感受一個全新的夏日。此外，康怡廣場將於8月舉辦「康怡至叻小明星大賽」，讓小朋友在舞台上展現才能，散發光芒。

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

家長講座：教育孩子可以不一樣  
ED'novative Parenting Talk

28.7

親子靜觀工作坊  
Parenting Mindfulness Workshop

4.8

「世界另一端」VR生活體驗  
VR Life Experience: Other Side of the World

「小恩大惠」工作坊  
A Little is A Lot Workshop

11.8

「康怡至叻小明星大賽」初賽  
Kornhill's Next Pop Idol - First-Round

18.8

「康怡至叻小明星大賽」決賽  
Kornhill's Next Pop Idol - Finale

## 淘大商場 Amoy Plaza

由即日起至8月31日，淘大商場以「FUN TO INFINITY運動無限」為主題，聯乘跑鞋界經典Saucony及帆布鞋始祖Sperry，以主張不受拘束的創意曼菲斯風格 (Memphis)，將商場打造成色彩繽紛的型格運動競技場。場內更將率先展出專業跑鞋界的經典美國品牌Saucony的多款限量及別注版鞋款，以及美國帆布鞋始祖Sperry的多個最新鞋款，滿足運動愛好者。

此外，商場邀請了花式足球表演隊伍，於6月17及24日在露天廣場上演花式足球競技，並由即日起至8月26日，於每個星期日舉辦「動起來！街跑吧！」工作坊，召集一眾跑步愛好者由淘大商場出發，一起享受夜跑的樂趣，挑戰兩大潮型跑步路線「優悠夜行跑」及「夜巷遊踪跑」。參加者不但能與長跑教練交流跑步心得，還可以獲得他們親身教授拉筋秘訣，以及穿梭於東九龍的隱世街頭藝術之中，感受獨有的社區風貌。

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.

# 精彩活動迎夏日 (內地)

Fabulous  
Activities for

Summer (Mainland)

## 恒隆廣場·無錫 Center 66, Wuxi

無錫的恒隆廣場於6月22日(星期五)舉辦了「運動一夏」足球主題活動，與顧客一同觀看世界盃賽事，並大玩足球及競猜遊戲，與足球迷分享樂趣。

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.



## 恒隆廣場·大連 Olympia 66, Dalian

大連的恒隆廣場於6月14日至7月15日推出一系列「想YAO運動節」世界盃主題活動，除了在一樓中庭設置大電視，與顧客一同觀賞世界盃賽事外，更舉辦競猜遊戲、巡遊、花式足球表演等活動。俄羅斯領事館代表亦有到場支持，與大連球迷一起分享世界盃熱潮。

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.

## 港匯恒隆廣場·上海 Grand Gateway 66, Shanghai

一艘夏日潛艇駛入港匯恒隆廣場！商場於6月20日至7月5日期間把中庭打造成一艘粉紅潛艇，帶來仿真水母觀察窗，與顧客一同探索奇妙的海洋世界。商場更與租戶「天真藍」照相館合作設置拍照區，讓顧客拍出充滿夏日氣息的照片。

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.



## 皇城恒隆廣場·瀋陽 Palace 66, Shenyang

皇城恒隆廣場於6月8日至7月15日設置「夏日競技場」，為顧客帶來俄羅斯民族舞、花式足球、吉祥物巡遊、啦啦隊等表演。活動期間，顧客消費滿指定金額便可參加足球體驗遊戲，並有機會贏取禮品。

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.



## 市府恒隆廣場·瀋陽 Forum 66, Shenyang

市府恒隆廣場於7月14日至8月12日舉辦「音·味·愛」主題活動，除了請來樂隊進行現場表演外，還為顧客準備了豐富的美食體驗。此外，顧客只要通過微博參與#音味愛#有獎轉發，便有機會贏取限量版的收音機。

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.



## 恒隆廣場·濟南 Parc 66, Jinan

濟南的恒隆廣場於7月6日至8月5日舉辦「想YAO音樂節」！除了在西翼中庭搭建巨型的「想耀舞台」，並匯聚多個潮流品牌展出新季系列外，還在東翼中庭打造「想搖專區」及推出豐富的購物禮遇。音樂才子吳克群、樂壇生力軍SABER梁維嘉和RAYCHAN更於7月15日（星期日）現身舞台，為顧客帶來精彩的音樂秀。

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.



▲ 音樂才子吳克群現身濟南的恒隆廣場  
Talented musician Kenji Wu shows up at Parc 66

## 恒隆廣場·天津 Riverside 66, Tianjin



天津的恒隆廣場於6月15日至7月15日舉辦「想YAO音樂節」大型夏季音樂活動，為顧客呈獻五大主題音樂現場表演、精釀啤酒音樂市場、世界盃遊戲，為顧客提供豐富的消閒體驗。

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！開啟慈善尋寶之旅

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

**漿**糊仔Fueki相信為不少八十後的童年回憶，以此為主題的慈善跑活動「Fueki Run HK 2018」於香港開跑！在8月25日（星期六），「Fueki Run HK 2018」將於添馬公園舉辦大型路跑嘉年華活動，屆時除了可與Fueki一起跑步之外，亦可以為一班生命小戰士打氣，為兒童癌症互助組織生命小戰士會籌款。在7月1日至8月20日期間，恒隆旗下商場亦會舉辦尋寶塗活動，參加者將有機會免費獲取「Fueki Run HK 2018」的參賽名額，請勿錯過！

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!

### 尋寶塗 Fueki Hunt

玩法：

1. 「打卡」與Fueki合照；
2. 「掃碼」掃Fueki上的二維碼，觀看短片後根據提示尋找其餘Fueki位置；
3. 「尋寶」集齊總共7隻Fueki，將7張合照上傳到Facebook（以公開貼文形式）並標籤#fuekihk #fuekirunhk2018以及#fuekiXHLmalls。

\* 完成以上步驟，即有機會免費獲取8月25日中環添馬公園「Fueki Run HK 2018」的參賽名額，成功獲得免費參賽資格人士將獲專人通知。



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

恒隆廣場·大連 Olympia 66

## 童趣飾品POPOKING 首次登陸大連 POPOKING Debuts in Dalian



**設**計糅合中國傳統文化元素的兒童珠寶及精品品牌POPOKING首次登陸大連，並於大連的恒隆廣場開設全國首間概念店。新店的設計以POPOKING主角小P駕着飛船為主題，除了陳列各式各樣的兒童精品

外，更展示結合中國傳統文化元素的黃金製品。POPOKING的開業吸引大批顧客前來與小P見面，一同探索這個繽紛的「太空樂園」。

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".



潮動社區 H! Community

# 暑期實習生計劃培育青年人 Internships to Nurture Young People

**為**協助青年人開闊視野，恒隆與各大機構合作推出暑期實習生計劃，為超過20位青年人提供實習機會。

公司參與了由政府推出的「友•導向」計劃及由一群社會熱心人士推行的「我的前途」計劃，五名來自「友•導向」計劃的中四學生於6月26及27日參觀了恒隆總部，並認識基本的辦公室工作和流程；而兩名來自「我的前途」計劃的中六學生亦於6月1至29日期間受聘為暑期實習生。

公司同時參與了政府推出的首屆企業內地與海外暑期實習先導計劃，為共10名大學生提供上海的暑期實習機會。

除了先導計劃，公司每年亦夥拍不同的海外大學招聘實習生。來自美國南加州大學的趙穎玟對這次的實習機會表示期待，她說：「通過今次的實習，我能認識公司的內部運作，同時也能對香港地產業的發展有更多了解，這個機會實在難能可貴。」



來自本地及海外學院的實習生於6月19日（星期二）參加在恒隆總部舉行的迎新會  
Interns from local and overseas institutes attend an engagement activity at Hang Lung's headquarters on June 19 (Tuesday)

總經理—人力資源潘舜雅女士（右）於「企業內地與海外暑期實習先導計劃」啟動禮上接受政務司司長張建宗先生頒發證書  
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



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."



趙穎玟期待到恒隆進行實習  
Allyson Chiu looks forward to the internship at Hang Lung

潮動社區 H! Community

# 培育新一代建築師 Supporting the Next Generation of Architects

**為**支持建築及設計人才的培育工作，恒隆連續兩年贊助由香港中文大學（中大）建築學院舉辦的建築碩士畢業作品展。今年的展覽以Make Some Noise為主題，展出40多名畢業生的創意佳作，作品題材包括房屋、保育、城市設計、公共基礎建設、傳統建築、建築科技和電腦化設計等，除了探討社會問題外，也展示如何透過建築可以改變社會和環境。香港建築師學會會長陳沐文先生、中大建築學院院長陳丙驊教授、恒隆地產經理——集團傳訊（企業社會責任）林詠雅女士及一眾嘉賓出席於6月1日（星期五）的揭幕禮。



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).

## 綠色行動 Green Actions

# O<sub>2</sub>全方位為你輸送正能量

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

隨着恒隆「提升室內空氣品質計劃」登場的O<sub>2</sub>小兵團，已經登陸上海、濟南和無錫的恒隆廣場，並同時於線上及線下跟大家見面！

十六個超萌造型的O<sub>2</sub>小兵團表情包已於微信供公眾人士免費下載使用，而為此計劃特別製作的O<sub>2</sub>趣味短片，也在社交媒體及商場熱播中。

此外，為進一步鼓勵大眾關注健康生活，無錫及濟南的恒隆廣場亦與商戶攜手推出不同的宣傳推廣。其中，顧客於濟南和無錫的恒隆廣場內消費，便有機會換領O<sub>2</sub>紀念品或參加抽獎，贏取空氣淨化器及其他禮物，讓大家將好空氣和歡樂帶回家中。



### 甚麼是O<sub>2</sub>? What is O<sub>2</sub>?

O<sub>2</sub>一共有66個空氣小分子成員，每一個都是表情多多，亦充滿幽默感和正能量，不但為大家製造好空氣，也為你的日常生活增添趣味，帶來好心情！

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!



請即掃描 QR code  
觀看影片

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.

## 潮動社區 H! Community

# 恒隆支持綠「惜」建築

## Hang Lung's Pledge for Green Buildings

恒隆一直致力推動環保節能，並支持香港政府發起的環保倡議，減少光滋擾和節省能源，以履行對可持續發展的承諾。

環境局在6月28日（星期四）舉行「戶外燈光約章」舉行頒獎典禮，表揚在過去一年於晚上11時至早上7時關掉部分大廈的外牆燈光裝飾及廣告燈光裝置的機構。公司旗下的四個物業——山頂廣場、淘大商場、渣打銀行大廈及雅蘭中心，均在此計劃中榮獲鉑金獎。

此外，恒隆於6月21日（星期四）簽署由環境局及機電工程署舉辦的「節約約章2018及4Ts約章」。公司自2012年起每年均簽署約章，承諾於6至9月期間維持旗下商場、辦公樓及住宅項目的平均室內溫度在攝氏24至26度之間，冀與全港市民攜手減少用電，實踐環保。

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.



▲ 高級經理——可持續發展李栢麟先生（中排·右四）代表公司接受由環境局局長黃錦星先生頒發的四項鉑金獎  
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

綠色行動 Green Actions

# 一口清新的空氣 A Breath of Fresh Air

空氣質素對人類健康十分重要。為了進一步向社區推廣恒隆的「提升空氣質素計劃」，恒隆一心義工隊率先在上海和濟南推出義工活動，加強公眾對空氣質素的認識和了解。

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.



## 恒隆廣場·上海 Plaza 66

上海的恒隆一心義工隊在6月22日（星期五）到訪徐匯區的田林第二中學，教授中學生有關空氣質素的知識。義工為學生設計了一連串STEAM科普活動，即包含科學、科技、機械工程、藝術和數學的教育方式。義工首先向學生講解空氣質素的基礎知識，然後教學生製做簡單的空氣質素探測器，使他們從動手做的體驗中學習。學生積極學習並勇於發問，還表示此活動開闊了他們的眼界，增進了課外知識。

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.

◀ 通過製作簡單的空氣質素探測器，學生獲得了機械工程的基本知識  
Students gain engineering skills by constructing simple air quality detectors



## 恒隆廣場·濟南 Parc 66

濟南的恒隆一心義工隊在6月27日（星期三）到訪了一個兒童康復中心，與約30名殘障兒童度過了一個有意義的下午。義工首先向小朋友簡介改善空氣質素和種植盆栽的方法，然後派發《O<sub>2</sub>畫冊》並講解植物如何改善空氣質量。義工和小朋友都很享受這個活動，離別時均依依不捨。此活動可說是一場教學相長的經驗：小朋友學習了有關空氣質素的知識，而義工則學習了如何跟殘障兒童相處。

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.

▶ 義工教小朋友種植盆栽的方法  
Volunteers teach children to grow potted plants



◀ 義工向小朋友派發《O<sub>2</sub>畫冊》  
Volunteers pass out O<sub>2</sub> booklets



潮動社區 Hi! Community | 恒隆廣場•無錫 Center 66

# 千里送愛心

## Long Distance Is No Problem for Volunteers Sending Love

無錫的恒隆一心義工隊集合公司400多名同事，募集超過200個裝滿文具、作業、保温杯和零食的書包，運送到青海省海東市循化撒拉族自治縣，派發給崗察藏族鄉中心小學的學生。

無錫的恒隆廣場總經理劉炳富先生表示：「得知崗察藏族鄉中心小學需要幫助後，我們立刻策動此次青海捐贈活動，為當地的小學生送上物資。我們會繼續關注社區的不同需要，並與社福機構合作，積極進行更多義務工作，為社會提供更多幫助。」

青海省海東市循化撒拉族自治縣崗察藏族鄉中心小學是一所在遊牧式帳篷基礎上擴建而成的寄宿小學。由於學校地處高寒缺氧，加上生活環境欠佳，而且缺乏物資，故該校的學生十分需要幫助和鼓勵。



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.



▲ 劉炳富（左二）帶領義工隊準備送給小學生的捐贈物資  
Eric Lau (2<sup>nd</sup> from left) leads the volunteer team to prepare supplies for the students

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

# 為孤兒送上溫暖

## Bringing Supplies to Orphans

6月26日（星期四），武漢的恒隆一心義工隊與六角亭街道辦聯合展開「為轄區孤兒助學接力」活動，一同探訪區內兩名來自窮困家庭的孤兒。考慮到兩名孤兒都即將升上高中，義工隊特別為他們帶來電子閱讀器、書券、文具及運動鞋等用品，協助他們迎接新的高中生活。六角亭街道辦亦為他們帶生活物資。孤兒對義工隊及街道辦的關懷表示感謝。

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.



▲ 義工向其中一名孤兒送上書券  
A volunteer shows a bookstore voucher to an orphan

► 義工向孤兒送上物資  
Volunteers bring supplies to an orphanage



潮動社區 Hi! Community | 恒隆廣場·天津 Riverside 66

# 肢體傷殘人士體驗無障礙設施

## Disabled People Experience Barrier-free Facilities



6月7日(星期四)，天津的恒隆一心義工隊為約20位肢體傷殘人士舉辦了一次義工活動，邀請他們參觀恒隆廣場並體驗場內多項無障礙設施。通過親身接觸，顧客和員工對傷殘人士的需要都有更多的認識。

秉持「只選好的 只做對的」的理念，公司旗下各個項目均致力打造無障礙環境。天津的恒隆廣場已設有專為傷殘人士而設的升降機、洗手間及停車位，以及提供輪椅租借服務。此外，洗手間內已裝有SOS緊急呼叫系統，方便同事即時為有需要人士提供協助。

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.



綠色·恒隆 HL Sustain

## 貧富懸殊

### Wealth Disparity

世界上有許多不平等的情況，貧富懸殊尤其嚴重。

全球國民生產總值(GDP)在過去30年上升近倍，但各國人民並未因而平等受惠。根據《世界不平均報告2018》，中國首10%的最高收入人士的收入總和，佔全國國民收入的41%；而在印度及發展成熟的歐洲地區，這個比率亦分別高達55%和37%<sup>1</sup>。香港的情況如何？在2006至2016年這11年間，香港的堅尼系數一直高過聯合國開發計劃署訂定的0.4警戒線，2016年的數字更達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，問題十分嚴峻。

為適齡學童創造平等的教育機會，使他們更具競爭力，是改善不平等問題的有效方法。青少年發展及教育是恒隆的可持續發展目標之一，在香港，公司除了透過陳曾熙基金為員工子女提供大學免息貸款外，亦推出各項青少年發展計劃，如「恒隆·築跡——年輕建築師計劃」和「恒隆數學獎」等，為青少年提供多元化的學習機會。在內地，各地的恒隆一心義工隊亦積極為青少年舉辦各類型的活動，以及捐贈物資予貧苦學生，向業務所在地區之社區提供幫助。



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> in 2016 (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，但有多少人會認真思考及運用自己的優點？為了協助同事發掘個人優點，公司安排兩場以「擦亮個人品牌工作坊」(Brand Your Positive Leadership) 為主題的講座。第一場「發掘你的職場優勢」(Discover Your Strengths at Work) 及第二場「職場正向溝通」(Positive Communication at Work) 講座已分別於6月22日(星期五)及7月20日(星期五)舉行，HKU SPACE Executive Academy邱敬賢女士擔任主講嘉賓，與參加者一同探討如何在職場中發現及運用個人優點，以及建立正向溝通。

邱女士認為優點有很多種，而且全部都能運用於工作之中。除了天賦、教育和經驗外，性格、資源和個人興趣都可以幫助我們在職場上發揮所長。

她說：「當你知道自己的優點，就要善用。」

邱女士引用一個研究例子，比較專注運用個人優點和只顧彌補弱點的員工的工作效率，結果說明前者的工作效率較後者高出20%。她補充，善用個人優勢不僅能提升工作表現，也能令人更加快樂。

## 認識個人優點 提升工作表現

### 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.

► 香港大學專業進修學院邱敬賢女士  
Ms. Rosemarie Yau of the HKU SPACE Executive Academy



## 體驗智能健身 Workout with a Difference

很多同事都會去健身中心跑步、做瑜伽、踩單車……嫌太普通？來試玩智能健身吧！恒隆康體會於6月25日(星期一)舉辦了一場「智能健身體驗」，與近40位同事一同在結合多媒體科技及韓國流行音樂的場地Holofit，體驗智能健身及LED 4D健身單車的樂趣。

喜歡做運動同時又愛玩電動的2017管理培訓生何俊樂認為跳舞最好玩，他說：「我們在教練的帶領下，跟着地上的燈光指示跳舞，就像一班朋友同時在遊戲機中心玩跳舞機，大家一邊流汗，一邊大笑，非常好玩！」



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!"

# 恒隆龍舟隊出戰公開賽

## Hang Lung Dragon Boat Team Makes Splash

恒隆龍舟隊今年出戰荃灣區及大埔區兩個公開賽，並於端午節當日在大埔區500米男女子混合賽初賽中，勇奪第三名。雖然龍舟隊最終未能在決賽取勝，但隊員們均表示享受比賽，並揚言會繼續努力練習，希望能以更佳的狀態出戰明年的賽事。

首年參加龍舟隊的2017管理培訓生何俊樂表示：「即使面對經驗豐富的對手，我們亦能表現出應有的專注及團隊精神。我們將繼續參與訓練，期待明年能創更好成績！」



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!"



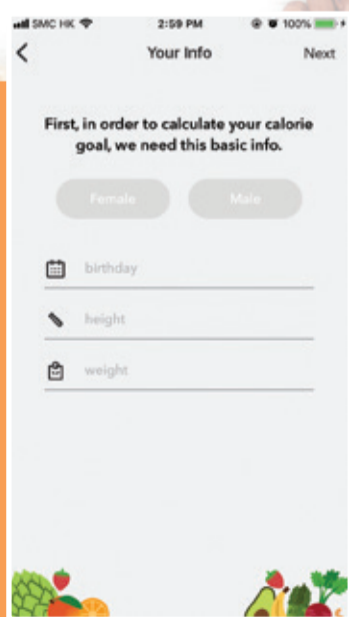
品味生活 Savor Life

APP +

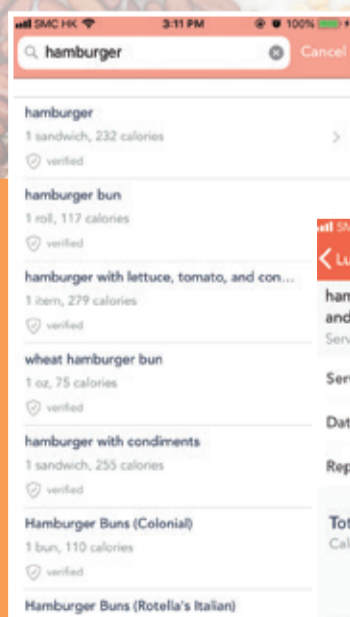
## 碟子上的卡路里

### Count Those Calories on Your Plate

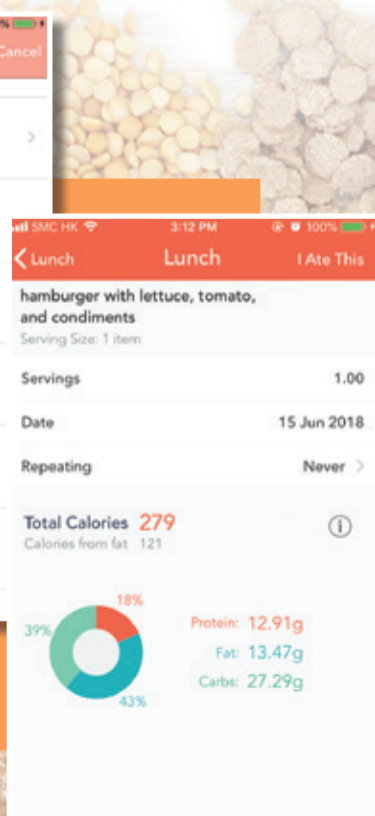
我們經常將節食減肥掛在嘴邊，但始終還是抵擋不了美食的誘惑，尤其在朋友飯局，少不免會吃下高鹽、高糖或高脂的食物。現時有不少手機應用程式協助記錄食物營養、飲水量及運動量，然後計算攝取了多少卡路里，提醒用家避免超標。今期，我們為大家介紹MyPlate Calories Counter應用程式，幫助用戶計算攝取的卡路里和營養。



輸入個人資料以計算每日的卡路里攝取上限  
Enter your personal information to enable you to calculate your maximum daily intake of calories

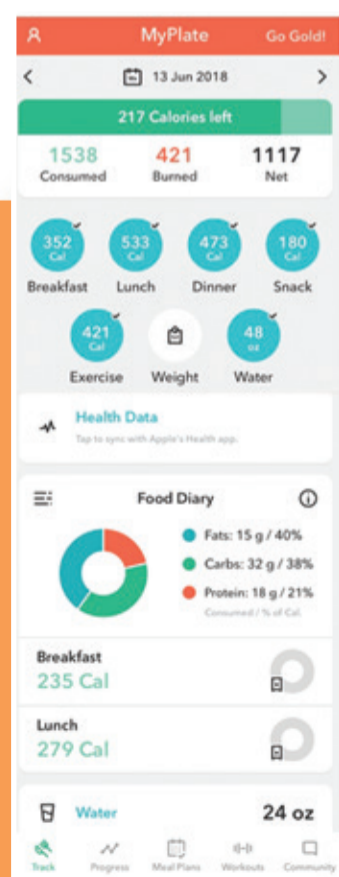
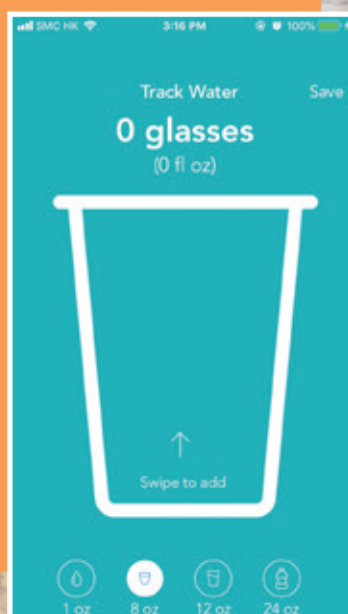


選擇食物，記錄卡路里及營養成分  
Select food items and record their calories and nutrients



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.

足夠的水分仍很重要，應用程式會根據紀錄，提醒用戶「補水」的需要  
Water is also important. The app records users' water intake and alerts them when they should drink more



紀錄綜合所有資料，並詳細列出攝取量  
The record compiles all data and shows every entry in detail

# 秒殺波鞋 SECOND KILL Launches Killer Marketing Campaign

**波**鞋店要突圍絕非易事，90後的Theo如何憑獨到的眼光和宣傳策略，在五年內將自己創立的「秒殺波鞋」(Second Kill)由網店擴充至現今面積逾4,000呎的實體店，並在Instagram吸納逾23萬粉絲？今期《潮聖地》找來店主Theo分享經驗，並介紹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.



## 打好網上戰 Win the Digital Marketing Battle

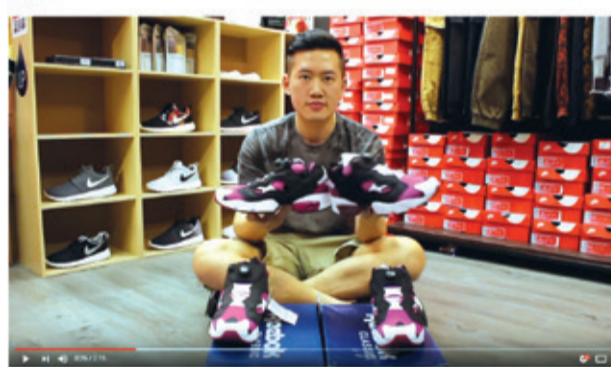
Theo認為搶先推出最多新款式只是基本要做的事，若要突圍而出，關鍵在於如何在網絡世界打勝仗。在Instagram還未流行之前，Theo已經率先為店舖開立帳戶，並經常更新及與不同的網店合作，又請來網紅做宣傳，不但令粉絲數目顯著增加，還成功吸引目標顧客「搵上門」。

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.

## 展望未來 Looking to the Future

由於不愛打工，Theo起初只是「試下」創業賣波鞋，雖然如今的成績不俗，但他仍希望拓展事業版圖。他以堅定的語氣說：「我希望可以開設更多分店，下一個目標是澳門。」

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.



## 建立信譽 Building Reputation

使品牌成為「正貨保證」尤其重要，Theo說：「很多人都擔心會在網上買錯假貨、翻版貨，於是我在開業初期拍片教人分辨正貨。這不僅令顧客對我的網店信心大增，亦盡收宣傳之效，一石二鳥。」Theo的短片還吸引了傳媒報道，成功為店舖打響招牌，成為顧客信心之選。

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.

## 懷舊裝修逐格睇 Nostalgic decoration Overview

著重網上宣傳的Theo在店舖裝修都下了一番功夫，加入地道懷舊元素，希望將店舖打造成網上打卡地點，又可以收宣傳之效。

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.



Adidas NMD Core Black \$999



Nike Zoom Fly Bettrue \$1799



Adidas Ultra Boost 4.0 Parley \$1699



秒殺波鞋 Second Kill

地點：旺角登打士街56號家樂坊1901室  
營業時間：1-10PM

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

築跡 City Contour

# 赤柱：岸隅雅緻

## Stanley: Seaside Delights

香港開埠早期，赤柱是港島最多人居住的地方。由於有不少水上人聚居，因此建有不同傳統的傳統中式廟宇。後來，赤柱成為軍事據點、西方人為主的住宅區，也因此布滿殖民風格的建築。更有趣的是，連其他地區的「落難」建築都被安置在這裏，成就奇特的岸隅雅緻。

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.

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

舊赤柱警署於1859年建成，是香港現存歷史最悠久的警察建築物，樓高兩層，前方和後方均設陽台，以古典風格的柱廊裝飾點綴外牆，設計簡潔平實。

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.



### 4 赤柱公立醫局 Stanley Public Dispensary

原是1930年代建成的住宅，於1948年改作醫務衛生署轄下的公眾診所及產科病房，為附近以漁業維生的村民提供醫療服務。

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.



### 6 水仙古廟 Shui Sin Temple

於乾隆年間（1736-1795）落成，是香港唯一供奉水僊的廟宇，古廟別具清代鄉土建築風格，牆身以磚砌成，梯級和牆角則以花崗岩來建造。

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.



### 8 赤柱卜公碼頭 Blake Pier

卜公碼頭原在中環，經歷多次拆卸和重建後獲安排重置於赤柱現址。碼頭曾是新任港督、皇室成員及重要人物抵達香港的落船地點，現為來往香港仔與蒲台島街渡航線的碼頭，亦開放予公眾使用。

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.



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

於2006年啟用，設計以環保及簡單時尚為主，其中央庭院仿照中國四合院興建，當中的玻璃地台讓陽光在日間滲進禮堂，晚間則透出禮堂裏的燈光。

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.



### 3 赤柱郵政局 Stanley Post Office

於1937年啟用至今，是香港現存最悠久的郵政局。郵政局屬實用主義風格，其建築特色包括以木製桁樑和橫樑組成的屋頂、以粗面批盪飾面的外牆、木造門窗等。

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.



### 5 赤柱八間屋 Pat Kan Uk

建於1930年代，是對當年被英軍因建軍事建設而被迫遷徙的居民作出賠償。建築物融匯了中西建築特色，布局和中式傳統民居規模相若，牆身用上紅磚砌成。

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.



### 7 美利樓 Murray House

建於1843年，糅合中西建築特色，採用仿希臘復古式的圓形石柱及中式瓦面的房頂，屬中環美利兵房一部分，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.



### 9 天后古廟 Tin Hau Temple

於清朝乾隆32年1767年，現時廟內仍存有清朝建廟時鑄造的銅鐘。古廟的建築為二進式四合院設計，中間設有天井。

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」多識廣帶大家走訪北美洲國家墨西哥，看看一個位於墨西哥城的獨特建築——巴斯孔塞洛斯圖書館（Biblioteca Vasconcelos）。

這座被視為墨西哥幾十年來最重要的公共建築，是該國繼後來胎死腹中的聯邦立法宮在1896年公開徵選建築師後，逾一個世紀以來首個透過國際建築比賽選拔設計的項目。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為6,006人（略低於每平方公里人口達6,690人的香港），城市缺乏綠化空間。因此，成功從全球逾500份計劃書當中脫穎而出的墨西哥建築師Alberto Kalach，就提議圖書館不應純粹是「知識的方舟」——除了裝載國民知識的圖書館空間本身，更於館外增設植物園，網羅國家的「自然智慧」。

這選址于墨西哥城北部布埃納維斯塔火車站（Buenavista train station）附近的項目，已經由一度荒蕪的土地，遙身一變為一個佔地逾26,000平方米的自然寶富，種植逾60,000棵來自168個品種的樹木、灌木和草本植物。不過，當欣賞過這片綠洲後走步入圖書館，就會即時感受到建築物內部產生的強烈對比。

走進圖書館，抬頭正是一系列猶如飄浮於半空的書架！以吊臂懸垂於鋼筋玻璃天花下的書架，是整個項目最矚目的設計元素，也切合圖書館的身份。加上玻璃外牆、半透明地板和牆壁，為館內空間營造空靈縹緲氛圍，置身外太空的感覺。有人將圖書館與《星空奇遇記》的波格太空船艙相提並論，有人認為圖書館驟眼恍如電影《2020》的場景，有人說更像身處於電影《潛行凶間》的夢中潛意識迷宮。

圖書館造價9,800萬美元，佔地40,000千米的書架共收藏575,000本書籍。這幢46,452平方米的建築採取天然採光和通風設計，不設冷氣輸送管和機械排氣口，只於建築物頂層和底部設置通風口。此外，圖書館亦特別於外牆增設百葉窗，以遮蔽熱帶地區過於熾烈的陽光。圖書館以1940年代出任墨西哥國家圖書館館長，傑出的閱讀和教育倡導者荷西·巴斯孔塞洛斯（José Vasconcelos）的名字命名。這家圖書館於2008年開幕，今天名聲已響遍建築愛好者和愛書人圈子，朝拜者絡繹不絕。



## 「建」多識廣 ArchiFun

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

# 巴斯孔塞洛斯圖書館 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.

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