

連繫恒隆 • connections

12 | 2021



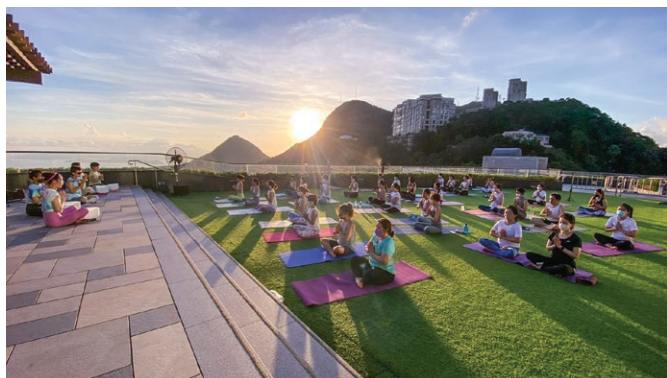
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銳意成為可持續發展翹楚

"25 x 25" Sustainability Targets
Set Hang Lung on Track for
Sustainability Leadership

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制訂「25 x 25」可持續發展指標 銳意成為可持續發展翹楚

"25 x 25" Sustainability Targets Set Hang Lung on Track for Sustainability Leadership

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恒隆矢志成為全球領先的可持續發展房地產公司，為達至願景，我們於去年12月按恒隆可持續發展框架內的四大優先議題（應對氣候變化、資源管理、福祉、可持續交易），訂立一系列2030年可持續發展目標。

我們亦於2021年增設了與部門及員工表現績效評估掛鉤的年度策略性ESG（環境、社會及管治）關鍵績效指標，並將每年檢討該等指標，以配合公司長遠的可持續發展願景及實踐2030年目標。

除此之外，恒隆亦作出一項重大舉措——制訂了25個旨在於2025年底前達至的可持續發展指標（下稱「25 x 25」可持續發展指標），為所有員工在未來四年進行與可持續發展相關的工作釐定清晰目標。「25 x 25」可持續發展指標涵蓋公司的四大優先議題，亦包含了應對各項可持續發展挑戰的具體措施，確保我們能循序漸進實踐長遠目標。

Hang Lung's ambition is to become one of the most sustainable real estate companies in the world. In support of this goal, in December 2020 we announced our 2030 Sustainability Goals and Targets under the Company's Sustainability Framework, covering four Priorities: Climate Resilience, Resource Management, Wellbeing and Sustainable Transactions.

In support of our long-term sustainability ambition and 2030 targets, in 2021 we introduced annual strategic environmental, social and governance (ESG) KPIs across the company that are tied to the performance reviews of departments and employees. These ESG KPIs will be updated annually.

And we have now taken another big step forward by setting out 25 targets to be achieved by the end of 2025. The "25 x 25" Sustainability Targets address our four Priorities and provide all employees with a clear agenda over the next four years. They include concrete measures we will pursue on a wide range of sustainability challenges and will help ensure the Company is on track to achieve our long-term ambition.

應對氣候變化
Climate Resilience



資源管理
Resource Management



福祉
Wellbeing



可持續交易
Sustainable Transactions



「25 x 25」可持續發展指標 | "25 x 25" Sustainability Targets

7 項指標圍繞以下主題：

- 減低物業營運時範圍1和2的溫室氣體排放
- 減低物業發展項目的隱含碳排放及降低租戶用電量以減少範圍3的溫室氣體排放
- 氣候應對措施的技術性分析

7 targets addressing the following topics:

- Greenhouse gas (scopes 1 and 2) emissions reduction for building operations
- Greenhouse gas (scope 3) emissions reduction: embodied carbon of property development projects and electricity consumption of tenants
- Technical analysis of climate adaptation measures

4 項指標圍繞以下主題：

- 物業營運的水資源管理效能
- 減少營運及建築廢物運往堆填區
- 應用可回收、重用及含生物基的建築物料

4 targets addressing the following topics:

- Water efficiency of building operations
- Diversion of operational waste and construction waste from landfill
- Use of recycled, reused and bio-based construction materials

9 項指標圍繞以下主題：

- 多元共融
- 為員工提供環境、社會及管治等相關培訓
- 社區福祉措施

9 targets addressing the following topics:

- Diversity and inclusion
- ESG training for our employees
- Community wellbeing initiatives

5 項指標圍繞以下主題：

- 供應商的環境、社會及管治的表現評估
- 綠色租約
- 可持續金融

5 targets addressing the following topics:

- Assessment of suppliers on their ESG performance
- Green leasing
- Sustainable financing

2030年可持續發展目標 | 2030 Sustainability Goals

配合氣候變化科學，減少碳足跡
Reduce carbon footprint in line with climate science

透過盡量減少資源消耗及加強回收效能，加速轉型成循環經濟

Accelerate the transition to a circular economy by minimizing resource consumption and maximizing recycling

確保員工、顧客及社區都享有極佳的环境，促進他們的健康和福祉

Ensure employees, customers and communities enjoy an unrivalled environment that promotes their health and wellbeing

與所有供應商及客戶合作，推進我們的可持續發展優先議題

Collaborate with all suppliers and customers to advance our sustainability priorities

其他可持續發展措施 Other Sustainability Initiatives

以下為集團及各項目近日主要的環保及可持續發展措施：

In recent months, we have announced new developments at both corporate and project level. Major sustainability initiatives include:



支持香港實現碳中和目標

Supporting Hong Kong's Carbon Neutrality Journey

行政總裁盧韋柏先生於10月參加了由環境局舉辦的「碳中和」夥伴啟動禮，並接受由環境局局長黃錦星先生及香港單車運動員及東京奧運銅牌得主李慧詩女士頒發的獎狀，引證我們對香港實現碳中和目標的支持之餘，亦展現公司對減碳的決心。

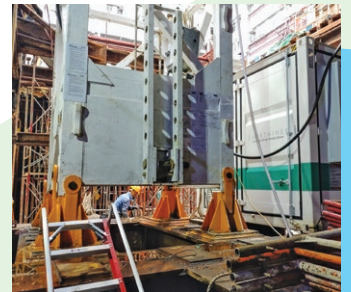
In October, our CEO Mr. Weber Lo joined the Carbon Neutrality Partnership Certification cum Pledging Ceremony organized by the Environment Bureau. He received a Certificate from Secretary for the Environment Mr. K.S. Wong and Hong Kong's top cyclist and Tokyo Olympics bronze medalist, Ms. Sarah Lee. The pledge not only shows our support for Hong Kong's journey towards carbon neutrality, but also demonstrates our commitment to decarbonization.

利用創新科技帶動綠色建造環境

Deploying Innovative Technology for Cleaner Construction

我們與本地初創公司Ampd Energy合作，於北角電氣道226-240號重建項目引入先進的電池儲能系統「淨能櫃」以取代傳統柴油發電機，並將其應用拓展至九龍灣住宅項目「皓日THE APERTURE」。「淨能櫃」比傳統柴油發電機安靜近32倍，且不會排放有害物，為建造地盤帶來更潔淨的環境。

We have recently partnered with local start-up Ampd Energy and introduced the Enertainer, an advanced battery energy storage system (BESS) to replace the traditional diesel generators for the Electric Road redevelopment project in North Point. BESS will also be deployed at "皓日THE APERTURE", our residential project in Kowloon Bay. The system is close to 32 times quieter than traditional diesel generators and has no harmful gas emissions, contributing to a cleaner environment at and around our construction sites.



增進顧客對環保議題的關注

Raising Customer Awareness of Environmental Protection

天津恒隆廣場透過全國性顧客關係管理計劃「恒隆會」為顧客舉辦連串與可持續發展相關的親子活動，包括互動科學實驗以了解地球及生態系統、咖啡渣循環再用工作坊及參觀國家海洋博物館等，向持份者宣揚環保概念。

Riverside 66 in Tianjin engaged members of our nationwide Customer Relationship Management (CRM) Program HOUSE 66 with a series of parent-child events on the theme of sustainability. The activities ranged from interactive science workshops to learn about the Earth and the ecosystem, to coffee grounds upcycling workshops and a visit to the National Maritime Museum.

與下一代創造共同價值

Creating Shared Values with the Next Generation

昆明恒隆廣場與區內小學合作，舉辦有關城市生態建設的考察活動，讓學生了解廣場的綠色理念及環保營運措施，期望透過此類社區可持續發展活動，與下一代創造共同價值，使社區得以持續發展。

Spring City 66 in Kunming worked hand in hand with a local primary school to organize a site visit for children to learn about "eco-city" construction. We shared the mall's sustainable concepts and green operational initiatives with the students, aiming to engage the next generation and identify shared values that enable our communities to grow sustainably.



恒隆地產最新消息

Latest announcements from Hang Lung Properties

網頁
Website



領英
LinkedIn



微信
WeChat



我們將於月內公布更多有關可持續發展的措施及策略，請密切留意官方網站及社交平台的最新公布。

We will soon announce further updates on our sustainability strategies and initiatives. Stay tuned for the latest news on our corporate website and social media channels.

皓日 THE APERTURE

東九龍全新住宅項目



示範單位地址 九龍灣一號九龍 One Kowloon 地下低層 LG/F	開放時間 上午 11 時至晚上 8 時	銷售熱線 8203 0010
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約 3 分鐘 步程直達九龍灣港鐵站 ¹	約 4 分鐘 步程達東九文化中心 ²	逾 15,000 平方呎 會所面積 ³
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區域：牛頭角及九龍灣 | 街道名稱及門牌號數：牛頭角道11號[^] | 賣方就本發展項目指定的互聯網網站的網址：www.theaperture.com.hk 本廣告/宣傳資料內載列的相片、圖像、繪圖或素描顯示純屬畫家對有關發展項目之想像。有關相片、圖像、繪圖或素描並非按照比例繪畫及/或可能經過電腦修飾處理。準買家如欲了解發展項目的詳情，請參閱售樓說明書。賣方亦建議準買家到有關發展地盤作實地考察，以對該發展地盤、其周邊地區環境及附近的公共設施有較佳了解。

圖片為庫存圖片，跟發展項目無關。相片並非於發展項目或其附近拍攝，並非展示發展項目的任何部分或其實際景觀，僅供參考。| 賣方保留權利更改示範單位的開放日期及時間。| *模擬效果圖經過電腦修飾處理及僅作顯示本發展項目落成後相關部分大概外觀之用，發展項目周邊之環境、建築物及設施可能並無顯示或作簡化或經電腦修飾處理。本圖並不反映發展項目或其任何部份落成後的真實景觀，僅供參考。發展項目周邊環境、建築物及設施會不時改變。發展項目外牆之冷氣機、喉管、格柵或其他設施均無顯示。本圖不反映發展項目實際景觀和外觀。本圖所顯示之顏色、裝置、裝修物料、設備、樹木、植物、園景、設施、家具、擺設、燈飾、物件等並非交樓標準，未必會在實際發展項目或其附近出現。裝置、裝修物料、設備之提供以買賣合約條款及條件為準。賣方保留權利不時改動建築圖則及其他圖則（包括但不限於園景之範圍、位置及布局等），發展項目之設計以政府相關部門最後批准之圖則為準。模擬效果圖並不構成亦不得詮釋成賣方就本發展項目或其任何一部分作出任何不顯示或隱含之合約條款、要約、陳述或保證（不論是否與景觀有關）。| 1. 上述步行時間由獨立交通顧問評估及計算得出（2021年7月22日），並以皓日 THE APERTURE 發展項目主入口為起點計算，僅供參考。實際所需時間受人流、路線、天氣及實際路面狀況及個人因素等影響及限制。2. 由發展項目步行至東九文化中心大概步程時間乃根據 Google Map 資料估計，是按最短路線計算，受實際交通情況影響，所需時間受實際交通情況如道路施工、交通狀況、天氣或其他事件影響，所需時間可能較長，僅供參考。上述發展項目及/或商業項目及/或方案及/或擬建建築物及設施等仍在興建中/規劃中，可能不時更改，於發展項目入伙時亦可能尚未完成和啟用，其最終之規劃、設計、落成及啟用日期以有關政府部門或私人機構最終公佈為準。3. 會所面積是由住客會所（包括供住客使用的任何康樂設施）的總面積及供住客使用的公用花園或遊樂地方（不論是稱為有蓋及園景的遊樂場或有其他名稱）的總面積而定的，詳情請參閱售樓說明書。會所及/或康樂設施的開放時間和使用均受相關法律、批地文件條件、發展項目之公契條款和實際情況所規定和限制。會所或康樂設施可能需收取費用方可使用。會所及/或康樂設施於發展項目入伙時未必能即時使用。會所及/或康樂設施的名稱僅用於宣傳推廣目的，未必會使用或出現於建築圖則、業權文件或其他法律文件上，有關名稱可能在發展項目落成時或其後有所改變，賣方並無作出任何不顯示或暗示的要約、承諾、陳述或保證。賣方保留權利變更、修改和更改會所及康樂設施的設計、布局、間隔、用途及名稱。| 本廣告/宣傳資料僅供參考，並不構成亦不得詮釋成賣方就發展項目或其任何部份作出任何不顯示或隱含之合約條款、要約、陳述、承諾或保證（不論是否有關景觀或發展項目的周邊地區）。賣方建議準買方參閱有關售樓說明書，以了解發展項目的資料。賣方：Total Select Limited | 賣方的控股公司：恒隆集團有限公司、恒隆地產有限公司、Newhart Investments Limited及Total Lead Holdings Limited | 發展項目的認可人士：英國輝先生 | 發展項目的認可人士以其專業身分擔任經管人、董事或僱員的商號或法團：梁黃顧建築師（香港）事務所有限公司 | 發展項目的承建商：保華建造有限公司 | 就發展項目中的住宅物業的出售而代表擁有入行事的律師事務所：孖士打律師行 | 已為發展項目的建造提供貸款或已承諾為該項建造提供融資的認可機構：不適用 | 已為發展項目的建造提供貸款的任何其他人：恒隆地產融資有限公司 | 盡賣方所知的發展項目的預計關鍵日期：2023年10月2日（「關鍵日期」指該項目在連同經批准的建築圖則的情況下在各方面均屬完成的情況下的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的） | 本廣告由賣方發布。 | 印製日期：2021年11月26日

[^]上述門牌號碼為臨時門牌號碼，有待發展項目建成時確認。



只選好的 只做對的
We Do It Well



恒隆地產
HANG LUNG PROPERTIES

「hello恒隆商場獎賞計劃」榮獲行政總裁大獎

“hello Hang Lung Malls Rewards Program” Wins CEO Award

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經過一輪嚴謹的評選，2021年第三季度行政總裁大獎由「hello恒隆商場獎賞計劃」勝出。這個項目集合顧客業務、顧客創新、顧客體驗、市場營銷和綜合服務多個團隊的努力合作產生。項目是恒隆顧客關係管理計劃的延續，於2021年3月底在香港推出，以「恒隆商場」手機應用程式為統一平台，推廣恒隆旗下多個商場逾600個商戶的最新優惠推廣資訊，並依據會員的喜好，提供度身訂造的購物體驗。

The “hello Hang Lung Malls Rewards Program” has won our third-quarter CEO Award, after several rounds of adjudication. The program is the result of collaboration between our Customer Relations Management (CRM), Customer Innovation, Customer Experience, Marketing and Service Delivery teams. As a continuation of Hang Lung’s CRM roadmap, the program has been running in Hong Kong since late March 2021. Leveraging on the “Hang Lung Malls” app as a single platform, it enables us to promote the happenings and special offers of more than 600 tenants at Hang Lung malls, while creating tailor-made experiences for our members based on their interests.



「hello恒隆商場獎賞計劃」的成功，反映總部職能部門與各場地營運團隊之間的協作能力，而項目開發的手機應用程式成為了我們與租戶和客戶的溝通支柱，成功為客戶營造更佳的消費體驗。評審委員特別讚揚團隊於短時間內交付計劃，展現出色的執行能力，並且超額完成目標，獲獎是實至名歸。

The success of the “hello Hang Lung Mall Rewards Program” has come thanks to strong teamwork among the headquarters functions and the local operation teams. The mobile app developed for the program has become the backbone of communication with our tenants and customers, and shaped a better shopping experience for our customers. The judges especially praised the team’s ability to deliver the program quickly and exceed targets, demonstrating the excellence of their execution.

恒隆屢獲殊榮 彰顯「只選好的 只做對的」承諾

String of Awards Recognizing our Commitment to We Do It Well

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恒隆囊括多個國際及本地獎項，涉獵多個範疇，展現了我們「只選好的 只做對的」品牌理念。

Hang Lung has received a host of local and international awards in recognition of our outstanding performance in various aspects. The awards acknowledge the efforts our teams have made to bring to life Hang Lung's motto **We Do It Well**.



環境、社會及管治獎項 ESG Awards

香港管理專業協會

Hong Kong Management Association

2021最佳年報獎 — 「最佳環境、社會及管治報告」特別獎（物業發展及投資）類別

2021 Best Annual Reports Awards — Special Award for Best ESG Reporting (Property Development & Investment) Category



香港會計師公會

The Hong Kong Institute of Certified Public Accountants

最佳企業管治及ESG大獎 — 評判嘉許 — 非恒指成份股（中市值）組別

Best Corporate Governance and ESG Awards - Special Mention for ESG in the Non-HSI (Medium Market Cap) Category

香港上市公司商會及香港浸會大學公司管治與金融政策研究中心

The Chamber of Hong Kong Listed Companies and The Centre for Corporate Governance and Financial Policy of Hong Kong Baptist University

公司管治卓越獎 — 主板公司：恒生指數成份股公司
Corporate Governance Excellence Awards - Hang Seng Index Constituent Companies



香港經濟日報

Hong Kong Economic Times

2020-2021 年度傑出ESG企業
Excellent ESG Enterprise of 2020-2021



國際BIM大獎賽

The International BIM Awards

恒隆於型建香港舉辦的2021國際BIM大獎賽獲得「最佳BIM企業大獎」和「最佳綜合體項目BIM應用大獎」殊榮，表揚恒隆在建築設計上應用BIM的傑出表現。

Hang Lung won the Best BIM Corporate Award and the Best Complex Project BIM Award in the International BIM Awards 2021 organized by buildingSMART Hong Kong in recognizing our quality achievements of BIM applications in architecture and design.



創新節能企業大獎2021

Smart Energy Award 2021

香港淘大商場於中電主辦的「創新節能企業大獎2021」中榮獲智能技術傑出大獎，表揚其在節能及管理方面的卓越表現。

Amoy Plaza in Hong Kong has been awarded the Smart Technology Excellence Award in the Smart Energy Award 2021 organized by CLP, recognizing our achievements in managing and saving energy.



年報獎項 Annual Report Awards



香港管理專業協會2021最佳年報獎 2021 HKMA Best Annual Reports Awards

一般類別 — 銀獎
General Category — Silver Award



2021 Galaxy國際年報大獎 2021 Galaxy Awards

設計 — 年報：傳統 — 香港 — 金獎
Design — Annual Reports:
Traditional — Hong Kong — Gold

撰稿：年報 — 董事長致股東函 — 優異獎
Copywriting:
Annual Reports — Chairman's Letter — Honors



LACP 2020年視覺獎 LACP 2020 Vision Awards

全球鉑金獎
Platinum Winner Worldwide

亞太區最佳敘述報告
Best Report Narrative in the Asia-Pacific Region

全球最佳年報100強
Top 100 Reports Worldwide

最佳中文年報50強
Top 50 Chinese Annual Reports

亞太區最佳年報80強
Top 80 Reports in the Asia-Pacific Region

香港傑出義工獎 Hong Kong Volunteer Award

恒隆一直重視其社會責任，致力透過各類可持續社區投資措施回饋社會，並獲得由義務工作發展局頒發的「香港傑出義工獎」優異獎，表揚我們積極推動香港義務工作的努力。

Hang Lung has a strong sense of responsibility regarding the communities in which we work, and we strive to give back to society through our sustainable community investment initiatives. This year we have received a Certificate of Merit from the Hong Kong Volunteer Award, organized by the Agency for Volunteer Service, which commended our contributions and accomplishments in promoting volunteering work.



人力資源獎項 HR Award

恒隆連續九年在亞太顧客服務協會主辦的「國際傑出顧客關係服務獎」勇奪殊榮，以及於本年度獲得「最佳人力發展計劃」，肯定我們秉持「以客為尊」的卓越服務表現。

For the ninth year running, Hang Lung has been showered with accolades at the Asia Pacific Customer Service Consortium's International Customer Relationship Excellence Awards. This year we have also won the People Development Program of the Year award, recognizing the excellent performance of our commitment to customer centricity.



2021年度風尚地標 2021 Lifestyle Destination of the Year

上海港匯恒隆廣場在2021年度《TimeOut》上海城市風尚大賞中獲得年度風尚地標的殊榮，是一眾時尚潮流達人的熱門打卡地點。

Grand Gateway 66 in Shanghai has been selected as 2021 Lifestyle Destination of the Year in TimeOut's Hospitality Awards Shanghai 2021, in recognition of its position as a popular check-in hotspot for fashionistas.



多個物業管理獎 Various Property Management Awards

香港淘大商場和淘大花園分別榮獲由東九龍總區防止罪案辦公室頒發的「優秀伙伴物業」獎和「最佳伙伴物業」獎。另外，九位隸屬淘大商場或淘大花園的同事亦在2020-2021年度「東九龍總區最佳保安服務選舉」中獲得最佳保安員或優秀保安員殊榮。

Amoy Plaza and Amoy Gardens have been named "Outstanding Partner Property" and "Best Partner Property" by the Regional Crime Prevention Office, Kowloon East while nine excellent members of the Amoy Plaza and Amoy Gardens teams have been awarded the Best Security Guard/Outstanding Security Guard at the Kowloon East Best Security Services Awards 2020-2021.



窺探香港業務最新動態

Exploring Our Business Operation in Hong Kong

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面對疫情和顧客消費模式及喜好的轉變，恒隆旗下的香港物業仍能保持整體競爭力及穩健的租賃表現。本年初升任為副董事（香港業務總監）的劉靜雅女士（Helen）將分享各物業組合的最新發展。

Despite the impact of COVID-19 and rapid changes in consumers behavior and preferences, the performance of our business operations in Hong Kong remains solid. Ms. Helen Lau, who was promoted to Deputy Director (Head of Hong Kong Business Operation) earlier this year, is here to share the latest developments across our Hong Kong portfolio.

▶ 副董事（香港業務總監）劉靜雅女士
Ms. Helen Lau, Deputy Director (Head of Hong Kong Business Operation)



購物、餐飲新氣象

作為恒隆旗下的社區購物據點，淘大商場及康怡廣場的設計布局及租戶組合均自居民的需要所出發，期望照顧日常生活所需之餘，亦豐富顧客的消費娛樂體驗。兩個商場今年特別引入創新的超市概念店及高質素的餐飲食肆，提高所在地區的生活機能。Helen表示：「於社區內引入新穎的超市概念店能切合顧客所需，吸引大家更常光臨。DON DON DONKI亦將於明年初進駐淘大商場，此類大型商店可成為商場的焦點，有助帶動人流。」

獨特的租戶組合亦是恒隆香港業務吸引客流的策略，Helen以旺角家樂坊作為例子，多元化的商舖增加了商場的吸引力，家樂坊特意引入中、高檔的特色餐廳，為年輕顧客帶來更多新選擇，並成功令商場於食肆林立的旺角區中突圍而出。銅鑼灣Fashion Walk亦以創新的商戶作為招徠，如大型的玩具及模型商店及電子潮流用品店等，為商場注入潮流元素。

New Vibes for Shopping and Dining

Amoy Plaza and Kornhill Plaza are both at the heart of the communities they serve. They have been carefully designed to meet the daily needs of people in the neighborhood, and the tenant mix is regularly refreshed to bring new vibes to local communities. The two malls recently introduced a new concept supermarket and high-quality restaurants to enhance the lives of people living nearby. "The new supermarket takes good care of customers' daily needs and gives them reason to make more frequent visits to our malls. And, at Amoy Plaza, DON DON DONKI will launch a store next year. These large-scale shops give consumers cause to look afresh at our mall, leading to increased footfall," Helen said.

The unique tenant mix of our properties in Hong Kong is a key strategy for development. Taking Gala Place in Mong Kok as an example, Helen said the diverse range of shops in the mall helped draw people in, while the mid to high-end food and beverage outlets provided dining alternatives for younger consumers in the area. Fashion Walk in Causeway Bay recently introduced a large-scale toy and figurine shop, as well as stores selling digital gadgets, broadening the mall's appeal.

▶ 旺角家樂坊引入多家全新商舖及食肆
Brand new shops and F&B outlets are introduced at Gala, Mong Kok



▲ 由超市TASTE及FRESH新鮮生活首次聯乘的鮮活市場於今年8月在淘大商場開業，為九龍灣一帶居民引入購買新鮮食材的新據點
The supermarket brands TASTE and FRESH had their first cross-over event - a fresh market in Amoy Plaza in August became a new hub of fresh food in Kowloon Bay



新時代下消費者更著重於餐飲體驗，因此恒隆亦正策劃都爹利街一帶的食肆商戶新組合，Helen透露將於未來為該處引入更多知名的高級食府，務求打造都爹利街成為中環的型格新地標。

Consumers are always on the lookout for new dining experiences, and Hang Lung has a new plan for the F&B merchants on Duddell Street. Helen revealed that the area will soon be home to several premium restaurants, turning this part of Central into a new destination for gourmets.



▲ 銅鑼灣Fashion Walk以限定店及大型品牌概念店來保持商場的新鮮感
Pop-ups and concept stores bring freshness to Fashion Walk in Causeway Bay



◀ 山頂廣場內的GO@PEAK GALLERIA將開設更多體驗式商店，務求打造成朝氣勃勃的景點，以新元素吸引本地顧客光顧，亦為日後各地旅客重臨作好準備

More experiential stores will open next year at GO@PEAK GALLERIA, enhancing its appeal to local visitors and creating excitement ready for the return of tourists



堅守「以客為尊」的服務精神

在疫情的影響下，恒隆旗下的香港物業仍能保持穩健的租賃表現，除了靠團隊在租務策劃上多花心思，亦有賴公司與合作夥伴及顧客建立良好關係。Helen指出今年初推出的「hello恒隆商場獎賞計劃」（有關計劃詳情可瀏覽本期《連繫恒隆》的第7頁「恒隆脈搏」），除了可加強與顧客的聯繫，有助提升租戶銷售額及客流，亦成功藉此平台與商戶共同策劃長遠推廣計劃，為顧客營造更佳的購物體驗，Helen表示：「團隊甚至會為租戶提供營運及推廣方面的建議，期望能相輔相承，達至雙贏。」

▼ Helen與團隊通力合作，務求為顧客帶來最佳體驗
Helen works closely with project teams to bring the best experience to our customers



Delivering Customer-Centricity

Thanks to the tremendous efforts of our teams working on leasing strategies, the performance of our Hong Kong portfolio remains solid despite the challenges created by the pandemic. Strong relationships with our partners and customers have also been a key part of our ongoing success. Helen highlighted the "hello Hang Lung Malls Rewards Program", which launched earlier this year (Details of the program can be found on P.7 HL Pulse in this issue of *Connections*), as one of the great new channels connecting us with our customers. The program also serves as a platform for the company to work together with mall tenants on privileges for customers that enhance their shopping experience. "Our teams proactively share ideas on operations and promotions with our tenants, so we can overcome challenges together in this new era," Helen said.



投入資源 創建多元共融社區

恒隆多年來致力推動社會及環境的可持續發展，透過一系列永續社區投資項目，回應社會上的不同需要，提升大眾福祉。公司為物業增設環保及關愛設施，Helen亦特別重視對前線團隊的培訓，如於設立育嬰室後加強同事了解哺乳媽媽的需要，各商場未來亦會就着公司冀望建立多元共融社區的願景，為員工特設關愛認知障礙症患者等訓練，讓不同需要的客人在光臨商場時，更能感受到恒隆地產所提供的貼心服務。



Investing Resources for Diverse and Inclusive Communities

Hang Lung is committed to promoting sustainable development that benefits society and the environment. We have been responding to the needs of people in society and contributing to the well-being of the public through a series of ongoing sustainable community investment projects. In addition to investing in enhancements to our properties that provide caring services in an environmentally friendly way, Helen also values training provided for our frontline staff. For example, staff are trained to understand the needs of breastfeeding moms, and nursery rooms have been set up in our malls. We will soon start providing training to staff on how best to care for customers with Dementia, bringing to life Hang Lung's vision to build a diverse and inclusive community, allowing customers with different needs to experience the services we provide.

◀ 恒隆與非牟利機構合辦關愛認知障礙症的社區活動
Hang Lung joins hand with NGOs to organize public events about Dementia

上海恒隆廣場Home to Luxury盛裝派對

Home to Luxury Party at Plaza 66, Shanghai

連續舉辦五年的上海恒隆廣場Home to Luxury盛裝派對於11月26至28日圓滿舉行。活動連結國際知名頂尖品牌，呈獻獨家、限量的時尚商品，並通過設置富有創意的互動裝置，讓賓客置身於色彩十足的綺幻樂園。

Home to Luxury Party, which has been held annually for five consecutive years, was successfully held from November 26 to 28 at Plaza 66, Shanghai. In addition to showcasing eye-catching and exclusive fashion items from world-renowned top brands, this year's event also brought guests to a colorful paradise through creative and interactive touchpoints.



▲ 恒隆地產高級董事——內地業務及辦公樓彭兆輝先生（左二）、上海恒隆廣場總經理張琳娜女士（右一）與實力唱將容祖兒（右二）、人氣創作歌手及製作人小鬼——王琳凱（左一）舉杯共慶盛典啟幕

Mr. Derek Pang, Senior Director – Mainland Business Operation and Office (second from left), Ms. Janice Cheung, General Manager of Plaza 66 in Shanghai (first from right), singer Joey Yung (second from right), and singer and producer Lil Ghost - Wang Linkai (first from left) host the kick-off ceremony

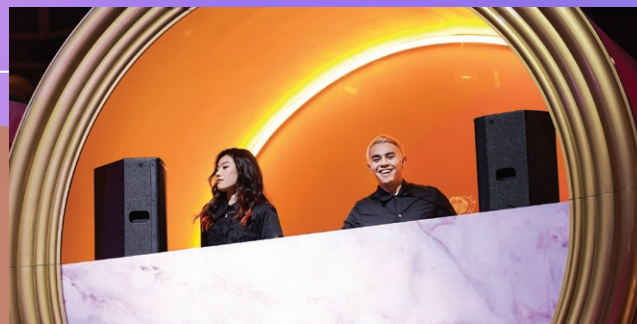
為滿足年輕一代消費者喜歡個性化體驗及於社交網絡分享，今年上海恒隆廣場特別與抖音時尚合作，為Home to Luxury開設活動專屬的抖音帳號及活動頁專區，為更多消費者於網上即時呈現這場年度盛會。此外，活動還邀請到眾多中國頂尖時尚博主參與，通過廣受歡迎的直播形式，將現場盛況通過網絡直達年輕客群社交圈，讓更多追求時尚潮流的消費者參與Home to Luxury的尊享體驗。

Taking into account young consumers' preference for personalized experiences and their passion for sharing on social media, Plaza 66, Shanghai cooperated with Tik Tok Fashion this year, with a dedicated Home to Luxury Tik Tok account and event page, allowing huge numbers of people to instantly witness this highly anticipated annual event. A host of top fashion bloggers livestreamed from the mall, conveying in real time the excitement and grandeur of the occasion to young customers via social media. This led to more consumers joining exclusive experiences online.



▲ 各大品牌為賓客帶來充滿特色的互動裝置——Cartier營造黑金幾何世界，等待來賓開啟精緻盲盒中的絕妙驚喜；Van Cleef & Arpels呈獻出盎然生機的綠意花園；Burberry搭建了鏡面吧台，讓賓客贏取品牌專屬禮贈

World-renowned luxury brands reveal interactive touchpoints that reflect their distinct heritage and styling. Cartier creates a black and gold geometric world where guests can open exquisite blind boxes; Van Cleef & Arpels establishes a vibrant green garden; and Burberry creates a mirrored bar where guests can win exclusive gifts from the brand



▲ 首位入選世界百大DJ的中國音樂人、電音界代表人物CARTA、實力唱將容祖兒和人氣創作歌手及製作人小鬼——王琳凱在Home to Luxury盛裝派對現場的精彩音樂表演，掀起當晚高潮

The event reaches its climax when electronic music artist CARTA, the first Chinese musician included in the "World's Top 100 DJ" list, singer Joey Yung, and singer and producer Lil Ghost - Wang Linkai perform on stage

昆明恒隆廣場落戶兩周年 帶動雲南生活新體驗

Spring City 66, Kunming, Enriching Life in Yunnan with Second Anniversary Festivities

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昆明恒隆廣場於11月迎來兩周年誌慶，特別為顧客準備連串驚喜，除了邀得近百家知名品牌提供獨有禮遇及限量商品，更安排了一系列的精彩表演節目及快閃娛樂活動，並於空中庭院舉辦派對，為消費者帶來嶄新的沉浸式購物體驗，宣揚「帶昆明看世界，讓世界看昆明」的品牌理念。

Spring City 66, Kunming, celebrated its second anniversary in November with a series of surprises for customers.

In addition to exclusive offers and gifts provided by hundreds of renowned global brands in the mall, Spring City 66 arranged performances and flash-mob shows to delight visitors, as well as a special party in the Sky Terrace. The celebrations offered a brand-new style of immersive shopping experience, delivering on Spring City 66's promise to "Bring the Best to Kunming and Showcase the Best of Kunming to the World".

▼ 現場表演為空中庭院的派對增添歡樂氣氛
Live shows bring good vibes at the party in the Sky Terrace



慶祝活動精彩花絮
Celebration highlights

昆明恒隆廣場自2019年起
Since 2019, Spring City 66

~300 個品牌進駐
has featured around 300 brands,

~30% 為首次於
昆明及雲南開業的品牌

with around 30% of those brands making their Kunming and Yunnan debuts in Spring City 66



◀ 商場特意於各樓層安排有趣巡遊及快閃表演，為顧客帶來驚喜
Fun parades and flash-mob shows at locations throughout the mall bring surprise and delight

恒隆商場打造獨特購物體驗

Hang Lung Malls, Your Destination for Unique Shopping Experiences

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恒隆致力在內地打造高端零售購物中心，為顧客打造獨特的奢華購物體驗，包括於各商場引入令人耳目一新的表演，邀請多家國際知名品牌的全國、全市首店及概念店進駐，務求讓顧客從空間設計、硬件設施、營運管理和消費體驗各方面均感受到恒隆商場的與眾不同。上海港匯恒隆廣場及武漢恒隆廣場近日亦分別以世界級現場表演及一系列全新店鋪進駐，為顧客帶來全新體驗。

Hang Lung is focusing on investment in luxury Mainland shopping malls, curating unique shopping experiences for discerning customers. By delivering eye-opening performances and introducing nation-wide or city-wide debuts of world-class brands, customers can enjoy a unique shopping experience in our malls at all range, with outstanding design, facilities, operations and experiences. Grand Gateway 66 in Shanghai and Heartland 66 in Wuhan recently hosted spectacular live shows by world-renowned performers, and presented a series of premium-brand store openings that elevate the customer experience.



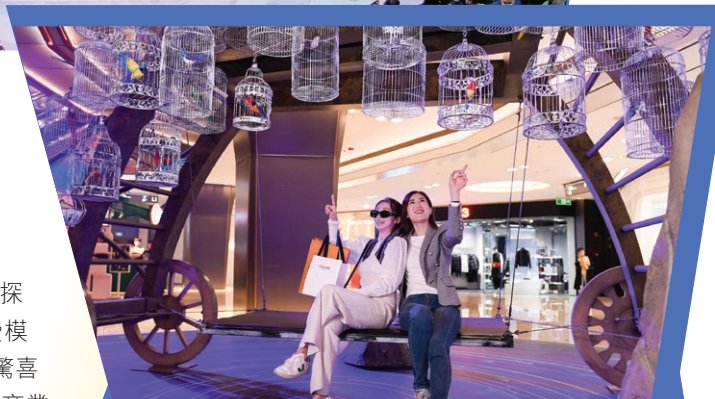
▲ 為配合上海港匯恒隆廣場「Gateway To Inspiration靈感帶路，驚喜無限」的活動主題，場內多個時尚品牌亦推出個性化的互動體驗，為消費者帶來全新購物體驗
Retail brands present a wide range of interactive experiences to echo the "Gateway To Inspiration" theme at Grand Gateway 66, bringing surprise and delight to our customers

世界著名太陽馬戲 點亮上海港匯恒隆廣場

World-renowned Cirque du Soleil Lights Up Grand Gateway 66, Shanghai

上海港匯恒隆廣場在完成資產優化計劃及優化租戶組合後，團隊積極探索創新的營運模式，不斷引入不同的合作夥伴，以革新購物體驗和消費模式。在10月，上海港匯恒隆廣場以「Gateway To Inspiration靈感帶路，驚喜無限」為主題，攜手與加拿大國寶級劇團太陽馬戲合作，首次在開放式商業空間裏，共同呈獻一場名為《X秀》的盛大馬戲表演，更創新地把活動連結線上推廣，讓顧客透過特設的手機程式參加與表演相關的互動體驗，贏取豐富獎賞。商場亦於活動當天邀請各大高端品牌提供獨家限量精品、品牌活動和個性化體驗，為顧客帶來無盡驚喜。

Having completed the Asset Enhancement Initiative and refreshed the tenant mix, Grand Gateway 66 is eager to create new shopping experiences and inspire new consumption patterns by introducing innovative operation models. The mall organized a spectacular "Gateway To Inspiration" party in October, featuring an eye-opening circus performance by Canada's world-renowned Cirque du Soleil, who presented their "X Show" performance in Grand Gateway 66's open area for the very first time. A mobile app was developed for the performance, to enhance O2O experience, allowing customers to earn fabulous prizes through interactive mobile games while enjoying the show. High-end luxury brands offered limited-edition luxury goods, activities and services to surprise our customers at the party.



▲ 活動當天除了太陽馬戲的演出，上海港匯恒隆廣場亦於各樓層安排快閃活動及互動環節，讓歡樂氣氛散播至場內每個角落
In addition to the amazing performance by Cirque du Soleil, flash-mobs and interactive activities created excitement in different corners of the Grand Gateway 66, spreading joy to shoppers wherever they were

武漢恒隆廣場為生活品味翻開序章 Heartland 66, Wuhan Brings New Brands to Complement a Stylish Lifestyle



延續恒隆廣場「66」品牌引領「城市脈動」的概念，於3月開幕的武漢恒隆廣場已成為眾多國際奢華時尚品牌進駐之地，多家時尚品牌武漢獨家店已正式登陸，成為當地的世界級購物中心，引領高端商業市場的發展。現時商場有超過50間國際品牌進駐，當中包括一線品牌的華中首店，如法國皮具巨匠品牌摩奈、時尚品牌思琳和西班牙奢侈品牌LOEWE，以及瑞士名錶Vacheron Constantin武漢獨家店，為武漢市民的生活品味注入新元素。部分名店如路易威登、迪奧及古馳等更以驚艷的跨層店鋪亮相，讓武漢市民享受奢華的購物空間，規模媲美內地一線城市。

▶ 時尚博主為場內各大國際知名品牌新店進行巡禮，為賓客帶動「一切從新」購物體驗
Fashion bloggers introduce top-end global brands in the mall to inspire customers to "Start Anew"



▲ 武漢恒隆廣場特別於10月舉辦了「從新·不設限」主題盛宴，邀請知名演員助陣

With the support of popular celebrities, Heartland 66 in Wuhan hosted a vibrant celebration themed "Be My Heartland 66" in October

Since its grand opening in March, Heartland 66 in Wuhan has attracted many international and luxury brands, and it is now highly regarded as a world-class shopping destination. Over 50 international brands have opened their doors at Heartland 66. Several brands, including French leather-goods brand Moynat, fashion brand CELINE and Spanish luxury brand LOEWE, as well as the Swiss luxury watch brand Vacheron Constantin, have chosen Heartland 66 to make their Central China and Wuhan debut. Louis Vuitton, Dior and Gucci have their wonderful multi-story shops in the mall, giving customers a luxurious shopping space that rivals those in first-tier cities.

更多新店現已登陸武漢恒隆廣場 More new shops are now open at Heartland 66, Wuhan



BERLUTI



寶格麗 BVLGARI



摩奈 Moynat



迪奧 Dior

芬蘭藝術裝置躍動聖誕

Artistic Christmas Décor from Finland Takes You on a Festive Journey

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今年恒隆旗下多個內地商場，包括上海港匯恒隆廣場、瀋陽皇城恒隆廣場、無錫恒隆廣場、天津恒隆廣場、濟南恒隆廣場、大連恒隆廣場、昆明恒隆廣場及武漢恒隆廣場一同以奇幻「森」誕，暖冬永「恒」為主題，與顧客迎接聖誕。是次活動專誠邀請了來自芬蘭的當代插畫藝術家Klaus Haapaniemi為各商場打造歡快愉悅的「秘景森林」，開啟奇幻的冬日聖誕之旅。

是次合作，Klaus Haapaniemi為商場呈現來自聖誕老人故鄉芬蘭的國際藝術風範，其設計揉合傳統和現代風格，以印花元素把森林與城市融合，構建出溫馨浪漫、幻麗多彩的聖誕藝術裝置，為商場增添節日氣氛。

由11月起，商場於每周末為顧客呈上各類表演節目，包括森林動物和精靈的互動巡遊、「神秘精靈舞蹈快閃」和無伴奏合唱表演，配合聖誕美食團和豐富購物優惠，務求引領顧客進入奇幻、溫暖而愉快的北歐童話世界。

▼ 當代插畫藝術家Klaus Haapaniemi把其獨特的奇幻藝術風格與自然、森林、動物以及節慶的元素相融合，與恒隆廣場攜手合辦奇幻「森」誕，暖冬永「恒」

The contemporary illustrator and artist Klaus Haapaniemi joins hands with our malls to present the "Mystical Christmas Forest, Everlasting Winter Warmth". His distinctive mystical artistic style combines elements of nature such as the forest and its animals with festive motifs to create a truly magical experience



In the lead-up to Christmas this year, Hang Lung is presenting a “Mystical Christmas Forest, Everlasting Winter Warmth” celebration at its shopping malls in mainland China. Grand Gateway 66 in Shanghai, Palace 66 in Shenyang, Center 66 in Wuxi, Riverside 66 in Tianjin, Parc 66 in Jinan, Olympia 66 in Dalian, Spring City 66 in Kunming and Heartland 66 in Wuhan are all joining in the festive fun. The celebrations feature the work of Klaus Haapaniemi, a contemporary Finnish illustrator and artist, who has created a joyful “Secret Forest” in our malls to take visitors on a magical Christmas journey.

In his unique style, internationally renowned artist Klaus Haapaniemi has recreated in our malls the magic and mystique of a Finnish forest, home to Santa Claus. His vibrant style and use of printed patterns bring the forest and the city together, harmoniously blending traditional and contemporary styles to create a warm, romantic and colorful artistic take on Christmas.

Every weekend from November, visitors to our malls can enjoy a range of performances, including interactive parades with forest animals and elves, “Flash Dance with the Fairies” and a cappella (vocal music without instruments) performances, as well as Christmas gourmet choices and fabulous shopping bonuses, whisking them into a warm and fascinating Nordic fairytale world.

▼ 商場被秘境森林包圍，為顧客帶來奇幻的冬日聖誕

In our malls, visitors find themselves in a warm and magical setting. There's a sense of festive charm and tranquility during celebrations of the wondrous winter season



風靡全球的潮流公仔FARMER BOB在這個聖誕登陸瀋陽市府恒隆廣場，並以全新的國王BOB形象亮相。在華麗的變裝亮燈儀式下，國王BOB雕塑和塗鴉藝術家的塗鴉畫作隆重登場，與顧客歡度聖誕佳節。

FARMER BOB, a trendy icon well-loved all over the world, has come to Forum 66 in Shenyang this Christmas and is greeting visitors as the new King BOB. At a splendid festive lights event, King BOB sculptures and work by graffiti artists were unveiled to celebrate the Christmas season with mall visitors.



雲集全球奢華名店

Home to International Luxury Brands

恒隆廣場持續引入知名品牌，豐富顧客的購物體驗，滿足酷愛時尚生活的您！

Looking for something new? Hang Lung continues to welcome new international brands to our malls, bringing a unique shopping experience to our customers. Let's check out the latest new stores!

無錫恒隆廣場 Center 66, Wuxi



Burberry Beauty



Gucci Beauty

上海恒隆廣場 Plaza 66, Shanghai



愛瑪仕 Hermès



博柏利 Burberry



Stuart Weitzman



IWC



路易威登 Louis Vuitton

上海港匯恒隆廣場 Grand Gateway 66, Shanghai



Hublot



Messika

午間充電鬆一鬆

Take a Break and Recharge in Your Lunch Hour

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員工福祉是恒隆可持續發展框架下的四大優先議題。我們特別推出僱員身心健康計劃，定期舉辦各類活動，提升恒隆人的身心健康。計劃於10至11月舉行了四場「健康快充站」，提倡員工關注職場健康及支援在職家長與子女的溝通技巧及情緒管理。

四場「健康快充站」於午膳時間在線上線下同步進行。10月的活動主題為「健康工作間」，參與的同事在工作坊學習正確的工作姿勢、簡單的伸展及鬆弛運動，以及穴位按摩技巧。11月的活動則以「親子溝通工作坊」為主題。同事的子女年齡各異，為切合不同需要，我們分別舉辦了兒童情緒管理及青少年溝通全攻略工作坊，全方位為在職家長提供支援。

Wellbeing is one of the four priorities under our Sustainability Framework. With that in mind, our Employee Wellness Program aims to promote our team members' physical and mental wellbeing. Four "Wellness Fast Charger" events were organized in October and November to raise staff awareness of workplace wellness and provide support to working parents.

The four workshops were held simultaneously online and offline during lunch break. Activities in October focused on "Wellness at Work". Participants learned about the importance of maintaining proper posture at work, and practiced relaxation exercises to help soothe muscle stiffness and refresh their minds. The theme for workshops in November was "Parent-Child Communication". To meet the needs of colleagues with children of different ages, we held programs about managing young children's emotions as well as the psychological needs of young people.

健康工作間 Wellness At Work



同事在導師指導下學習按穴療法的技巧
Colleagues learn the techniques of acupuncture therapy

親子溝通工作坊 Parent-Child Communication



導師正在教授同事如何處理孩子情緒的秘技
Tutor is teaching innovative ways for emotional ventilation

家長在工作坊內了解青少年的溝通方式及日常用語
Parents learn the way of communications among teenagers in the workshop



長期服務獎感謝員工的貢獻與忠誠

Long Service Awards Honor Colleagues' Dedication and Loyalty

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全賴每位員工的默默耕耘，恒隆在60年間得以在香港及內地發展成為領先的商業地產發展商。我們一直珍視員工的努力與付出，並以長期服務獎頒獎禮作為年度盛事，感謝同事對公司的忠誠和貢獻。今年我們一共頒發了136個獎項，以表揚於2020和2021年為公司服務了10、15、20、25、30和35年的同事。

雖然受疫情所限，但公司今年亦特意在香港總部舉行了一個簡單而隆重的長期服務獎頒獎禮，邀請了董事長陳啟宗先生及一眾管理層出席，向各得獎者的竭誠服務表達謝意，並與獲獎同事分享喜悅。陳啟宗於典禮上致辭時表示：「我很高興恒隆擁有很多很長情的員工。在過去十年，公司經歷了很大的變化和挑戰。我希望公司為大家帶來滿足感和成就感，大家在公司開心地工作，做個對社會有貢獻的人。」



Thanks to the support of our teams of dedicated staff that Hang Lung has grown over the past 60 years into a leading commercial property developer in Hong Kong and mainland China. Hang Lung cherishes the commitment and contributions of our staff, and our Long Service Awards is the time that we honor colleagues for their dedication and loyalty. This year, a total of 136 awards was presented to colleagues who have served the Company for 10, 15, 20, 25, 30 or 35 years in 2020 or 2021.

In light of the latest COVID-19 situation in Hong Kong, this year's Long Service Award Presentation Ceremony was held at HQ (HK). Chair, Mr. Ronnie C. Chan and management team were invited to join the ceremony and share joy with awardees. "I am grateful that we have so many loyal employees at Hang Lung. Over the past decade, the Company has changed considerably and faced a lot of challenges. I hope that by giving our employees a sense of satisfaction and success, they are able to enjoy a happy work environment and feel that they make a valuable contribution to society," said Ronnie.



《連繫恒隆》訪問了獲得2020和2021年度「長期服務獎」的同事，細數他們與公司的深厚感情及對工作之熱忱。

Connections interviewed some of the colleagues who received Long Service Awards in 2020 or 2021, joining them as they reminisce about their time with the Company and their passion for their work.

「加入公司25年，我確信當初選擇恒隆是對的決定。」令羅振輝感受最深的是公司在經濟不景時仍堅持不裁員，與大家一起共患難。「公司會站在員工角度出發，為員工著想，以行動證明『以人為本』的企業文化。」

"I have been with Hang Lung for 25 years and there is no doubt that Hang Lung is a good fit for me." Lo Chun Fai said the Company's determination not to make staff redundant, even when faced with unprecedented economic challenges, showed that Hang Lung responded to tough times in the best possible way. "With staff in mind, the Company always stands with us, proving the corporate culture 'Caring about people' through its actions."



羅振輝 Lo Chun Fai
高級維修主管
25年長期服務獎得主
Senior Maintenance Supervisor
25 Years' Long Service Awardee

1990年加入恒隆的饒月娥，多年來曾涉獵多個項目的不同工作範疇，所得經驗對她的工作和個人成長有莫大幫助。她曾參與多個內地商場的開業預備，見證着公司的版圖逐步擴大。「我很感恩在年輕的時候就加入了這間務實、穩建的公司，讓我有機會在人生最充實和拼搏的時刻奮發向上。」

Cora has been with Hang Lung since 1990 and has taken up a wide range of postings on different projects that have led her to the position that she is today. She has played important roles in the opening of new malls in mainland China, and has witnessed the success and expansion of the Company. "I am so grateful that I joined a stable and pragmatic company when I was young, offering me the opportunity to succeed in life."



饒月娥 Cora Yiu
副總經理 — 物業事務
30年長期服務獎得主
Deputy General Manager -
Property Services
30 Years' Long Service Awardee

在恒隆租務部工作20年的劉佩儀，經歷公司物業由酒店轉型為服務式住宅的變遷。「這些轉變為我的工作保持新鮮感和帶來挑戰之餘，亦因為多年來與同事合作無間，令工作更加順暢」。

Serving the Residential Leasing Department for 20 years, Rebecca has experienced changes within the Company as we have transitioned from operating hotels into serviced apartments. "Changes in the business have helped keep my job fresh and maintained the excitement. Close collaboration with colleagues has helped smooth the workflow."



劉佩儀 Rebecca Lau
經理 — 住宅租賃
20年長期服務獎得主
Manager - Residential Leasing
20 Years' Long Service Awardee

鄧麗珍從入職時的戰戰兢兢，到現在的淡定熟練，全憑用心做事的信念。「老闆的體諒、同事的密切溝通和知識分享，以及團體精神，令我對公司建立了濃厚的感情。」

From her first day, filled with trepidation, to great confidence in her role today, Jenny has always approached work with a positive work attitude from the heart. "Through close communication with colleagues, a knowledge-sharing, strong team spirit, and the caring thoughtfulness of management, I have fostered deep emotional bonds with the Company."



鄧麗珍 Jenny Tang
辦公室助理
15年長期服務獎得主
Office Assistant
15 Years' Long Service Awardee

對張榮健而言，無論在工作或個人發展上，恒隆均為他帶來很多寶貴機會。由初入職擔任會計師，到現在的財務副總監，張榮健說：「為恒隆服務多年，其中一個主要原因是公司理念『只選好的 只做對的』與我的人生觀不謀而合，能夠做到內外如一這點是我十分欣賞的地方。」

Hang Lung has presented Simon Cheung with many valuable opportunities in both his professional and personal development. From an Accountant to the current position, Simon said: "One of the main reasons I've stayed with Hang Lung for so many years is the Company motto **We Do It Well**, which fits my approach in life. I truly appreciated the integrity with which the Company has been built."



張榮健 Simon Cheung
財務副總監
10年長期服務獎得主
Deputy Financial Controller
10 Years' Long Service Awardee



恒隆數學獎得獎者專訪系列 —

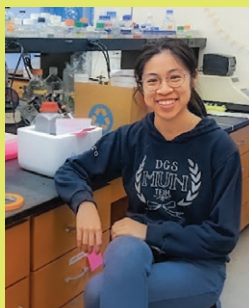
帶着決心做喜歡的事 兩位女生從事科研的二三事

Interview Series with Hang Lung Mathematics Awards Winners –
The Story of Two Young Women Pursuing
Their Passion in Science

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盤沁翹 Ewina Pun



鄭慧中 Dorothy Cheng

歷史上數學和科學領域的女性代表偏少。但隨着接受高等教育的機會與資源漸趨平等，女性在科學、技術、工程和數學 (STEM) 領域的代表人數與日俱增，並證明女性也可以在數學和科學領域表現出色。今期我們專訪的兩位恒隆數學獎得獎者——2012年及2016年的銅獎得主盤沁翹和鄭慧中，她們目前正在大學修讀博士課程，兩人不約而同都投身科研工作。

儘管二人熱愛數學，但在大學時期卻沒有選擇高等數學研究的道路。盤沁翹畢業於美國南加州大學，主修電機工程和生物醫學工程，她現為美國布朗大學博士生，專注有關腦機介面 (Brain-machine interface) 的研究。鄭慧中於美國里德學院取得生物化學及分子生物學學士學位，現在是德國海德堡歐洲分子生物學實驗室的博士研究生。

Historically women are underrepresented in mathematics and science. But with equal opportunities and resources to access higher education, there has been an increasing trend of women's representation in science, technology, engineering, and mathematics (STEM), and prove that women can too excel in mathematics and science. In this issue of *Connections*, we spoke with two winners of the Hang Lung Mathematics Awards (HLMA) – Ms. Ewina Pun and Ms. Dorothy Cheng, who won the Bronze Award in 2012 and 2016, respectively. Both are currently PhD students and have decided to pursue research in science.

Despite their love of mathematics, they did not choose the path of advanced mathematical studies during their university years. After graduating from the University of Southern California with a major in Electrical Engineering and Biomedical Engineering, Ewina decided to pursue her doctoral degree at Brown University, focusing on brain-machine interface. Dorothy obtained her Bachelor's degree in Biochemistry and Molecular Biology from Reed College, and she is now a PhD fellow at the European Molecular Biology Laboratory in Heidelberg, Germany.

連：你是怎樣喜歡上數學的？

連：《連繫恒隆》 C: *Connections* | 盤：盤沁翹 E: Ewina Pun | 鄭：鄭慧中 D: Dorothy Cheng

C: How did you fall in love with mathematics?

盤：我從小就擅長數字運算。由小學開始，我已參加奧數培訓和一些數學資優課程，學習到許多書本以外的知識。我享受解題的過程，那感覺就像在解謎。這種樂趣成了我持續學習數學的動力。

E: I have been good with numbers since I was young. From primary school onwards, I have participated in the Mathematics Olympiad training and mathematics programs and learnt a lot beyond mathematics textbooks. I enjoy the process of solving problems; it just felt like doing puzzles. This joy gave me the motivation to continue my study in mathematics.

鄭：我想我對數學的熱愛是天生的吧。我自小就對數字著迷，覺得當中的邏輯和規律很美。例如7這個數字， $1/7$ 、 $2/7$ 和 $3/7$ 的循環小數都是由相同的六個數字組成，數字不變，只是互換位置而已。數學世界就有如此奇妙的規律，令人驚異。

D: I think I was born with this passion. I have been fascinated by the aesthetics of numbers since I was a child, as I think they are both beautiful and logical. Take the number 7 for example: each repeating decimal of $1/7$, $2/7$ and $3/7$ has the same six numerals but in a different order. These amazing patterns which exist in the world of mathematics fascinates me a lot.

連：既然數學成績優異，為甚麼大學不選修數學，而選擇了科研學科？

C: With excellent grades in mathematics, why didn't you study mathematics at university, but instead went for scientific research?

盤：比起專注於數學，我更希望學習數學在醫學上的應用。從腦細胞如何溝通運作到磁力共振掃描，數學在了解人體奧秘以至醫學科研中處於一個不能取代的核心地位。生物醫學科技發展一日千里，假如有天我能發明一項生物醫學儀器，可以供全世界醫生使用，我認為比起當醫生，這帶來的影響更深遠，更能造福人群。

E: Instead of concentrating in mathematics, I aspire to deepen my understanding on the application of mathematics in medicine. From modeling neurons to developing an MRI scanner, mathematics plays an irreplaceable role in enabling us to learn about the human body and develop new tools. It is my hope that one day I might invent a biomedical instrument that can be used by doctors around the world, thereby making a significant contribution to humanity.

鄭：我喜歡數學，不過自問未必可以從事高等數學研究。但我熱愛科研，所以下定決心走上科研之路，選擇了生物學。其實所有理科学研究，包括數學、生物學都十分相似，當中數學更扮演著重要角色。很多的研究和分析都要有一定的數學底子才能應付。

D: I like mathematics, but I don't reckon myself working in advanced mathematics research. Nonetheless, I love scientific research, so I have decided to embark on this journey. Among the disciplines in science, I have chosen biology. In fact, all scientific research, including mathematics and biology, have much in common, with mathematics playing an important role because many types of research and analyses require a certain level of mathematics prowess.

連：可否介紹一下你現在博士學位的研究嗎？

C: Can you describe what you are currently researching in your PhD program?

盤：我現在正進行有關腦機介面的研究，這是把科幻成真的跨領域研究。例如把晶片植入癱瘓病人的腦袋，大腦訊息便能傳送到電腦並分析及解讀，他們就能透過意念操控任何裝置，遙控機械肢體代替他們活動。機器學習 (Machine learning) 愈趨先進，透過腦機介面，能讓兩者合作，發揮各自的長處，為癱瘓病人帶來希望。

E: I am currently conducting research on the brain-machine interface, which is a rather sci-fi concept. For example, by implanting a chip into the brain of a paralyzed patient, the brain signals can be transmitted to a computer for decoding movement intentions. This allows patients to use their mind to control any device remotely. The increasing sophistication of machine learning also allows for better collaboration between the brain and the machine via our brain-machine interface, which brings hope to paralyzed patients.

鄭：我研究的領域是機械生物學。數十年前的生物研究傾向探索化學物質，如藥物、荷爾蒙對生命的影響。近年科學家卻發現物理學對生物發展亦具有重大意義：當胚胎在母體發育時，如何指派細胞分裂成皮膚、內臟等不同身體結構？這全都是細胞受到物理性的影響，是物理「告訴」細胞要成為甚麼。結構生物學就是研究細胞對外的力量如何作出回應。

D: My research field is mechanobiology. Biological research over the past few decades has tended to explore how chemical substances, such as drugs and hormones, affect our lives. However, in recent years, scientists have discovered that physics is also very significant to biological development. As a fertilized egg grows into an embryo, how do the cells specialize and develop into the different organs and structures of the body, such as skin and internal organs? This is all because the cell is governed by physics. It is the physics that “tells” the cells what to become. Structural biology is the study of how cells detect external forces and help those cells respond.

連：閒暇時喜歡做甚麼？

C: What do you like to do in your free time?

盤：我喜歡打羽毛球，也喜歡製作手工朱古力，因此修讀了國際朱古力品鑑課程並獲得認證，閒時亦會在家製作各種口味的朱古力，而實驗創新味道組合的過程其實跟科研也十分相似，同樣要經歷多次失敗才會成功。

E: I like playing badminton and making artisan chocolates, so I took a sommelier chocolate tasting certificate course. In my spare time, I curated various flavors of chocolates. The process of mastering the technique and experimenting flavor combination is quite similar to scientific research; both go through trial and error to succeed.



鄭：閒時我喜歡騎馬、下棋和看書。騎馬讓我放鬆心情；至於下棋，很多喜歡數學的人也熱衷下棋，可能因為過程中的邏輯思維、推理、解難跟數學研究相似。我也愛看小說，閱讀讓我開闊視野。

D: I like riding horses, playing chess, and reading books in my free time. Horse riding makes me feel relaxed. As for chess, it

is a game that have interested many people who like mathematics, probably because the logical thinking, reasoning, and problem solving in the game are similar to mathematics research. I also love to read novels as this allows me to broaden my horizons.



連：有甚麼勉勵的話送給恒隆數學獎的參賽者？

C: Do you have any words of encouragement for participants in HLMA?

盤：好好享受，完成比賽。不論得獎與否，你已經成功完成一個媲美大學程度的研究。千萬不要被社會的框架定型，喜歡的事，便勇往直前去做。

E: Enjoy the process and complete the competition. It doesn't matter if you win an award or not in the end, as you will have successfully completed a university-level research project. Don't be stereotyped by the social framework, just do what you like.

鄭：挑選一條你感興趣的題目，當經歷重重難關，成功拆解這條由你自己想出來的問題時，將會帶給你無盡的樂趣。緊記這點，專注做自己喜歡的事，縱然過程並非一路坦途，但決定了便堅持到底！

D: Choose a topic that you are interested in. When you overcome all the obstacles and successfully solve the problem that you have established by yourself, it can bring you endless fun. Keep this in mind and focus on doing what you like. Even though there can be a series of setbacks in your research process, once you have decided to make it, you should stick with it to the end!

足本版訪問內容
Full interview

中文
Chinese



英文
English



快訊 News:

2021恒隆數學獎頒獎典禮將於12月15日晚舉行。屆時，所有參加答辯會的隊伍成員，領導老師和學校校長將會獲邀出席，得獎名單將於頒獎典禮上公布。

2021 HLMA Announcement and Awards Presentation will be held on the evening of December 15. All team members who participated in the Oral Defense, as well as their teachers and school principals, will be invited to attend. The winners will be announced at the ceremony.

與各界攜手構建共融和諧社區

Collaborating with Communities to Embrace Diversity and Inclusion

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恒隆一直積極推動可持續發展，除了把環境、社會和管治策略融入日常營運外，亦推出一系列永續社區投資項目，與各界攜手建設多元共融的社區。當中長者服務為我們的義工活動其中一個聚焦範疇，隨着認知障礙症近年越見受到社會關注，恒隆於今年起推出為期三年的恒隆 X 女青「智愛無垠」認知友善計劃，為認知障礙症患者及其照顧者提供支援，並於近日舉辦社區共融日，推動認知友善，鼓勵社區人士關注患者及其照顧者的需要。

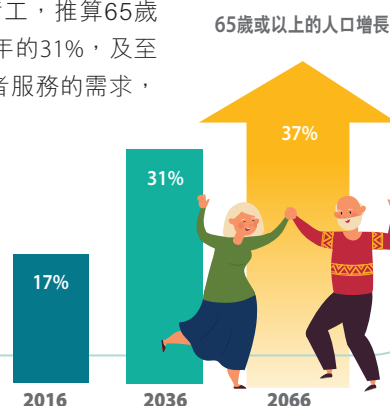
Hang Lung is committed to sustainable development. In addition to integrating environmental, social and governance strategy into our daily operations, we also put tremendous effort into sustainable community investments, aiming to build a more caring and inclusive community. Elderly service is one of the areas in which we focus our volunteering. In line with increasing awareness of Dementia, Hang Lung this year launched a three-year "Love-No-Limit" Dementia Friendly Program with the Hong Kong Young Women's Christian Association (HKYWCA) to offer support to patients and caregivers. A community inclusion day was held recently to increase public awareness.

你要知道... You Should Know...

政府預期香港的人口將持續老化，其速度會在未來20年顯著加快，尤其以未來10年最為急劇。撇除外籍家庭傭工，推算65歲及以上長者的比例將由2016年的17%增加至2036年的31%，及至2066年再進一步上升至37%。恒隆有見社會對長者服務的需求，因此致力透過義工服務支援長者及其照顧者。

According to the Government, population ageing is expected to accelerate in the coming 20 years, and will be most rapid in the decade ahead. The proportion of people aged 65 and over in Hong Kong (excluding domestic helpers) is projected to increase from 17% in 2016 to 31% in 2036, and further rise to 37% in 2066. Therefore, we strive to promote elderly services to provide support to our senior citizens and caregivers.

資料來源：政府統計處 Source: Census and Statistics Department



「恒隆一心義工隊」其他宣揚多元共融的義工服務

Other Services by Hang Lung As One Volunteer Team to Promote Diversity and Inclusion

盲人觀星傷健營

Stargaze Camp for All and the Blind

盲人觀星傷健營在疫情下第二年以線上形式舉行。作為其中一家支持機構，恒隆積極邀請同事參與盛事。在兩天的活動中，參加者透過網上平台參與不同環節，包括真人圖書館、認識導盲犬、觀賞樂隊表演和網上星空導賞，讓傷健朋友一同足不出戶就能用心欣賞天文現象。恒隆義工亦參與主持網上活動，身體力行支持構建共融社會。



The Stargaze Camp was moved online for the second consecutive year due to the pandemic. As one of the event's supporting organizations, Hang Lung invited colleagues to take part. During the two-day event, participants enjoyed live broadcasts of a range of programs, including human library, interactive sessions with guide dogs, a band performance, as well as stargazing tour designed to allow disabled people to share in the experience. Hang Lung's volunteers also hosted the online event to show our support in building an inclusive society.

「智愛無限」認知友善計劃 — 社區共融日 Community Inclusion Day for "Love-No-Limit" Dementia Friendly Program

恒隆與香港基督教女青年會於11月13日在淘大商場合辦恒隆 X 女青「智愛無限」認知友善計劃 — 社區共融日，吸引超過2,000人次參加，當中包括認知障礙症家庭及社區人士參與，反應熱烈。當日除了邀請到高錕慈善基金主席高黃美芸女士以「不離不棄的愛」為題分享照顧認知障礙症長者的點滴外，一眾幼兒學校學生、長者、青少年義工及恒隆義工亦以長幼共融為主題進行表演。場內的「認知友善藝術廊」更展出由認知障礙症長者親手創作的大型藝術裝置，展現長者的無限創意。出席活動啟動禮的社會福利署觀塘區福利專員顧國麗女士表示：「計劃的推出十分適時，我十分高興在這個社區共融日上看見認知障礙症長者、照顧者及觀塘區的青年朋友一同參與，希望此計劃能令社區上有更多人理解患者的需要，推動社會共融。」

The Hang Lung X HKYWCA "Love-No-Limit" Dementia Friendly Program – Community Inclusion Day co-organized by Hang Lung and HKYWCA was held at Amoy Plaza on November 13. The event generated an enthusiastic response, attracting more than 2,000 visits, including families with elderly relatives with dementia as well as members of the wider community. At the Community Inclusion Day event, Mrs. Gwen Kao, Chairman of the Charles K. Kao Foundation for Alzheimer's Disease shared stories about the treatment and care of elderly people with dementia in the "Enduring Love" themed session. A group of kindergarten students, elderly people, youth volunteers, and Hang Lung volunteers also performed together to deliver a message of inclusion across generations. The "Dementia Friendly Art Gallery" at the venue showcased artworks and a large-scale art installation created by elderly people with dementia, to demonstrate their creative talent. Officiating at the event's opening ceremony, Ms. Koo Kwok Lai, Rebecca, District Social Welfare Officer (Kwun Tong) of Social Welfare Department, said, "Now is a good time for Hang Lung and HKYWCA to launch the 'Love-No-Limit' Dementia Friendly Program. I am glad to see that carers and energetic young people in Kwun Tong district, in addition to the dementia patients themselves, are joining the Community Inclusion Day. It is hoped that the Program may not only broaden the awareness of the young, but also encourage people to become Dementia Friends, so that they can be more understanding of the needs of dementia patients and join hands for a more inclusive community."

此外，活動亦特設免費健腦諮詢及認知檢測站，吸引了不少長者參加，其中一位居於將軍澳的伯伯從報紙上得知活動，亦專誠獨自一人前來九龍灣進行認知檢測。不幸的是，伯伯獲初步評估為初期認知障礙症，我們已為他提供轉介服務。在未來，恒隆會繼續舉行有關於認知障礙症的活動，冀為認知障礙症患者及家屬提供適切援助。

There were also free consultations on brain health and cognitive testing stations, attracting a lot of senior citizens to join. During the Community Inclusion Day, a senior citizen who lives in Tseung Kwan O also attended the free consultation on brain health. Unfortunately, the preliminary assessment showed that he may suffer from early-stage dementia. We have referred him for the appropriate support. In the future, Hang Lung will continue to organize dementia events in hope of providing support for those in need.



◀ (左起) 高錕慈善基金董事及執行委員會委員趙夏瀛醫生、香港基督教女青年會服務總監(耆年服務)周華達先生、社會福利署觀塘區福利專員顧國麗女士、恒隆地產副董事(香港業務總監)劉靜雅女士、香港基督教女青年會服務總監(青年及社區服務)林遠濠先生和高錕慈善基金主席高黃美芸女士為社區共融日進行啟動禮
(From left) Dr. Chiu Ha Ying, Governor and Executive Committee Member of the Charles K. Kao Foundation for Alzheimer's Disease, Mr. Chow Wah Tat, Kenneth, Service Director (Elderly Service) of HKYWCA, Ms. Koo Kwok Lai, Rebecca, District Social Welfare Officer (Kwun Tong) of Social Welfare Department, Ms. Helen Lau, Deputy Director (Head of Hong Kong Business Operation) of Hang Lung Properties, Mr. Foster Lam, Service Director (Youth & Community Service) of HKYWCA, and Mrs. Gwen Kao, Chairman of the Charles K. Kao Foundation for Alzheimer's Disease, host the officiating ceremony for Community Inclusion Day

樂齡科技博覽2021工作坊 Gerontech and Innovation Expo 2021 Workshop

醫療及康健護老科技日新月異，「恒隆一心義工隊」在11月20日帶同一眾來自東涌區的長者參加由香港社會服務聯會主辦的樂齡科技博覽2021工作坊。參加者參觀當中的「a家」模擬家居，近距離接觸嶄新的樂齡科技產品，包括智能防跌系統、跌倒及離床偵察、安全地板、復康訓練和遊戲等。

Technology is vital in the development of medical and elderly care services. The Hang Lung As One Volunteer Team led senior citizens from Tung Chung to visit the Gerontech and Innovation Expo 2021 Workshop, hosted by The Hong Kong Council of Social Service on November 20. Participants experienced the simulated smart home "a plus", to learn about the latest gerontechnology solutions. These included a fall-detection alarm, impact-absorption tools, and an interactive training system for fall prevention, among other innovations.



企業義工冬日頻出動 送暖到社區

Corporate Volunteers Warm Heart of the Neighborhood in Winter



內地的「恒隆一心義工隊」在秋冬季節把溫暖傳遍社區，以環保和關愛為主題，組織一系列活動，服務對象遍及社區內的長者、青少年及兒童，發揮助人精神。

This Winter, the Hang Lung As One Volunteer Team in mainland China held a series of environmentally friendly and caring activities, warming the hearts of elderly people, teenagers and children in need in the community.

大連恒隆廣場 Olympia 66, Dalian



大連恒隆廣場的義工們到訪雲峰社區的養老中心，與長者一同進行認知訓練小遊戲，為他們送上關懷，身體力行宣揚敬老的傳統美德。

Volunteers from Olympia 66 in Dalian visited a home for the elderly in Yunfeng District. They played cognitive games with the residents, expressing love and care for them.



武漢恒隆廣場 Heartland 66, Wuhan



武漢恒隆廣場邀請其理髮租戶一同參與暖冬敬老活動，為長者提供免費理髮服務，讓他們以新形象迎接新一年。另外，社區代表亦與義工一同探訪長者，並向他們送贈保暖物資，過一個溫暖的冬日。

Heartland 66 in Wuhan invited its tenants who operate salons to join hands for a free hair-cutting service for the elderly, getting them ready for a refreshing look in the new year. In addition, community representatives and volunteers also paid a visit to the elderly and gave them heart-warming gifts.

瀋陽市府恒隆廣場 Forum 66, Shenyang

瀋陽市府恒隆廣場舉辦名為「地球寶寶我愛你」的環保手繪風箏活動，邀請了廣場內教育商戶的老師、學員和家長與「恒隆一心義工隊」的成員及子女一同發揮創意，在廣場中庭繪畫獨一無二的風箏，鼓勵大家愛護地球。

Forum 66 in Shenyang hosted an environmentally friendly kite-painting activity. One of the mall's tenants, an education center, got involved, with its art teachers, students and parents joining members of the Hang Lung As One Volunteer Team to paint their own kites in the atrium of the mall. The kites carry a message promoting environmental protection.



天津恒隆廣場 Riverside 66, Tianjin

天津恒隆廣場亦攜手與場內商戶一起舉辦秋季主題活動。義工們帶領參加活動的兒童一起欣賞城市秋季景色，並就地取材，撿拾落葉一同創作「秋天的顏色」巨幅環保畫，宣揚綠色生活理念，讓大家享受了一日充滿樂趣的秋天之旅。

Riverside 66 in Tianjin teamed up with mall tenants to hold an activity named "The Color of Autumn". Volunteers led a group of children to enjoy the city's beautiful autumn scenery. They all then gathered fallen leaves in the piazza, and created a giant artwork to promote green living. It was fantastic Autumn fun for all involved.



上海恒隆廣場及上海港匯恒隆廣場 Plaza 66 and Grand Gateway 66, Shanghai

繼早前參觀徐匯建築群獲得迴響，上海「恒隆一心義工隊」於12月再次舉辦建築導覽活動，帶領當地青少年一同到南京西路欣賞人文歷史建築，深入認識自己居住的城市。

Building on the success of a visit to historical buildings in Xuhui District, our Hang Lung As One Volunteer Team in Shanghai organized another architectural tour in December. Volunteers led youngsters on a journey of discovery around historical buildings on Nanjing Road West, enabling them to learn more about their home city.



數字運算考考你 Get Number Crunching!

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數學在我們日常生活中佔據重要一環，亦充滿趣味。今期「分享有賞」特意考考你，挑戰你的數學觸覺！答對以下數學問題的同事將有機會獲得當地幣值100元的購物禮券。請即把答案連同中英文姓名、所屬部門和工作地點，以及聯絡方法，發電郵至Connections@HangLung.com。截止日期為2022年1月17日（星期一）。

我們將會抽出10位得獎者，得獎名單和答案將於下期《連繫恒隆》公布，有關領取獎品的安排，我們將會個別聯絡勝出者。

Mathematics is part of everyone's daily life and can be fun and interesting. Now, here's a fun challenge to test your mathematics skills! If you correctly answer the mathematics question below, you'll be in with a chance to win a \$100 shopping voucher in your local currency. Send your answer, along with your Chinese and English name, department, work location and contact number to Connections@HangLung.com, by January 17, 2022 (Monday).

10 winners will be selected by lucky draw and results will be announced in the next issue. Prize winners will be notified individually.

如想發掘更多有趣的數學問題，請瀏覽恒隆數學獎Instagram專頁。

If you enjoy the challenge, why not visit our Hang Lung Mathematics Awards Instagram account? You'll find some creative mathematics questions there that will put your skills to the test!

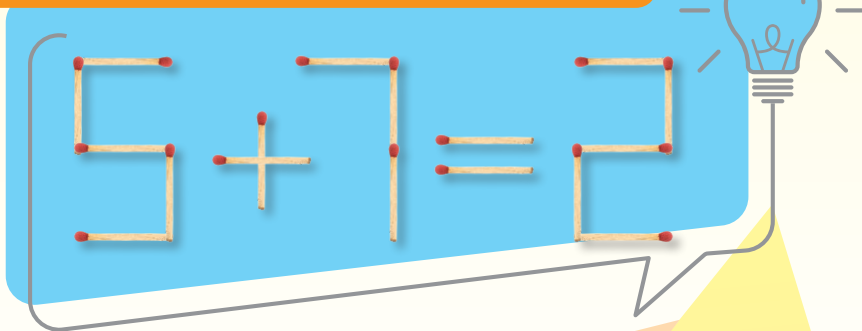


恒隆數學獎
Hang Lung Mathematics Awards



問題：請移動一枝火柴令算式成立。

Question: Move only one match to make the equation correct.



10月號得獎者 Winners from the October Issue

《連繫恒隆》10月號的「分享有賞」獲得同事踴躍支持。參加者透過照片與大家分享人生中的難忘時刻，感謝各位同事的參與及恭喜各得獎者！

We had an overwhelming response to our call for photos in the October issue of *Connections*, and the winners of the "Fun Corner" photography competition on the theme "memorable moments" generated some amazing pictures in which staff captured some truly special moments in their lives. Thanks everyone for your support, and congratulations to all the winners!

▼ 胡瑞杰 大連恒隆廣場
Jerry Hu Olympia 66, Dalian



▼ 李君薇 香港
Joyce Li Hong Kong



▼ 李夕 濟南恒隆廣場
Susan Li Parc 66, Jinan



▼ 李進傑 香港
Ronald Li Hong Kong



▼ 黃晨晟 無錫恒隆廣場
Huang Chen Sheng
Center 66, Wuxi



▼ 黎律旋 香港
Alice Lai Hong Kong



▲ 陳潔 上海港匯恒隆廣場
Jessie Chen
Grand Gateway 66, Shanghai



▲ 梁伊晴 香港
Isabella Leung Hong Kong



▲ 王浩然 大連恒隆廣場
Henry Wang
Olympia 66, Dalian



▲ 王淑玲 瀋陽市府恒隆廣場
Shirley Wang Forum 66, Shenyang

