

连系恒隆 · Connections

7 | 2020

“恒隆会”：全面提升顾客体验
HOUSE 66: Taking Customer Experience
to a New Height



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“恒隆会”：全面提升顾客体验

HOUSE 66: Taking Customer Experience to a New Height



现时精明的消费者越来越讲求独一无二的个人化购物体验，而购物商场再也不能单凭优越的地段、租户组合、商场设计及设施以突破重围，因此，各个商场需要多花心思去留住及提升顾客忠诚度。恒隆旗下商场的致胜之道，在于以客为尊的企划项目，而会员计划“恒隆会”就是其中一项。我们请来顾客业务部团队，为我们介绍“恒隆会”的详情。

Today's discerning consumers expect a more unique and personal shopping experience than ever before. Customer retention and "stickiness" is therefore a more complex challenge for a shopping mall than simply having the right location, tenant mix, design and facilities. Customer-centric initiatives are integral to the success of Hang Lung malls. Here we talk to the Customer Franchise Department to find out about one of these initiatives, the customer relationship management (CRM) program HOUSE 66.

“恒隆会”一览

“恒隆会”在2018年9月于上海恒隆广场面世，并将于今年8月在恒隆旗下内地现有商场全面铺开。此会员计划随时随地掌握全面资讯，利用旗下内地商场的庞大商品及租户网络，为顾客量身打造专属服务。

HOUSE 66 at a glance

HOUSE 66, first launched in September 2018 at Plaza 66 in Shanghai, will cover all Hang Lung's existing malls in mainland China by August this year. With comprehensive information accessible anywhere and anytime, the program offers customers bespoke services by leveraging the merchandise and tenant network of our malls across mainland China.

恒隆会 HOUSE 66



“恒隆会”继8月在沈阳市府恒隆广场推出后，已完全覆盖恒隆于内地的所有现有商场。With the upcoming launch of the program in Forum 66, Shenyang in August, HOUSE 66 will cover all Hang Lung's existing malls on the Mainland.



钱买不到的体验

有别于一般以折扣为主的会员计划，“恒隆会”的宗旨是为顾客创造价值，并透过缔造独特尊尚的个人化体验，以满足一众高消费忠实客户。董事—顾客业务涂家辉先生表示：“我们的优势就在于我们为尊贵客户提供钱买不到的体验，而这亦正令我们的会员计划在内地零售市场占据领导地位。”

Delivering Experiences that Money Can't Buy

Other CRM programs tend to be discount-driven, but HOUSE 66 focuses on creating value for our customers by offering unique, prestigious and customized experiences that appeal to high-spending, loyal customers. "What set us apart from others is the offering of 'money can't buy' experiences to our prestigious customers. This is what makes our CRM program one of leaders in the Mainland retail market," said Mr. Joseph To, Director – Customer Franchise Department.



▲ “恒隆会”会员获邀出席伯爵品牌的全新高级珠宝系列之独家预览会
Exclusive preview session of Piaget's new high jewelry collection attended by our HOUSE 66 members

我们的顾客业务部

为了将公司以客为尊的策略付诸实行，同时拉近与顾客的联系，新成立的顾客业务部以整体顾客体验为重心，致力发展以下三大范畴：1) 顾客体验：透过统计调查联系顾客，进一步了解顾客体验并精益求精；2) 顾客创新：善用科技塑造全方位及一致的顾客体验，例如以数据主导日常营运及决策，融汇各个顾客接触点，为顾客带来流畅的互动配套，并妥善采用最新的数码解决方案；及3) 包括顾客关系管理在内的市场营销：为顾客提供专属的贴心服务及体验。

Meet Our Customer Franchise Department

To implement our customer-centric initiatives and further enhance customer engagement, the newly established Customer Franchise Department is in charge of the overall customer experience through three key functions – 1) Customer Experience – by engaging customers through surveys to better understand their experience and make improvements; 2) Customer Innovation – delivering a holistic and consistent user experience empowered by technology, such as enabling data-led operations and decision making, orchestrating seamless interactive journeys across all customer touchpoints and adopting appropriate latest digital solutions; and 3) Marketing including CRM – delivering bespoke services and experiences to our customers.

▶ 涂家辉（前排右二）与他的团队从不同层面打造独特的恒隆品牌体验
Joseph (front row, 2nd from right) and his team are curating the unique Hang Lung branded experience through multiple facets



唯有真正独特的会员专利，才称得上“钱买不到”的体验。要为独具慧眼的会员带来无价体验，全赖顾客业务部与品牌伙伴之间紧密合作，精心炮制会员独家礼遇，或策划恒隆商场独有的会员活动。对品牌伙伴而言，这个合作过程亦是联系顾客的良机。



▲ 上海恒隆广场举办年度Home to Luxury盛装派对，让获邀的“恒隆会”会员有机会购买由多个全球奢侈品牌提供的独家限量臻品，以及参加精彩活动
Plaza 66's annual Home to Luxury Party in Shanghai provides an opportunity for HOUSE 66 members to purchase limited edition products from some of the world's most coveted brands and to take part in various attractive activities

除了提供独特体验外，恒常联系尊贵会员亦至关重要。顾客业务部辖下特设贵宾体验专员团队，囊括顶尖客户服务菁英，为顾客提供私人购物指导、国际时装展入场名额等专属服务。

下一步：掌握大数据以强化顾客联系

在恒隆以客为尊的策略部署中，完善的会员计划只是其中一环。透过分析计划所累积的大量用户数据，我们可制订更有效的市场营销及业务企划，进一步惠及并联系忠实顾客，而这才是恒隆在业界突围而出的真正关键。顾客业务部现正研发数据分析平台，预料于今年内将正式面世。

What we categorize as a "money can't buy" experience is something that is truly unique to our most discerning members. To achieve this relies on our Customer Franchise Department working closely with brand partners to design member-exclusive offers or events available only at Hang Lung malls for our top members. Such collaboration also allows our brand partners to deepen their engagement with customers.

In addition to offering these special experiences, it is vital that we engage with our top-tier members on a day-to-day basis. Our Member Engagement Specialist team, which comprises top talent in customer service and is also part of the Customer Franchise Department, offers bespoke services ranging from personalized shopping advice to access to international fashion shows.



▲ 著名时装设计师Marine Serre在其首次到访中国的旅程中向“恒隆会”会员及JOYCE客户分享她的品牌故事及造型技巧
Designer Marine Serre shared her brand story and styling technique with our HOUSE 66 members and JOYCE's customers during her first visit to China

Next Step – Capturing Big Data to Deepen Engagement

Having an established CRM program is just part of our customer-centric strategy. Analysis of the huge amount of data generated by users of the program helps us formulate more effective marketing and business campaigns that better benefit and engage our loyal customers, and this is what will truly differentiate us from our peers. The Customer Franchise Department is in the process of developing a data analysis platform that is due to be launched this year.



承续我们的传奇 Defining Our Legacy

Themed on "Defining our Legacy", this year's Hang Lung Management Conference (HLMC) takes on Hang Lung Group's 60th anniversary as a reminder to our management team that it is a timely opportunity for us all to look back, reflect, and prepare ourselves to face the challenges and opportunities in the future.

Gathering over 150 executives from both Hong Kong and the Mainland, this year's HLMC was held via Microsoft Teams due to the COVID-19 pandemic. Chairman Mr. Ronnie C. Chan and CEO Mr. Weber Lo kicked off the event with their opening remarks and commended the team's performance in tackling the challenges from the pandemic. They also provided a glimpse into Hang Lung's history and outlook. Three guest speakers then shared their views on mainland China's luxury market landscape, Hang Lung's performance, and the development of 5G. The broad range of topics covered encouraged participants from different departments to think more flexibly about how they and we adapt to constant change.

As concluded by Executive Director Mr. Adriel Chan, embracing change in this transitional era is the key to defining our legacy for the future. Proven by the unexpected pandemic, we are drawing strength from our achievements over past decades, which is reflected on the way our people have adapted to the challenges that 2020 has brought.



适逢恒隆集团踏入60周年，今年的恒隆管理层会议以“承续我们的传奇”为主题。这个别具意义的里程碑更为公司管理层提供一个回顾和反思的机会，积极装备自己迎接未来的挑战与机遇。



鉴于新型冠状病毒疫情的关系，今年的会议透过Microsoft Teams以线上形式举行，超过150位来自香港和内地的管理层参加。会议由董事长陈启宗先生和行政总裁卢韦栢先生致辞揭开序幕。他们异口同声赞扬各同事在应对疫情上的卓越表现，同时亦概括地回顾了恒隆的历史和为公司的前景作出分析。获邀的三位嘉宾亦分别就内地奢侈品前景、恒隆表现和5G技术的发展等方面分享见解。会议内容涵盖范畴广泛，有助推动各部门的同事灵活思考，以应对急速变化的环境。

执行董事陈文博先生为会议作总结时强调，能在瞬息万变的时代中勇于求变，是公司未来承续在过去所开创的辉煌传奇之关键。过去数十载创下的成就为我们奠定稳固基石，而此次突如其来的疫情及各同事应对2020年种种挑战的表现正是最佳的见证。



共创高效办公室 从“断舍离”开始 Clearing Out the Clutter to Boost Productivity



为确保公司的营运符合可持续发展和环保原则，恒隆一直鼓励员工妥善处理文件。自今年年中，公司就文件管理政策提出最新指引，所有员工必须检视他们所保存的文件，并将其分类为“保留”或“待处理”类别，若有大量机密、过期及不必要的文件，将会安排专责服务单位协助妥善销毁该些文件。创建高效办公室之旅程有赖恒隆每位员工共同努力，一起实践！

Hang Lung is urging staff to properly manage their documents to ensure we operate in accordance with our sustainability and environmental principles. In mid-2020, we issued a guideline on document management that requires employees to review their documents and classify them either as "retained" or "to be processed". If there is a large number of confidential, outdated and unnecessary documents, a dedicated service will be arranged to assist in the proper destruction of these documents. The journey to create an efficient office depends on everyone. Let's get this sorted!

恒隆荣获多个市场营销及人力资源奖项 Hang Lung Wins Prestigious Marketing and HR Awards

凭着前瞻性的市场策略及别出心裁的创意，恒隆于业界获得多项荣誉。公司于去年举办的跨商场“Mick” the Holidays Bright圣诞主题活动，在Marketing Events Awards 2020中勇夺三项殊荣，而为顾客提供最新推广优惠的“恒隆优惠网”平台亦在Loyalty & Engagement Awards 2020中赢得三个奖项。



恒隆地产董事—租务及物业管理蔡碧林女士(右四)与市场推广部团队出席Loyalty & Engagement Awards 2020颁奖礼，接受三个市场营销奖项
Hang Lung Properties' Director – Leasing & Management, Ms. Bella Chhoa (4th from right), and the Marketing & Promotions team attended the Loyalty & Engagement Awards 2020 ceremony, where they received three marketing awards

Hang Lung has won a haul of prestigious awards that recognize our forward-looking marketing strategies and outstanding creativity in marketing. Our Christmas 2019 cross-mall promotional event, "Mick" the Holidays Bright, brought us three top prizes at the Marketing Events Awards 2020. We also won three awards at the recent Loyalty & Engagement Awards 2020. These were for our work on Hang Lung e-Privilege, an online platform to provide the latest information on promotions to our customers.



Marketing Events Awards 2020

- “最佳活动制作” 铜奖
Best Event Production – Bronze Award
- “最佳活动—零售” 铜奖
Best Event Retail – Bronze Award
- “最佳活动—创意” 铜奖
Best Event Creative – Bronze Award



The Loyalty & Engagement Awards 2020

- 最佳社交媒体策略—金奖
Best Social Media Strategy – Gold
- 最佳客户管理策略—银奖
Best CRM Strategy – Silver
- 最佳科技应用—铜奖
Best Use of Technology – Bronze

好心情@健康工作间大奖 Joyful@ Healthy Workplace Best Practice Award

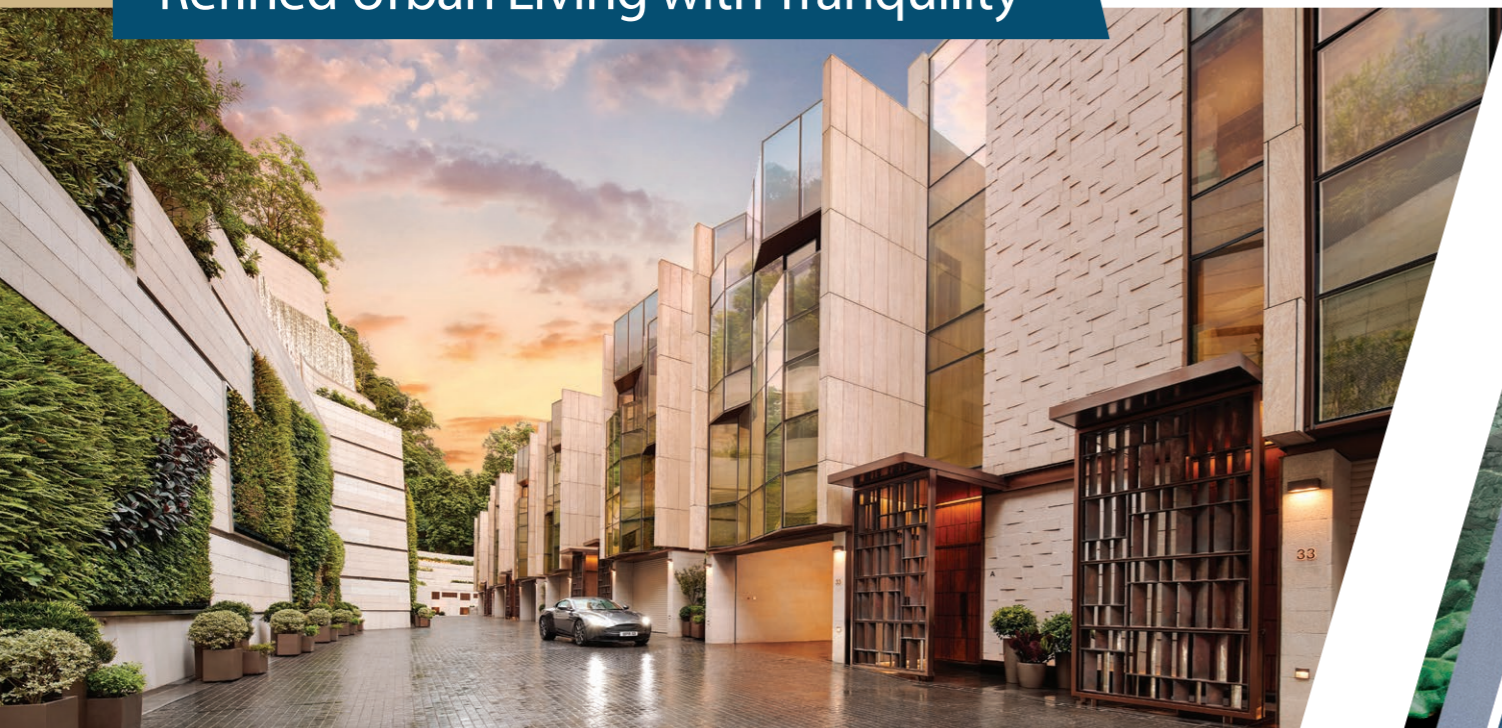
恒隆一直非常重视员工的身心健康表现亦获表扬，于职业安全健康局举办的职业健康大奖2019-20中勇夺“好心情@健康工作间”组别卓越机构大奖。

Hang Lung has also been recognized for taking good care of the physical and mental wellbeing of our employees. The Company received an Excellence Award in the Joyful @ Healthy Workplace Best Practice Award category of the Occupational Health Awards 2019-20, organized by the Occupational Safety and Health Council.



蓝塘道23-39: 谧静居停 都会之尚

23-39 Blue Pool Road: Refined Urban Living with Tranquility



蓝塘道23-39傲踞城中罕贵地段渣甸山畔，更一脉相连中环商业重地与铜锣湾的时尚魅力，穿梭繁华与恬静之间。获奖无数的蓝塘道23-39完美地演绎出臻至的设计和精雕细琢的细节，重塑尊尚宅邸优越之感，将奢华生活推向极致。

蓝塘道23-39由恒隆策划，并由与恒隆合作无间的世界知名建筑事务所Kohn Pedersen Fox Associates设计。此项目共有18间楼高三层的宅邸，各设有私人庭院、露台、天台花园及私家车房等，精心地将灵活的室内设计和悠然的室外空间融合。隐私度和可持续性是关键的设计考虑因素。

恒隆特意邀请国际室内设计事务所Hirsch Bedner Associates (HBA) 和全球知名建筑及室内设计事务所PDP London分别为35A和39B两户打造示范单位，让你一睹蓝塘道的奢华和高尚品质生活的气派。

Situated in one of Hong Kong's most sought-after locations, the gateway to Jardine's Lookout, with convenient access to both the gleaming skyscrapers of the city's CBD and eclectic retail hub, the award-winning 23-39 Blue Pool Road development displays the highest sophistication of design thinking. Its focus on detail and its unique attributes truly redefine luxury living and take it to the next level.

Envisioned by Hang Lung and designed by its long-standing partner, the world-renowned architecture practice Kohn Pedersen Fox Associates, 23-39 Blue Pool Road comprises 18 three-story semi-detached houses, each featuring a private foyer, balcony, roof terrace and garage, cleverly blending flexible interiors and much-coveted outdoor space. Privacy and sustainability were key considerations in the design of the project.

To give you a sense of the luxury living and higher quality of life in Blue Pool Road, let us show you two houses that are part of the project, 35A and 39B, which were designed by international hospitality-design firm Hirsch Bedner Associates (HBA) and a global architectural and interior design studio PDP London respectively.

House 35A - The Parisian Mansion

35A设计以“一个融合法式/欧洲风格的永恒室内设计，且蕴含奢华住宅品质”为主题。整个单位采用欧式风格，既优雅又简洁，且不失时代感，同时揉合了亚洲美学和元素。设计事务所HBA精心设计了折衷主义的艺术收藏品，为单位注入奢华和浓厚的时代感。

With "a timeless interior with a French/European flair that embraces a luxurious residential quality" as the core theme of the design, this elegant European-style space feels clean and modern, but at the same time unique, with Asian aesthetics and elements blended in. Design firm HBA curated an eclectic art collection for this property, to inject a sense of refined luxury that feels as contemporary as it does opulent.



别致的调色灵感来自法国的蓝色和灰色色调，突出带有银色和香槟色的细节
The chic color palette takes inspiration from French blue and grey tones, highlighted with reflective accents of silver and champagne

House 39B - The Crystal

39B的设计灵感来自项目的水晶外观，宅邸内部设计反映单位外部的建筑外观。

Inspired by the crystalline exterior of the development, the design of House 39B focuses on reflecting the building's exterior within the house.



绿意盎然的环境贯穿整个尊邸，令居所悠然融于自然之中
A calming story of green threads its way through the house, designed to bring a sense of the outside in

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恒隆集团六十周年系列 Hang Lung Group's 60th Anniversary Series :

恒隆与白洋舍的渊源

Golden Bonds between Hang Lung and Hakuyosha

“恒隆白洋舍”不仅是香港家喻户晓的品牌，亦在恒隆集团的辉煌历史中别具意义，更蕴藏着恒隆与白洋舍两个家庭和跨越三代50多年来的深厚渊源。

Hang Lung-Hakuyosha is not only a household name in Hong Kong but also has a special place in the golden history of Hang Lung Group's development, carrying over 50 years of shared history and friendship between two families over three generations.



首间恒隆白洋舍开设在九龙界限街
The first Hang Lung-Hakuyosha branch was located at Boundary Street in Kowloon

见证香港半个世纪

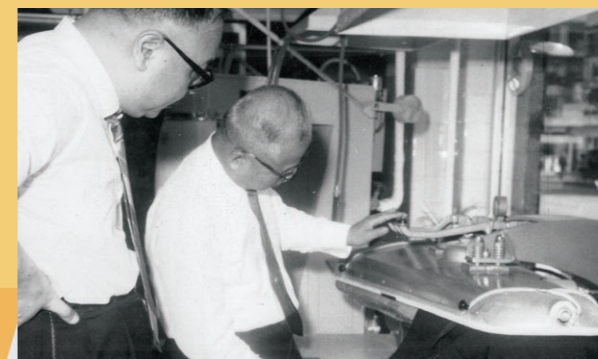
60年代初，恒隆集团创办人陈曾熙先生和夫人到访日本，在一次机缘下认识了提供干洗服务的白洋舍创办人五十岚健治先生，两人一拍即合，五十岚先生其后派他的长子五十岚丈夫先生来港与陈曾熙先生洽谈合作，恒隆白洋舍由恒隆集团和白洋舍各自出资一半在香港成立。1965年6月4日，首间恒隆白洋舍于九龙界限街开业，现时在港设有32间分店，成立50多年来坚持为香港人提供专业、高品质的干洗服务。

Growing with Hong Kong for over 50 Years

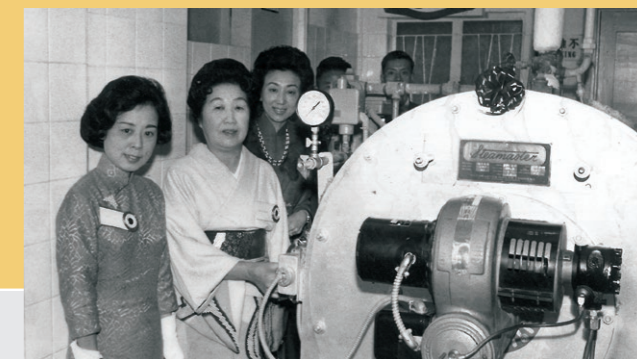
On a visit to Japan in the 1960s, the founder of Hang Lung Group, Mr. Chan Tseng-hsi and Mrs. Chan Tseng-hsi, had the opportunity to meet Mr. Kenji Igarashi, founder of the laundry services chain Hakuyosha. Both gentlemen hit it off right away. Mr. Kenji Igarashi later sent his eldest son, Mr. Takeo Igarashi, to Hong Kong to work with Mr. Chan on building a partnership, and a 50-50 joint venture between the two businesses was formed. The first Hang Lung-Hakuyosha branch opened in Boundary Street in Kowloon on June 4, 1965, and there are now 32 shops across Hong Kong, providing Hong Kong people with professional and quality laundry services for over 50 years.



恒隆白洋舍开业盛况
Opening ceremony of
Hang Lung-Hakuyosha



懂日语的陈曾熙先生(左)向五十岚丈夫先生(右)了解整烫机的用法
Mr. Chan Tseng-hsi (left), who could speak Japanese, learned how to use the steam iron machine from Mr. Takeo Igarashi (right)



陈曾熙夫人(左一)和五十岚丈夫夫人(左二)于恒隆白洋舍开业当天，站在大型的干洗机前合照留念
Mrs. Chan Tseng-hsi (1st from left) and Mrs. Takeo Igarashi (2nd from left) posed for a photo in front of a large dry cleaning machine on the opening day of Hang Lung-Hakuyosha

家族相传信物印证深厚情谊

精致的水晶龟印证深厚情谊，一直维系着恒隆与白洋舍两个家庭的几代情。1942年，白洋舍创办人五十岚健治先生退休，并由其长子五十岚丈夫先生接任白洋舍社长。五十岚丈夫先生在第一次与陈曾熙先生见面时，他赠送陈先生一只水晶龟，自此，它便成为了两个家庭之间的“信物”。1986年，白洋舍的第三代接任人五十岚敬一先生到香港探望卧病的陈曾熙先生，并接过其先父赠予陈先生的水晶龟，延续两个家庭的跨民族、跨年代情谊。多年后(2002年)，74岁的敬一先生带着水晶龟到香港探望陈曾熙夫人和恒隆的第二代掌舵人陈启宗先生，将信物送回陈氏保存至今。

A Gift of Friendship Passed Between Generations

An exquisite crystal turtle that has been passed between individuals and generations is a powerful symbol of the bond between the two founding families of Hang Lung and Hakuyosha. When Mr. Kenji Igarashi from Hakuyosha retired in 1942, his son, Mr. Takeo Igarashi, became chairman. In his first meeting with Hang Lung's Mr. Chan Tseng-hsi, Mr. Takeo Igarashi gave Mr. Chan a crystal turtle as gift. Since then, the crystal turtle has become a token of friendship between the two families. In 1986, the third generation of Hakuyosha leaders, Mr. Keiichi Igarashi, came to Hong Kong and visited Mr. Chan Tseng-hsi, who was ill at the time. Mr. Chan passed on the crystal turtle to Mr. Keiichi Igarashi, and with it demonstrated his desire to continue to build the international, cross-generational friendship between the two families. Many years later, in 2002, 74-year-old Mr. Keiichi Igarashi brought back the crystal turtle on a visit to Mrs. Chan Tseng-hsi and the second chairman of Hang Lung, Mr. Ronnie C. Chan, in Hong Kong. The crystal turtle remains a treasured possession of the Chan family.



请扫描二维码，观看更多恒隆窝心故事。



Please scan the QR code to see more heartwarming stories from Hang Lung.





疫情后的绿色复苏 Green Recovery from the Global Pandemic

正当新型冠状病毒肺炎疫情对人类的生计以至生命构成严重威胁，全球温室气体排放量亦因经济活动减少而大幅下降。按国际能源署估计，今年全球的能耗将较2019年减少6%，相当于整个印度的全年能耗，为现代人类史上最大的单次温室气体排放量降幅。遗憾地，如此庞大的降幅仍远远未能减慢全球暖化的趋势。


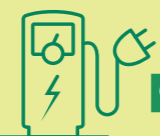
While the COVID-19 pandemic has had devastating consequences for lives and livelihoods around the world, the significant reduction in economic activity has also dramatically cut global greenhouse gas (GHG) emissions. As estimated by the International Energy Agency, the world will use 6% less energy this year than in 2019 – equivalent to losing the entire energy demand of India – and likely resulting in the biggest GHG emissions drop in modern human history. Tragically, such a massive drop is still nowhere near enough to slow down global warming.

转化疫情危机为绿色机遇

随着全球第一波疫情缓慢地减退，各国政府正筹备数以兆元计的经济刺激措施以推动复苏。然而，经济重拾步伐亦意味着全球温室气体排放量将会反弹。因此，国际社会均期望各国推出经济刺激措施之际，其措施亦能针对纾缓气候变化的目标，使我们能转化现时的危机为机遇，加速社会转型为低碳经济。在众多绿色复苏的推崇者当中，能源转型委员会带领推出七项建议，鼓励推动全球复苏的同时建构一个更健康，更具韧性，以及净零排放的经济体：

Turning the Pandemic Crisis into Green Opportunities

In many countries, governments are now looking towards recovery as the pandemic's first wave slowly recedes, with plans for economic stimulus worth trillions of dollars. Yet as economies pick up pace, emissions are beginning to rebound. Therefore, international organizations are calling for stimulus measures to be aligned with climate objectives, so that we can turn the current crisis into an opportunity to speed up the transition towards a low-carbon economy. Among the many advocates of this approach, the Energy Transition Commission is taking the lead to propose seven priorities in driving global recovery while building a healthier, more resilient, and net-zero emissions economy:

-  1 大幅增加可再生能源的投资
Unleashing massive investment in renewable power systems
-  2 通过绿色建筑和绿色基建推动建筑业发展
Boosting the construction sector via green buildings and green infrastructure
-  3 支持绿色运输转型，追求清新空气
Supporting the transition towards green transportation in the pursuit of clean air
-  4 于次轮经济刺激措施附带气候相关的条款
Adapting economic stimulus packages for businesses so they are conditional on climate-related commitments
-  5 重点支援创新低碳活动
Providing targeted support for innovative low-carbon activities
-  6 加速转型化石燃料工业
Accelerating the transition of energy sector away from fossil fuels to renewables
-  7 守护现存的碳定价机制与法规
Defending existing carbon pricing and regulations

恒隆在推动绿色复苏所担当的角色

由于气候变化将较现时的疫症造成更深远的影响，恒隆深明平衡可持续发展和业务复苏的需要，以准备应对此危机。公司正订定不同优先议题，确保我们正朝绿色复苏的方向迈进：

Hang Lung's Role in Supporting a Green Recovery

Hang Lung is well aware of the need to balance sustainability concerns with a business rebound in order to mitigate the climate change crisis, which is almost certain to cause greater and more long-lasting damage than the current pandemic. We have therefore set our own priorities to ensure that we are moving towards a green recovery:

-  1 订定进取的科学基础减排目标
Setting ambitious carbon reduction targets that are aligned with climate science
-  2 在获得绿色建筑认证之外，寻求深层绿化建筑设计及营运
Going beyond building certifications and pursuing "deeper green" for our building design and operations
-  3 开发和采购可再生能源，推动转型至无化石燃料经济
Exploring and procuring renewable energy to support the transition towards a fossil-free economy
-  4 通过与上游和下游商业伙伴合作，激励他们共同减少温室气体排放
Engaging with our upstream and downstream business partners with the common goal of reducing emissions through collaboration and incentives

培育年青人才 Nurturing Young Talent

2020年度恒隆管理培训生 Management Trainees 2020

在2005年推出的恒隆管理培训生计划，致力培育有理想的年青人才，成为独当一面的年轻领袖，支援集团业务发展。今年，计划更收到近3,500份来自香港、海外和内地的申请，较去年增加七成二。今年共有12位大学毕业生在严谨的评选过程中脱颖而出，成为本年度的管理培训生。

新一批的培训生已于七月初入职。管理培训生计划助培训生透过学习不同的技能、知识和历练装备自己，为自己恒隆事业发展踏出重要的一步。由于疫情关系，公司今年将面授培训和线上培训结合。他们亦会获安排到香港和中国内地的不同部门，接受在职培训，深入了解集团的业务和地产行业的运作。他们亦参与不同的培训活动，提升他们各方面的技能，包括社交礼仪、时间管理及汇报技巧。

Launched in 2005, the Hang Lung Management Trainee Program seeks to nurture bright young talent and help them develop into leaders of the future who can support the Company's expansion. This year, the number of applicants to the program from Hong Kong, the Mainland and overseas has risen 72% to nearly 3,500. Eventually, we have hired 12 management trainees (MTs) who had successfully passed through a very stringent selection process.

The new intake of MTs has been on board since the beginning of July. The immersive MT Program equips young talent with the diverse skills, knowledge and the Mainland exposure necessary to forge successful careers at Hang Lung. Due to the COVID-19 pandemic, the Company has delivered both face-to-face training and digital training in combination. During the program, MTs rotate through different departments in Hong Kong and mainland China to enrich their understanding of the Group and the property industry. They also participate in comprehensive training programs to sharpen their skills in areas including business etiquette, time management and presentation.



- Nicole Cheung
- Kyle Sun
- Mia Pan
- Alicia Tao
- Jessica Zhang
- Haley Chan
- Sherry Shen
- Vera Wu
- William Yang
- Luna Lu
- Savannah Cai
- Grace Wu

专访董事 — 酒店发展及资产管理

Symon Bridle

Interview with Symon Bridle, Director — Hotel Development & Asset Management



Symon Bridle于2019年加盟恒隆，一直致力联系蜚声国际的酒店业翘楚，缔结战略合作伙伴关系，并为恒隆旗下的内地发展项目注入酒店元素，令消费者体验更臻完美。Symon拥有逾38年的丰富酒店管理经验，曾于香格里拉酒店集团及瑰丽酒店集团等国际酒店翘楚担任高级职位。

Symon Bridle joined Hang Lung in 2019 and has set about forging strategic partnerships with globally renowned hotel operators, as well as injecting hotel-inspired elements into our mainland China development to enhance the consumer experience. He has over 38 years of experience in hotel management, having held senior positions at international hotel groups including Shangri-La Hotels and Resorts and Rosewood Hotel Group.

董事—酒店发展及资产管理部Symon Bridle先生表示，迎新求变是植根于酒店业的DNA。今期《连系恒隆》有幸专访Symon，他将向大家分享其管理之道，并畅谈引领他稳步前进的理念。

Mr. Symon Bridle, Director – Hotel Development & Asset Management, says change has always been in the DNA of the hospitality industry. Symon is our guest interviewee in this edition, and in this feature shares his views on management and the principles that guide him.

Symon认为，虽然酒店业原则上是为宾客提供他们所支付的餐饮及住宿服务，但实际上，酒店从业员在提供服务时需要兼顾不同层面的考量，要准确拿捏亲切服务及创新之间的平衡。在保持宾客服务一致性的前提下，酒店从业员亦需要为每位宾客量身定制体验，甚至不同人对接待方式的喜好均要照顾周到。譬如有些宾客希望酒店员工报以一个微笑，有些则喜欢谈笑风生。

要在提供贴心服务的同时又要兼顾宾客各方面的喜好，往往要累积多年经验才能得心应手，但对从小便涉足酒店业的Symon而言，这却有如与生俱来的本能。他的父母曾于印度洋的塞舌尔群岛经营一家精品酒店，让他经常有机会接触到来自世界各地拥有不同背景的旅客。此经历为Symon日后的酒店业仕途奠定了基础，他由面向客人的前线人员做起，一步步攀上高级要职。

He says, in essence, the hospitality industry is about providing meals and accommodation to paying guests. But in reality, it is far more complex challenge than this, with a need to balance a sense of familiarity with the need to innovate. Services must be consistent, yet tailored to the preferences of individuals, right down to the kind of greeting each person feels happiest with – from a smile of acknowledgement to a friendly chat.

The ability to strike the perfect balance between availability and discretion is something that often takes years of experience to acquire. For Symon, it seems to come instinctively, thanks to a lifetime in hospitality that began in childhood. His parents owned a boutique hotel in the Seychelles, an island archipelago in the Indian Ocean, where he had the opportunity to meet a steady stream of fascinating and worldly guests. This experience provided Symon with the foundations of a career in hospitality that began in customer-facing roles and gradually moved into senior management.

人生大小二事的关键在于取得恰当平衡。 In all things in life, what's essential is balance.

Symon表示：“人生大小二事的关键在于取得恰当平衡。”这个想法不但适用于职场上，亦贯彻了他人生的各方面。他说在公余时他喜爱行山和驾摩托车，这些兴趣不但有助保持活力，并可为他不断带来新想法。

近来，他开始涉猎立式划桨板运动。这项运动除了非常考究平衡力外，还讲求持续学习的态度和预见潜在挑战的能力，三者均为在职场大放异彩的制胜之道。

他解释道：“你要随时准备左右来回移动重心，确保自己预视到前方每个可能性，这样才能乘风前行。”

他续指：“在营商方面，我们不能只著眼于已知的事情。”Symon时刻提醒团队探索未知的新领域、发掘与别不同的新构思，并敢于向表现更胜一筹的人学习。

在营商方面，我们不能只著眼于已知的事情。

In business, you shouldn't just be looking at what you already know.

Symon形容自己的管理风格会兼顾向员工委以重任，亦会提供指引。他认为当员工能更自由地展现才能时，他们往往会取得更高成就，而当他们自觉获得重用，其工作表现亦会更佳。与此同时，他认为管理层亦必须保持“大门常开”的态度，欢迎员工随时向他们征询意见和寻求指导。

他明言，一位好主管必须信任下属、懂得将心比心和激励士气，亦要坚守诚信，当然还要具备对业务及整个行业的透彻了解。

那年轻一代可如何培养这些特质呢？他鼓励年轻人主动寻找能够提携自己的伯乐，并要大胆尝试，勇于踏出第一步。他的忠告是：展现你的才能和意向，主动与别人攀谈并自我介绍，也要敢于迎难而上，多发问“为什么”。

Symon亦强调，在艰难逆境之中更要保持耐性。他非常欣赏福特汽车公司创办人亨利·福特的一席话：“当你觉得诸事不顺利，要紧记飞机是逆风起飞，而非顺风的。”

“In all things in life, what's essential is balance,” Symon says. This way of thinking applies not just to the workplace but to life more broadly; he says his interests outside work, which include hiking and motorbike riding, help keep him energized and inspired.

Symon has recently taken up stand-up paddle-boarding, where perfect balance is essential, along with a willingness to learn and the ability to look at potential challenges ahead – all important lessons for a great performance in the workplace.

“You've got to be prepared to step a little bit to the left and to the right, to make sure you're seeing all the possibilities, and that's how you can move forward,” he says.



“In business, you shouldn't just be looking at what you already know.” Symon always reminds his team to seek out what they don't know, to discover new, different ideas and to learn from those who are doing things better.

Symon describes his management style as being a balance between delegation and direction. He sees that employees tend to thrive on the freedom to do more, and perform better when they feel that they are empowered. Yet it is also important that managers keep their doors open so employees can seek advice and guidance whenever they need it.

A good manager, he says, trusts their staff, shows empathy, is encouraging, maintains their integrity, and of course has a deep understanding of both the business and the sector.

So, how can the younger generation develop these qualities? Symon advises people to seek out a mentor who can guide them, and urges them to be bold and make the first move. Show your ability and initiative, he says, talk to people, introduce yourself, and also don't be afraid to challenge and ask “why”.

Symon also urges patience, especially in challenging times. One of his favorite quotes is from Ford Motor's founder Henry Ford: “When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”

恒隆“SPEND TOGETHER”企划 送你千万礼遇

Enjoy a One-stop Shopping and Dining Experience with Rewards at Hang Lung

香港政府派发的10,000元收到了吗？继“LOVE TO SHARE”企划反应热烈，恒隆紧接加推“SPEND TOGETHER”企划，在旗下香港七大商场推出逾千万“跨商场”礼遇，让顾客在选购心水商品及品尝环球盛饌的同时，也可享有与商户联手炮制的一连串惊喜购物优惠及消费奖赏，让大家今个夏日留港亦可体验轻松购物好心情！

Have you received your HK\$10,000 from the Hong Kong Government? Following the success of our “LOVE TO SHARE” campaign, Hang Lung now launches the “SPEND TOGETHER” campaign across our seven prime shopping malls in Hong Kong. We are offering a range of “cross-mall” shopping and dining rewards – together worth over HK\$10 million – in collaboration with our tenants. Customers staying in Hong Kong this summer can “SPEND TOGETHER”, relaxing, shopping and enjoying delicious food at Hang Lung malls!



Le Labo



生活品味及国际美饌尽在 Fashion Walk Your Lifestyle and Gastronomy Destination.

一直被誉爲生活品味及国际美饌圣地的Fashion Walk，最近引入了著名手作香水品牌 Le Labo和精致装潢的日本清酒藏所by SAKE SAN进驻。商场包罗万有，最适合有品味的你。

Fashion Walk is well known for the latest trends in lifestyle and gastronomy. Recently we have had several new shops opening including handmade perfume shop Le Labo and a new Japanese specialty restaurant with a sleek design called by SAKE SAN. From numerous restaurants to specialty stores, Fashion Walk has something to satisfy everyone's tastes.



日本清酒藏所By SAKE SAN

国际奢华品牌荟萃恒隆

International Luxury Brands at Hang Lung

恒隆广场齐集世界各地顶尖品牌，是城中最优雅时尚的购物热点。近日，多个奢华品牌于我们多个内地商场开设新店或期间限定店，推出的商品款式包罗万有，让你尽情享受购物乐趣。快前来体验一下吧！

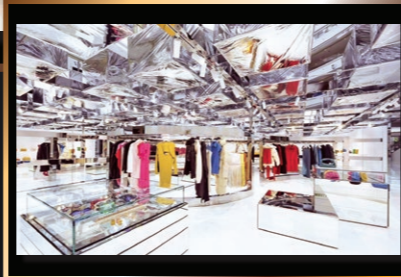
Hang Lung is home to some of the world's most renowned brands, which make our malls across various Mainland cities the most elegant and stylish shopping hotspots. A number of luxury brands have either opened or installed pop-up stores at our Mainland malls. Come and enjoy a luxurious shopping experience and a diverse range of quality products!

上海恒隆广场

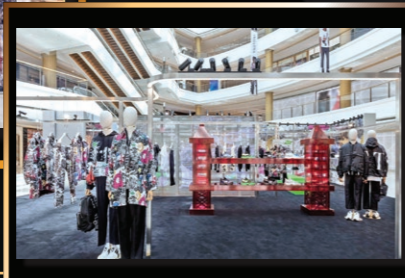
Plaza 66, Shanghai



BOTTEGA VENETA
期间限定店 Pop-up Store



VALENTINO
期间限定店 Pop-up Store



DIOR



ROLEX



OMEGA

LONGCHAMP



昆明恒隆广场

Spring City 66, Kunming



DIOR HOMME



LOUIS VUITTON



COACH

无锡恒隆广场

Center 66, Wuxi



CELINE



DIMOO热潮空降恒隆六大商场

DIMOO has Landed at Six Hang Lung Shopping Malls

时下炙手可热的潮物DIMOO已登陆恒隆，可爱有趣的小男孩DIMOO与一众DIMOO故事人物，带你遨游星际，探索银河的奥妙。

恒隆与POP MART携手推出全国首个DIMOO主题线下展览，在旗下六个城市的恒隆广场，包括沈阳、无锡、天津、济南、大连及昆明，联手打造DIMOO潮流文化新体验。此活动于6月24日在济南恒隆广场举行启幕仪式，并宣布品牌作者AYAN特别为恒隆量身定制一款DIMOO限定形象盲盒，在六个商场独家发布。展览以“恒星计划 DIMOO SPACE JOURNEY”为主题，炮制一连串精彩活动、抽奖及消费奖赏，顾客有机会赢取多款限量版精品。“恒隆会”会员更享有多项专属VIP福利。

The highly popular DIMOO toy range has landed at Hang Lung, with the cute and cuddly DIMOO boy offering to take you on an adventure through the stars to explore the secrets of the galaxy with his DIMOO friends.

Hang Lung and POP MART launched the first Mainland DIMOO offline exhibition, themed "DIMOO SPACE JOURNEY", in six of Hang Lung's malls - Palace 66 in Shenyang, Center 66 in Wuxi, Riverside 66 in Tianjin, Parc 66 in Jinan, Olympia 66 in Dalian and Spring City 66 in Kunming - to bring customers a new experience of DIMOO pop culture. The event launched at Parc 66 on June 24, when it was announced that AYAN, the brand's author, had tailor-made a unique DIMOO icon blind box for Hang Lung, to be available exclusively at our six participating malls. Customers have the chance to win a number of limited-edition products by participating in a series of exciting campaigns, lucky draws and consumption rewards, while members of HOUSE 66 can enjoy even more exclusive privileges.



无锡恒隆广场
Center 66, Wuxi



天津恒隆广场
Riverside 66, Tianjin



济南恒隆广场
Parc 66, Jinan



▲副董事一租务及物业管理叶旭明先生(右四)与来自天津恒隆广场和济南恒隆广场的同事主持“恒星计划 DIMOO SPACE JOURNEY”开幕礼
Mr. Raymond Ip, Deputy Director - Leasing & Management (4th from right) and colleagues from Riverside 66, Tianjin and Parc 66, Jinan officiate at the opening ceremony of "DIMOO SPACE JOURNEY"



昆明恒隆广场
Spring City 66, Kunming



大连恒隆广场
Olympia 66, Dalian



沈阳皇城恒隆广场
Palace 66, Shenyang



▲于恒隆六个商场独家发布的DIMOO限定形象盲盒
Unique DIMOO icon blind box made exclusively available at six Hang Lung malls





上海恒隆广场 Plaza 66, Shanghai

甜甜蜜蜜 延续缤纷夏日

Sweet Summer Brings You a Colorful Summer



继“爱与你一起”后，上海恒隆广场延续夏日热情，开启一连串以“甜蜜当夏”为主题的推广活动，有甜品车、乐队表演及多个工作坊，不但全方位照顾你的味蕾，亦为你带来震撼的视听享受，加上丰富的夏日礼遇和新店开幕，为大小朋友带来无限欢乐！

Plaza 66 in Shanghai is extending the fun of the summer season, following up the successful "Love Being with You" campaign with a range of exciting events themed "Summer Sweet". There's a dessert cart, performances by a live band, and entertaining workshops to tickle your taste buds and offer unprecedented audio-visual

enjoyment. These festive treats, together with our exceptional summer offers and the opening of new shops, allow adults and kids to embrace the joy of summer!

上海港汇恒隆广场 Grand Gateway 66, Shanghai

“潮流实验室”带你探索城中绿洲

Let's Explore the Oasis at Our Style Lab Event



今个盛夏，港汇恒隆广场散发炎炎夏日气息。商场举办的“潮流实验室”采用“绿色”及“沙漠植物”元素为主题，在南北座之间设置了许多大型互动装置，例如巨大的仿仙人掌及沙漠花卉，让你犹如置身于城市中的一片绿洲，远离繁嚣的大自然中放松心情。活动更配合多个有趣的主题装置让顾客可尽情拍照，加上多个奢侈和流行品牌陆续开幕，港汇恒隆广场是消费者必到的打卡胜地。

This summer, Grand Gateway 66 takes a breather from the summer heat and transports us to an oasis in the city with its Style Lab event, using masses of greenery and oasis plants. Large interactive installations featuring huge imitation cactus and desert flowers have been set up between the South and North Buildings, encouraging customers to take some time to relax in this nature-like environment, which feels far from the hustle and bustle of city life. To add further interest, other installations that lend themselves to being photographed have also been set up. These new features, and a range of luxury and popular brands, mean Grand Gateway 66 is a must-visit destination that suits the many and varied needs of our customers.



沈阳市府恒隆广场 Forum 66, Shenyang

名车与艺术 发放盛夏精彩

Fast Cars and Fine Art Add a Splash of Excitement to Summer

沈阳市府恒隆广场于6月和7月举办了两个赏心悦目的活动，让你的眼睛饱览奢华气派与艺术风采。打头阵的是豪车品鉴展览，多款世界顶级豪华房车品牌齐聚于商场中庭，在耀目光照耀下展现不凡气派，参加车展的指定客户更可享受有多项礼遇。紧随其后的有“鏖年丝光·艺术之夏”丝巾艺术展，跨界艺术家打造全场十大艺术主题展区，展现不同种类的艺术风格。

Forum 66 in Shenyang launched two exhibitions this June and July, providing a feast for the eyes and some food for thought. First up was a luxury car show, where the latest-release models from high-end car brands dazzled visitors in the atrium of the mall. Forum 66 offered special rewards to designated customers who visited the show. Next was an art expo, featuring the work of a range of artists who demonstrated their varied creative styles using silk scarves.



豪车品鉴展览
Luxury Car Show



“鏖年丝光·沈阳市府恒隆广场艺术之夏”艺术展
Forum 66 Art Summer



一顿美味好饭 盛载满满温暖和爱心

A Delicious Meal Delivering Heartfelt Warmth and Goodness



在香港这个物质充裕的社会，一天三餐温饱，营养均衡看似是理所当然，但对于一些基层家庭而言，一顿晚餐有菜有肉却是一件非常奢侈的要求，他们更会为此高兴到流泪。新型冠状病毒疫情重挫香港经济，失业率创十年新高，公司从“恒隆抗疫基金”拨款，与社企“好饭”合作，连同恒隆的义工积极参与，一同包装新鲜有营养的饭包，更亲身上门派发予来自本港14间社福机构及学校的有需要人士，包括低收入家庭、劏房户、拾荒者和独居长者等，让他们有健康体魄应对疫情。是次合作除了体现恒隆关爱社群的精神外，亦令“好饭”的社区服务更添意义。

In an affluent city like Hong Kong, most people simply expect they will be able to have nutritionally balanced meals, but for underprivileged families this may seem like a luxury they struggle to afford. In view of Hong Kong's economy being hit hard by COVID-19, with the unemployment rate climbing to a 10-year record high, our Company is drawing funding from the "Hang Lung Novel Coronavirus Relief Fund" and partnering with social enterprise "Delicious Express" to offer healthy, fresh food packs to needy people through 14 welfare organizations and schools. Our volunteers also helped pack the food packs and make deliveries to the low-income families, sub-divided unit residents, ragpickers and elderly people living alone, helping them stay strong and well during this critical time. Hang Lung's partnership with "Delicious Express" has demonstrated our care for the community and, more importantly, added value to the great work "Delicious Express" does.



▲ “好饭”创办人Eva Mak
Eva Mak, founder of "Delicious Express"

“好饭”简介 Background of "Delicious Express"

“好饭”创办人Eva原是一间琴行的老板，她于数年前发现到马湾有很多行动不便的长者邻里对代购饭菜有相当大的需求，遂成立一支代购服务团队服务区内的长者。团队由起初五、六人扩展至逾30人。及后于2016年，Eva更冲出马湾，成立社企制造新鲜饭包，聘用了低学历及复康人士到工场工作，为他们提供就业机会，充分体现社群共融、互相守望的精神。

Eva Mak, the founder of "Delicious Express", used to be a piano teacher. Some years ago, she noticed there was a desperate need for people to buy fresh food for the disabled elderly in her neighborhood in Ma Wan. She formed her food sourcing team with a focus on serving the elderly in her community. As her business grew, Eva's crew soon expanded from five or six people at the beginning to more than 30. In 2016, she decided to further extend her reach by setting up a social enterprise and producing fresh food packs. Eva even hires people with disabilities or lower educational attainment to work in the processing factory, further contributing to an inclusive society in which people play to their strengths to help each other.



▲ 一众恒隆义工在是次服务中能切身感受社会上弱势社群的生活处境，明白到施比受更有福
By serving the beneficiaries of the program, our volunteers have gained a deep understanding of why it is better to give than to receive



◀ 由于基层家庭平日难以支付购买肉类的花费，故是次合作派发的饭包以肉类为主，并包含调味料，务求让受助人士能简单地烹调出一顿营养均衡的佳肴

Since some underprivileged families may not be able to afford to have meat in their diet, the food packs to be given out are mainly meat recipes that come with seasonings, so that the beneficiaries can easily cook themselves a nutritious and delicious meal



▲ 义工亲手将饭包送到有需要人士的手上，受惠者十分感激他们的辛劳及关心
Recipients of the food packs were grateful for volunteers' devotion and care



受助人士分享 Beneficiaries' Feedback

其中一个受惠家庭是一名持单程证来港两年多的单亲母亲，在疫情期间失去工作，却要独力照顾12岁的儿子，承受沉重的生活开支。她在收到饭包时说：“今天领到排骨和鸡肉，真的很开心。我们已有几个月没吃过排骨了，很是感恩。”

One of the beneficiaries is an immigrant single mother who has been residing in Hong Kong for two years. She lost her job during the outbreak, but she still has to take care of her 12-year-old son. Given that she bears all of their living expenses alone, she was thrilled to receive the food packs, saying, "I'm so glad and grateful to receive the ribs and chicken today. We haven't had ribs for months."



▲ 斌叔（左一）感谢恒隆的热心帮助，解决其饮食需要，更重要的是让他感受到义工的关心，体会到人间有爱
Uncle Ben (first left) was thankful for Hang Lung's assistance and the care of our volunteers. They not only provided him with welcome ingredients for good meals, but also lifted his spirit and gave him hope



义工感言 Volunteers' Reflections

“参加义工可以让我认识社区，以及不同年龄、背景和阶层的人，从而开拓眼界及学习新知识。”——康怡广场的同事义工谭嘉丽（Carrie）

"By volunteering, I have developed a better understanding of the community in which I live. I also have a different outlook on people from all walks of life, regardless of their background and status. I have broadened my horizons and widened my knowledge." – Carrie Tam, a volunteering colleague from Kornhill Plaza

◀ 义工Carrie（右）跟工场工作的残疾义工慧玲（左）合作，一同包装及派发饭包，体现伤健共融
Carrie (right) works with Wai Ling (left), a disabled worker in the processing factory, to pack and deliver food packs



“恒隆·筑迹”计划毕业典礼

打造未来社区学习空间

Hang Lung Young Architects Program Graduation Ceremony

Creating Community Learning Spaces of the Future



“恒隆·筑迹”计划创意设计比赛得奖队伍，左起：亚军—香港培正中学、冠军—圣言中学、季军—圣士提反书院
Winning teams in the “Sketch Your Sky” Creative Project of the Hang Lung Young Architects Program: (from left), the first runner-up, Pui Ching Middle School, the champion, Sing Yin Secondary School, and the second runner-up, St Stephen's College

经过八个月的努力，第二届“恒隆·筑迹——年轻建筑师计划”的同学终于顺利完成超过10,000小时培训课程及设计比赛，展现出无比的创意及团队精神。今届毕业典礼已于7月4日首次以线上直播方式举行，逾300位学生、学校代表、指导员及建筑导师等透过线上平台参与，一同见证优胜队伍的诞生。

After eight months of hard work, students finally completed over 10,000 hours of training and submitted their creative projects for the second edition of the Hang Lung Young Architects Program (the Program). As a fitting finale to the Program, the graduation ceremony was held in the form of live webcast on July 4. Over 300 students, school representatives, mentors and architect leaders came together online to witness the announcement of the three winning teams.

在今届计划的创意设计比赛中，各队团队需要提交一个以社区学习空间为题的设计方案，以促进知识创造和传承，推动社区的持续发展。三队得奖队伍的作品各有千秋，大会评审甚至认为他们的水平可媲美大学生，让他们喜出望外。

In the “Sketch Your Sky” Creative Project, teams of students were required to design a community learning space that would foster creativity and the sharing of knowledge while promoting sustainable development. The three winning proposals were all outstanding, and the judging panel was overjoyed at students’ skills; in some cases their standard of work was at university level.

得奖作品简介

Brief Introduction of the Winning Proposals



冠军：圣言中学 — “活学悠堂”
Champion: Sing Yin Secondary School - “Lively Learning, Vita lucundum Yautong”

冠军队伍的学生为油塘的海滨区设计一个以渔村为主题的学习空间，当中的码头设计和水上博物馆更得到计划顾问及评审之一，董事—项目管理梁鼎新先生的青睐。

Students of the champion team, Sing Yin Secondary School, envisaged a fishing-village-themed learning space along the waterfront in Yau Tong. Their pier design and floating museum won the favor of Mr. Peter Leung, Director – Project Management, who is also a Program advisor sitting in the judging panel.

亚军：香港培正中学 — “代计划”
First Runner-up: Pui Ching Middle School - *Gennections*

亚军队伍香港培正中学的学生以蜂巢作为灵感，以六角形的结构，于爱民村的地块构想出一个跨代屋方案，推动跨代共融的知识交流。

Inspired by honeycombs, students of the first runner-up team, Pui Ching Middle School, designed an inter-generational residential complex solution in Oi Man Estate, in order to provide a platform for knowledge exchange among different generations.



季军：圣士提反书院 — AREA 51
Second Runner-up: St. Stephen's College - AREA 51

季军圣士提反书院把赤柱的美利楼纳入其设计当中，形成了新旧合璧的退休村落。学生将圣士提反书院把赤柱的美利楼纳入其设计当中，形成了新旧合璧的退休村落。Students from the second runner-up team, St. Stephen's College team, have merged their design with Murray House in Stanley, creating a retirement village with a synergy between historical heritage and modernity.



参赛的同学被均异口同声地感谢主办机构恒隆地产及活现香港。圣言中学的陈学滔同学表示：“透过参与计划，我和队员有机会深入考察香港的独特建筑物，启发了我们对城市的新看法——拉近人与社区之间的距离，打破彼此之间的隔膜，让其融入社区并互相学习交流，才是社区的真谛。”

Students were all thankful to the organizing parties, Hang Lung Properties and Walk In Hong Kong. “Thanks to the program, my teammates and I were able to take a closer and deeper look at the unique architecture of Hong Kong,” said Toto Chan from Sing Yin Secondary School. “We have been able to see our city from a new perspective, and better understand the essence of a community – a platform for residents to build-up close connections, interact with each other, and learn from one another.”



与得奖同学对谈 Short Dialogue with the Students

你认为致胜有何关键？
What do you think are the keys to success?

“首先是要主动，保持积极的态度，认真准备比赛；其次是要坚持，勇于解决难题，不轻言放弃；最后是组员要团结，方能成事。” — 冯玮颖，圣言中学

“First, be proactive and treat the competition seriously; second, persist in the process and never give up; last but not least, be united as one to get things done.” – Willy Fung, Sing Yin Secondary School

在比赛过程中有什么领悟？
Have you gained any insight from the competition?

“就是每个人都有自己的短处，但我十分欣赏我的队友勇于克服弱点，为这次比赛付出了不少。我很庆幸能跟他们合作。” — 姚清源，圣士提反书院

“I learnt that everyone has his or her own weaknesses. But I appreciate my teammates overcoming their shortcomings to contribute to the project. I’m glad to have worked with them.” – Whitney Yiu, St. Stephen's College

恒隆的全方位义工服务 Our All-round Volunteering Activities

社会福利是恒隆营运和业务发展的基石。我们多管齐下贡献社会，当中义工服务是我们服务社区上重要一环。公司“恒隆一心义工队”在6月和7月于内地举办了多项义工活动，以下是精彩的活动回顾。

Community wellbeing is fundamental to our operations and our business growth. We adopt a multi-pronged approach, in which volunteering plays a large part in enhancing the livelihoods of the communities we serve. Let's review the key highlights of the volunteer activities hosted by our Hang Lung As One Volunteer Teams across the Mainland in June and July.

上海恒隆广场和沈阳市府恒隆广场 Plaza 66, Shanghai & Forum 66, Shenyang

上海和沈阳的义工队倾力参与环境保护活动，为6月5日的世界环境日出一分力。在上海，义工们合力美化社区垃圾房，提高市民城市绿化的意识，而沈阳义工队和他们的的小朋友参加了环保手绘活动，亲手绘制环保帆布袋和绘画大自然水彩画。

To mark World Environment Day on June 5, our volunteer teams in Shanghai and Shenyang participated in environmental protection activities. In Shanghai, our volunteers worked together to promote urban greening by beautifying the refuse room, while in Shenyang, our volunteers and their children took part in an environmental painting event, personalizing their own tote bags with their drawings.

上海恒隆广场 Plaza 66, Shanghai



沈阳市府恒隆广场
Forum 66, Shenyang



济南恒隆广场 Parc 66, Jinan

济南恒隆广场义工队伙拍商户Olé精品超市、POP MART和凑凑火锅于6月20日举办齐齐包粽日活动。约30名小朋友与其家长出席活动，一尝亲手包粽的滋味，与义工们欢度端午节。透过活动，他们不但对中华文化有更深入了解，亦进一步认识端午节的由来。

To celebrate the Dragon Boat Festival, our volunteer team in Parc 66 partnered with tenants including Olé Supermarket, POP MART and Cou Cou Hotpot on June 20 in hosting a rice dumpling-making activity. About 30 children and their parents had fun making rice dumplings with our volunteers, and they also gained a better understanding of the Chinese culture and the history of the festival.



大连恒隆广场 Olympia 66, Dalian

在6月5日，大连恒隆一心义工队举办了志愿捐血日，迎接第十七届世界捐血者日。这项充满意义的活动一共获得51位同事踊跃支持。

On June 5, our volunteer team in Olympia 66 hosted a blood donation day together with the Dalian Blood Center, to mark the 17th World Blood Donor Day. A total of 51 colleagues participated in this activity.

大连恒隆广场 Olympia 66, Dalian



武汉恒隆广场和天津恒隆广场 Heartland 66, Wuhan & Riverside 66, Tianjin

为感谢医护英雄作出的贡献，武汉义工队和他们的的小朋友亲手制作小礼物和书写感谢卡送予一班抗疫英雄。此外，义工队亦为抗疫英雄举办了一场网络研讨会，与大家互动之余，还分享了抗疫经验和医护知识。

而天津义工队亦向在抗疫时期的社区志愿者送上绚丽绽放的花卉盆栽，表达他们的关怀。

Our volunteers and their children made unique gifts and personalized thank-you letters to show our appreciation and support for our healthcare heroes. A webinar was organized during which healthcare workers shared their anti-pandemic experience and health knowledge.

Our volunteers in Tianjin also showed their gratitude to community volunteers who helped during the COVID-19 pandemic, by sending them exquisite potted plants.



武汉恒隆广场
Heartland 66, Wuhan



天津恒隆广场
Riverside 66, Tianjin



济南恒隆广场
Parc 66, Jinan

诚邀各同事提交相片 赢取丰富奖赏

Call for Photo Submissions with a Chance to Win a Prize

《连系恒隆》5月号“分享有奖”的反应踊跃，我们很高兴宣布主题“难忘的盛夏”出色作品的得奖者。感谢各位同事的参与及恭喜得奖者！

Following an overwhelming response to our call for photos in the May issue of *Connections*, we are pleased to announce the winners of the “Fun Corner” photography competition on the theme “Unforgettable Summer”. Thanks everyone for your support, and congratulations to all the winners!



#梁志雄 香港 #Albert Leung Hong Kong



#梁丽真 香港
#Julia Leung Hong Kong



#申崇屹 济南恒隆广场
#Shen ChongYi Parc 66, Jinan



#曹晓彤 市府恒隆广场
#Cao XiaoTong Forum 66, Shenyang



#黄晶 武汉恒隆广场
#Crystal Huang Heartland 66, Wuhan



#叶婷 济南恒隆广场
#Tina Ye Parc 66, Jinan



#王瑶 市府恒隆广场
#Yuki Wang Forum 66, Shenyang



#薛琨 无锡恒隆广场
#Toby Xue Center 66, Wuxi



#李素蓉 昆明恒隆广场
#Sarah Li Spring City 66, Kunming



#李晓彤 皇城恒隆广场
#Judy Li Palace 66, Shenyang

新型冠状病毒令我们有较多时间留在家中，我们正正要利用这机会保持积极生活态度和规划做运动的时间，保持身心健康。下期“分享有奖”的主题为“在家快乐做运动”，希望同事踊跃参与，推动大家一起做运动！下期的截止日期为8月31日（星期一），下午5时。同事可登入内联网，了解参加方法详情。

胜出者将于下期《连系恒隆》公布，有关领取奖品的安排，我们将会个别联络胜出者。

The COVID-19 pandemic means that many of us are staying at home more than we usually do. We shall take this opportunity to keep a positive attitude and take regular physical activity to stay healthy. To encourage colleagues to keep exercising, the theme of the next Fun Corner photo competition is “Stay at home with fun physical activities”. We look forward to receiving your fantastic photos to show your ways to stay active, so get snapping and share your photos with us! The deadline for submissions is 5:00 pm on August 31 (Monday). See the Intranet for details on how to enter.

Winners will be announced in the next issue and will be contacted separately about their prize.

