

恒隆与你共迎

2019

Hang Lung Wishes You a

HAPPY NEW YEAR



连系恒隆 •
connections

01.2019

打开“编”窗

Note from the Editorial Committee

新年快乐！

不知不觉，《连系恒隆》已经和大家走过九个年头了。这些年来，《连系恒隆》由一本纯内部员工刊物，慢慢发展到今天这个多媒体月刊，期间我们强化了不少内容，亦因应读者的要求，增强了生活资讯。对于读者的广大支持，我们深感鼓舞。

在新的一年里，我们再接再厉，为大家带来一个全新面貌、全新标志。新的标志糅合了刊物的中、英文名字，并以英文Connections为设计重点，当中的C变成大括号，意为连接资讯，这就如《连系恒隆》的方针一样，我们致力为读者带来丰富内容，并积极报道公司和合作伙伴的资讯，与大家一起与时俱进，持续发展。

此外，全新的《连系恒隆》网上版也已于公司官方网站推出。请浏览以下网址connections.hanglung.com，继续关注恒隆的最新消息。

新的一年，《连系恒隆》全人恭祝各位身体健康、工作顺利、平安喜乐！

《连系恒隆》

Happy 2019!

How time flies! *Connections* has been with us for nine years now. Throughout the years, *Connections* has transformed from an internal publication to the multi-media monthly journal it is today. We have strengthened our content by adding more lifestyle elements to respond to the requests of our readers. Thanks to your tremendous support, we are encouraged to go further and beyond.

In the year ahead, we will continue to work hard by unveiling a fresh new look and a new logo. The new logo combines the Chinese and English names of the publication and is designed with the name in mind. The “C” employs the symbol of an open quotation mark which means to connect information – representing the unifying purpose of *Connections*. We look forward to introducing an enriched program of content about Hang Lung and our business partners to bringing fresh elements for your enjoyment.

What's more, you will also see a new online edition of *Connections*, which is now a part of our corporate website with the new brand identity. Please visit connections.hanglung.com to stay tuned for our latest news.

We would like to take this opportunity to wish you all a healthy and prosperous New Year!

Connections

赠送精美挥春





董事长陈启宗荣获 2018年艾森豪威尔全球领袖奖

Ronnie C. Chan Receives the 2018 Dwight D. Eisenhower Global Leadership Award



▲ 安妮·艾森豪威尔（中）颁发奖项予陈启宗（左），陆克文（右）表示祝贺
Anne Eisenhower (centre) presents the award to Ronnie (left), with congratulations from Kevin Rudd (right)

安妮·艾森豪威尔女士（艾森豪威尔总统的孙女）手上接过奖项。他感谢委员会向他颁授此殊荣，并说：“获奖之事完全出乎意料，我愧不敢当。”

陈启宗在发表获奖感言时说：“我认为世上除了美国，没有其他地方有[国际谅解]如此概念……唯有艾森豪威尔总统这样宏才大略的人，才有如此睿见推动这项举措。”他还指出，企业家可以在促进国际谅解上发挥强大作用，因此我们不应只安常习故，应多远行互访，珍视彼此相异之处。

美国第41任总统乔治·布什去世前16天（11月14日）为陈启宗获奖致信恭贺，而美国第56任国务卿基辛格博士也为此撰写赞辞。

乔治·布什总统的贺函和基辛格博士的赞辞，分别由前美国驻亚洲开发银行大使保罗·斯贝尔茨先生（Mr. Paul Speltz）和澳大利亚第26任总理、前外长陆克文先生（Mr. Kevin Rudd）在晚上读出。

董事长陈启宗先生是享誉国际的成功企业家及慈善家。他最近获颁2018年艾森豪威尔全球领袖奖，表扬其纵横政商界，躬身力行，毕生致力乐善助人，推动教育，并牵线搭桥促进全球稳定。

Chairman Mr. Ronnie C. Chan is internationally recognized as a successful businessman and philanthropist. He recently received the 2018 Dwight D. Eisenhower Global Leadership Award for his role as a business-statesman, and his life-long commitment to philanthropy, the advancement of education, as well as building bridges in the pursuit of global stability.

这个久负盛名的奖项由美国国际谅解商务委员会（Business Council for International Understanding）颁发。该委员会是一家美国非牟利商务组织，由美国第34任总统艾森豪威尔于1955年创立。委员会致力为国际政界和商界领袖搭建交流平台，拓展国际贸易和商务活动，并促进国际谅解。艾森豪威尔全球领袖奖旨在表彰国际舞台上领导力卓越、成就非凡的商界领袖。

2018年12月4日，陈启宗出席在纽约市举行的第34届艾森豪威尔全球奖项颁奖典礼晚会，并从

美国前总统乔治·布什致陈启宗的贺函（内容以英文版本为准）：

启宗贤弟大鉴：

近来已甚少动笔写信，惟得悉贤弟获美国国际谅解商务委员会颁发“2018年艾森豪威尔全球领袖奖”，故特书此信道贺。

贤弟致力连系亚洲与美国，不挠精神足为楷模，供促进世界和平之有心人效法，中国慈善事业后起之秀尤然。此奖贤弟实至名归，专此致意。

祝吾友一切安好。

乔治·布什

二零一八年十一月十四日

◀ Letter from the late U.S. President George H.W. Bush



November 14, 2018

Dear Ronnie,

I don't do much letter-writing these days; but when I learned that you are the recipient of the 2018 Eisenhower Global Leadership Award from the Business Council for International Understanding, I had to check in with my personal regards and congratulations

Your indefatigable commitment to build bridges between Asia and the U.S. sets an example, especially among China's emerging generation of philanthropists, for all who want to create a more peaceful world. This recognition of your commitment is fitting and well deserved, and I join in saluting you.

All the best to you, my friend.

Sincerely,

Mr. Ronnie Chan
Chairman
Hang Lung Group Limited
HONG KONG

This prestigious award was given by the Business Council for International Understanding (BCIU), a U.S.-based non-profit business association founded by the 34th President of the United States Dwight D. Eisenhower in 1955. BCIU works to expand international trade and commerce and promotes international understanding through dialogue between senior government officials and key business executives worldwide. The Dwight D. Eisenhower Global Leadership Award recognizes distinguished members of the international business community who embody outstanding leadership and achievement in the international arena.

Ronnie attended the 34th Annual Dwight D. Eisenhower Global Awards Gala in New York City on December 4, 2018, and received the award from Ms. Anne Eisenhower, granddaughter of President Eisenhower. He thanked BCIU for giving him the award, and said, "It is a truly humbling experience. It came as a total surprise."

In his acceptance speech, Ronnie said, "I don't think that such a concept [international understanding] exists anywhere in the world except in the United States. . . . It takes a great person, a great mind, such as President Eisenhower, to initiate something of this sort." In addition, he said that businessmen can be an extraordinarily powerful force in the world to enhance international understanding, and that we should all walk out of our comfort zone, travel more, and celebrate our differences.

On this special occasion, the 41st President of the United States George H.W. Bush wrote a congratulatory letter to Ronnie on November 14, 16 days before his passing away, while the 56th United States Secretary of State Dr. Henry Kissinger wrote a tribute to him.

President Bush's letter and Dr. Kissinger's tribute were read out at the gala by Mr. Paul Speltz, former United States Ambassador to the Asian Development Bank, and Mr. Kevin Rudd, the 26th Prime Minister and former Foreign Minister of Australia, respectively.



◀ (左起) 提察恩斯基先生 (国际谅解商务委员会总裁兼首席执行官)、玛达莫比女士 (联合国全球慈善事务主管)、黛博拉·碧尔克斯大使 (美国全球爱滋病事务协调员) [艾森豪威尔全球公民奖获得者]、安妮·艾森豪威尔、陈启宗、柯丽安娜·赫芬顿女士 (商人及作家)、陆克文和威廉·米尔斯先生 (国际谅解商务委员会主席)

(From left) Mr. Peter Tichansky, President & CEO of BCIU, Ms. Itai Madamombe, Head of Global Philanthropy, United Nations, Ambassador Deborah Birx, U.S. Global AIDS Coordinator [Recipient of Dwight D. Eisenhower Global Citizenship Award], Anne Eisenhower, Ronnie C. Chan, Ms. Arianna Huffington, businesswoman and author, Kevin Rudd, and Mr. William Mills, Chairman of BCIU

美国前国务卿基辛格为陈启宗所撰之赞辞 (内容以英文版本为准):

二零一八年十二月四日

美国纽约州纽约市

与启宗认识至今，多年来交流无数，发现彼此志趣相投、见解相近。其一，我俩均钦佩之二十世纪杰出领袖有二，李光耀与施密特也；二人共通处之多，常人难测。李光耀于回忆录写道：“自诩为政治家者均应求诊于精神科医生。”施密特亦尝言：“满脑愿景之人均应求医。”

启宗与李光耀、施密特无异，深恶自命不凡之辈。相识以来，总觉其谦虚自处，贡献过人却虚怀若谷，令人称叹。

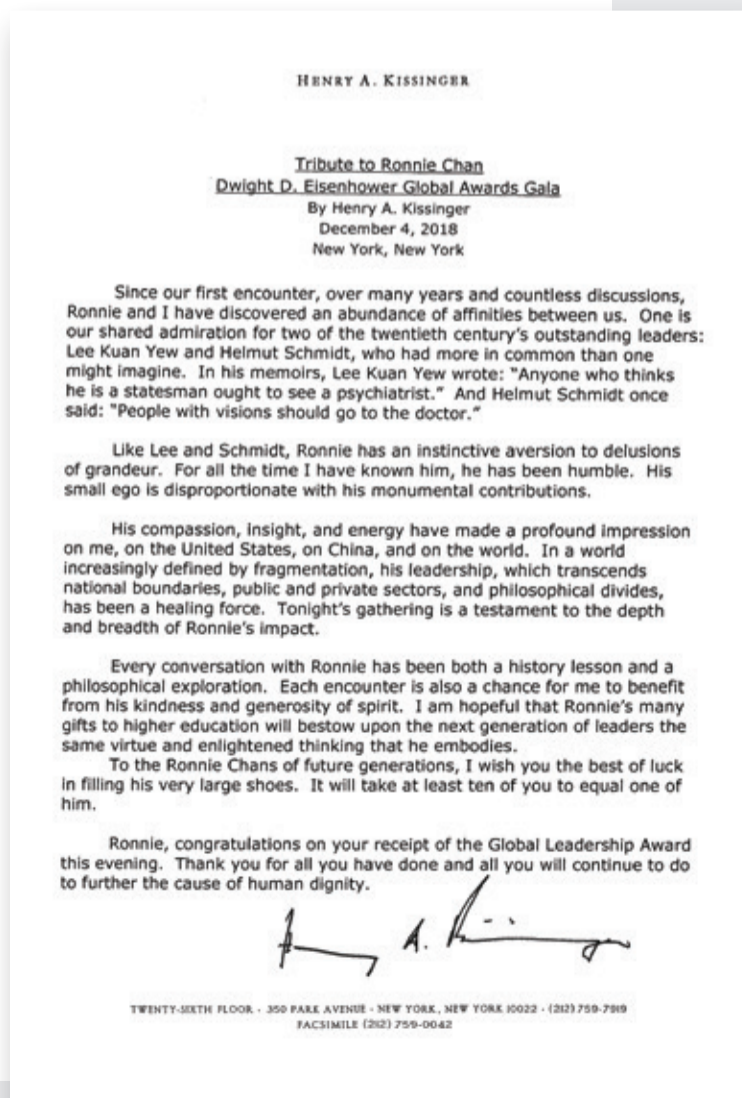
启宗宅心仁厚、高瞻远瞩又魄力过人，不仅我为之佩服，其影响之大，亦广及美中两国以至全世界。当此世道日衰、分崩离析之际，其跨国界、跨公私营领域、跨理念鸿沟之领导力，正是一股调和分歧之力量。启宗功业之深之广，今夕之聚会足为佐证。

每与启宗详谈，均获益匪浅，如学史于师长，如求理于哲人。每与启宗会面，均为受益于其仁爱厚道之良机。我寄望启宗对高等教育之诸多贡献，将启发后继之领导人才，继承其美德、其睿智。

寄语将继续继承启宗重任之诸位后进：诸君需下十倍功夫方可达启宗惠泽各方之成就，愿诸君终能达之。

启宗贤弟今夕获此全球领袖奖，谨此致贺。贤弟于提倡人类福祉之一切所做与将做，谨此致谢。

▶ Tribute by former U.S. Secretary of State Dr. Henry Kissinger



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恒隆管理层亲身了解市场动向

Hang Lung Senior Management Members Keep Tabs on the Market

商业环境瞬间幻变，管理层需要紧贴市场脉搏。为了更掌握公司的内地项目的营运情况、消费者行为模式和市场走向，管理层会定期走访问内地项目。2018年11月和12月，行政总裁卢韦柏先生、首席财务总监何孝昌先生、执行董事陈文博先生、陈家岳先生、程鼎一先生及其他高级管理层到了无锡、上海、济南和天津视察，了解当地最新情况。

除了举行会议和实地考察外，管理层也借此机会嘉许表现出色的团队。天津的团队在2018年12月1日（星期六）发生的商场火警中，迅速有序地处理事件，获管理层表彰。

▼ 一众管理层到访路易威登位于上海的恒隆广场的期间限定店
Management team visits the LVMH pop-up store at Plaza 66

► 管理层巡视已翻新的港汇恒隆广场北座
Management members inspect the renovated North Building at Grand Gateway 66



Due to continual and rapid changes in business conditions, it is crucial to keep a finger on the pulse of the market. To gain a much better understanding of the local operations, consumer behavior, and market conditions at Hang Lung's Mainland portfolio, senior management members visit different projects on a regular basis. In November and December 2018, CEO Mr. Weber Lo, CFO Mr. H.C. Ho, Executive Directors Mr. Adriel Chan, Mr. Norman Chan and Mr. Dane Cheng, and other senior executives visited Wuxi, Shanghai, Jinan, and Tianjin to be briefed on the key status updates regarding the projects.

In addition to the meetings and site visits, they also took the chance to recognize local teams for their outstanding performance. The Riverside 66 team was commended for their efforts in efficiently handling a fire incident at the mall on December 1, 2018 (Saturday). Thanks to colleagues' swift response, the incident was dealt with in a highly effective and timely manner.



► 管理层与无锡的恒隆广场团队于办公大楼第二座的工地合照
Management members pose for a picture at the Office Tower 2 site with the Center 66 team

► 管理层表彰天津的恒隆广场同事有效处理火警
Management members commend Riverside 66 colleagues for their efforts in efficiently handling a fire incident



武汉市委副书记、市长周先旺等市领导 一行考察武汉恒隆广场项目

Wuhan Government Officials Tour Heartland 66's Site



▲ (左至右) 池德利、叶沛能、汉正街中央服务区副主任吴俊勤女士、市长周先旺、硚口区区委书记景新华、江国荣
(From left) Teh Tie; Billy Ip; Ms. Wu Junqin, Deputy Director of Hanzheng Street Central Service Area; Mayor Zhou Xianwang; Mr. Jing Xinhua, Secretary of the CPC Qiaokou District Committee; Eder Kong

2018年12月24日下午15:00武汉市市委副书记、市长周先旺，市委常委、市政府党组副书记胡亚波，市政府秘书长刘志辉等领导带队考察恒隆广场项目。

武汉恒隆广场池德利总经理，江国荣总经理，叶沛能总经理热情接待市领导一行，并向市领导详细介绍项目规模及建设进展。周先旺市长要求做好规划，全盘考虑，打通恒隆与周边商业体的地上和地下联络道，促进城市功能完善，提升市民出行便利度。他强调，要深入贯彻落实习近平总书记视察湖北重要讲话精神，加快推动汉正街改造步伐，在推进“三化”大武汉建设进程中，将新时代汉正街这张名片擦得更亮，叫得更响。

Mr. Zhou Xianwang, Deputy Secretary of the Wuhan Municipal Committee and Mayor; Mr. Hu Yabo, Member of the CPC Hubei Provincial Committee and Deputy Party Secretary of the Wuhan Municipal Government; and Mr. Liu Zhihui, Secretary General of the Wuhan Municipal Government led a group of government officials to Heartland 66's construction site to follow up on the project's progress on December 24, 2018 (Monday). Heartland 66's General Managers Mr. Teh Tie, Mr. Eder Kong and Mr. Billy Ip toured the site with the delegation and briefed them on the construction details.

Mayor Zhou Xianwang emphasized the need for a thorough site plan and build pedestrian ways above and below ground connecting the project with the surrounding buildings to improve the public's accessibility. He stressed the importance of accelerating the reconstruction of Hanzheng Street Area to enhance urban rejuvenation.

恒隆广场·昆明荣膺城市新地标模范

Spring City 66 Honored as Model Landmark in Kunming

恒隆下一个开业的世界级商业项目—昆明的恒隆广场，被当地业界和公众视为地标项目，于2018年12月16日（星期日）举行的第四届昆明模范生活颁奖盛典上，获颁发“城市新地标模范奖”，以赞扬项目积极将最具品味的生活模式，及Retail-tainment一站式概念引入当地。

恒隆广场总经理谭景允先生（下图右）出席颁奖典礼，于致辞时说：“恒隆致力于每个业务所在的城市打造最具品味的城市综合体和一站式生活目的地。昆明的恒隆广场预期于2019年开业，届时定会为顾客带来丰富的品牌、租户组合和市场推广活动，务求把前所未有的崭新体验引入昆明。”

随着商场和办公大楼完成封顶，项目的租务团队现正全力引荐更多高质品牌进驻。目前，商场已吸纳多个国际品牌及首次于昆明开业的新进品牌。

Spring City 66, the next Hang Lung's world-class commercial complex to be opened, is a pioneer among its industry peers in Kunming, an achievement that has been warmly recognized by the city's public. At the Kunming Annual Living Celebration Awards Gala on December 16, 2018 (Sunday), Spring City 66 received the title of New Model Landmark in Kunming, winning praise for its innovative efforts in introducing a chic lifestyle to the city together with a visionary concept of "retail-tainment".

Mr. Clement Tam, General Manager of Spring City 66 (right), attended the presentation ceremony to receive the honor, said at acceptance speech, "Hang Lung consistently strives to build top-quality complexes and one-stop lifestyle destinations in every city where it operates. Spring City 66, expecting to open in 2019, will surely provide customers with an unprecedented shopping experience by offering a wonderful variety of brands, a great trade mix and a wide range of creative marketing initiatives."

Following the topping out of Spring City 66's shopping mall and office tower, the project's leasing team is going full steam ahead recruiting quality tenants. To date, the mall has recruited a number of international brands and new debuts.



恒隆四度荣膺 杰出家庭友善雇主

Hang Lung Recognized as Family-Friendly Employer for the Fourth Time

恒隆地产一直以人为本，视员工为公司最重要的资产，并积极推出多项家庭友善措施，让他们可以在工作和家庭生活中取得平衡。去年，恒隆在政府咨询组织家庭议会举办的2017/18年度“家庭友善雇主奖励计划”中，再度获颁发“优秀家庭友善雇主”和“支持母乳喂养奖”。

由于今次已经是恒隆连续第四届获得“家庭友善雇主”奖项，故同时获家庭议会颁发“2017/18年度特别嘉许（金奖）”，以表扬集团多年来重视家庭友善精神的管理方针。

副董事—人力资源潘舜雅女士表示，公司明白家庭对每位员工的重要性，会继续致力创造一个家庭友善的工作环境，让员工实行家庭、工作两得意。



Hang Lung cares for its people, whom it considers to be the most precious asset. For this reason, the Company has consistently placed great emphasis on family-friendly policies and practices, aiming to help employees achieve a work-life balance. Last year, Hang Lung won the Meritorious Family-Friendly Employer Award and the Award for Breastfeeding Support in the Family-Friendly Employers Award Scheme 2017/18 organized by the Family Council.

As this is the fourth consecutive time Hang Lung has received recognition at the Awards, the Company has also been awarded the Special Mention 2017/18 (Gold) by the Family Council for its long-standing commitment to employee development and harmonious workplace relations.

Ms. Janet Poon, Deputy Director – Human Resources, said, “The Company understands the importance of family to each employee and will continue to work hard to create a family-friendly work environment. We will continue to care for our employees and help them achieve a work-life balance.”

恒隆管理生力军 A New Breed of Future Managers

对于这一班2017年度的管理培训生来说，2018年12月21日（星期五）是一个重要日子。

经历超过一年的实习期，以及完成一系列专业培训后，他们在这一天举行毕业礼，标志着他们完成了管理培训生计划。

合共14位管理培训生分成三组，就“迎接新零售时代”、“强化商场与办公室生态圈”和“应用资料分析进行策略性市场推广”，与公司管理层、导师、教练和出席者，分享毕业研究报告的内容，并为公司的业务发展提出创新、具前瞻性的建议。

行政总裁卢韦柏先生出席毕业礼，并向各管理培训生颁授毕业证书。他对三组的报告内容表示欣赏，说：“这些建议皆配合公司的五大业务策略方针，希望各位继续创新思维，令公司持续增长。”

For the 2017 batch of Management Trainees (MTs), December 21, 2018 (Friday) is a day to remember. After over a year of Management Trainee Program and completing a series of professional training, on this special day, they completed a milestone in their life and graduated from the MT Program.

Divided into three groups, 14 MTs presented their graduation projects on the topics of Establish Synergy for Hang Lung's Portfolios: To Embrace the Era of New Retail, Energize the Mall & Office Ecosystem: Brand Hang Lung as a Commercial Outlet for Entrepreneurship, and The Age of Analytics: Strategic Marketing with Data Utilization, to the Company's senior management, as well as their mentors, coaches, and other attendees, introducing innovative and forward-looking ideas regarding the Company's future development.

CEO Mr. Weber Lo attended the graduation ceremony and presented graduation certificates to the MTs. He enjoyed the enriching content of the presentations and said, “These suggestions visualize the Company's five business strategies. I hope fresh ideas will keep coming to ensure the sustainable growth of the Company.”



► 2017年度管理培训生从管理层手上接过毕业证书
Management Trainees
2017 receive graduation
certificates from
management

恒隆广场·济南 Parc 66

认识香港

Meet Hong Kong

香港特别行政区政府驻上海经济贸易办事处（驻沪办）于2018年12月24至30日在济南的恒隆广场东翼中庭举行“飞跃四十载·同发展·共繁荣”展览，通过展示历史资料和图片，向当地市民介绍香港与内地在过去40年的共同发展。展览还设有以香港景色和地标为主题的三维立体壁画，以及精心设计的互动游戏，让参观者在认识香港的同时，更获得特别体验。

The Hong Kong Economic and Trade Office in Shanghai of the Government of Hong Kong Special Administrative Region (SHETO) held an exhibition at Parc 66 on December 24-30, 2018. Themed, Joint Development · Shared Prosperity, the exhibition showcased a rich collection of historical materials and photos, introducing the joint development of the Mainland and Hong Kong over the past four decades to local citizens. The exhibition also featured a 3D wall painting and interesting interactive games, enabling visitors to learn more about Hong Kong with a fun-filled and unique experience.



主礼嘉宾包括（左起）香港特别行政区政府驻山东联络处副主任李嘉欣女士、济南市人民政府外事侨务办公室副主任赵子龙先生、山东省人民政府新闻办公室主任魏长民先生、山东省委港澳事务办公室主任刘渊先生、驻沪办主任邓仲敏女士、山东省委港澳事务办公室副主任孙西忠先生、山东省商务厅总经济师毛胜军先生、山东省文化和旅游厅处长文善常先生，以及恒隆广场总经理叶旭明先生

Honorable guests include (from left) Ms. Karen Lee, Deputy Director of Shandong Liaison Unit of the HKSAR Government, Mr. Zhao Zilong, Deputy Director of Foreign Affairs and Overseas Chinese Affairs Office of Jinan Municipal People's Government, Mr. Wei Changmin, Director of the Press Office of the People's Government of Shandong Province, Mr. Liu Yuan, Director of Taiwan, Hong Kong and Macao Affairs Office of Shandong Provincial Committee, Ms. Victoria Tang, Director of SHETO, Mr. Sun Xizhong, Deputy Director of Taiwan, Hong Kong and Macao Affairs Office of Shandong Provincial Committee, Mr. Mao Shengjun, Chief Economist of Department of Commerce of Shandong Province, Mr. Wen Shanchang, Director of Department of Culture and Tourism of Shandong Province, as well as Mr. Raymond Ip, General Manager of Parc 66

星级服务专区 HL Star Service

无微不至 Attention to Detail

一杯暖水、一个亲切的问候、一个及时的援手，都是展现优质客户服务的关键细节。两位“绿宝石客户服务——优秀奖”得主——分别在大连和无锡的恒隆广场工作的王丹和杨明庆——借着其细心的观察、主动的服务树立了好榜样。

有一天，王丹在值班期间看到一位面色苍白的女士带着小女孩，她即时主动上前询问，并拿来热水照顾身体不适的客人。为确保顾客安全，她更走多一步，随救护车到医院照顾客人直到她们的家人到达才离开。另一边厢，杨明庆牺牲私人用餐时间，主动帮助一位推着婴儿车的女士将货品搬到停车场放到车上，及时为妈妈解困之余，亦顾及了小朋友的安全。他们的主动和无微不至正正体现了公司“以客为本”的精神。

▶ 王丹照顾身体不适的客人
Wan Dang takes care of a customer who feels unwell



A cup of warm water, a kind greeting, or a timely helping hand ... all of these are essential details that contribute to an excellent customer experience. Two Merit Case winners from the 2018 Emerald Award – Wang Dan from Olympia 66 and Yang Mingqing from Center 66 – have become role models for their attention to detail and proactive service.

Wang Dan came across a mother who looked pale, walking with her young daughter. She immediately asked the mother if she needed any help and brought her a cup of warm water. To further ensure their safety, as the mother needed to be sent to hospital, Wang Dan went the extra mile to take care of both the mother and daughter by accompanying them in the ambulance and waiting at the hospital until their family arrived. In Yang Mingqing's case, he gave up his lunchtime to lend a helping hand to another mother, who was struggling with a baby stroller and lots of shopping. He helped the customer take her heavy shopping to her car, solving her immediate difficulties while ensuring the safety of her young child. The proactive efforts of these two colleagues and their commendable attention to detail exemplify the Company's Customer-Centric philosophy.

◀ 杨明庆主动帮助一位推着婴儿车的女士将货品搬到停车场
Yang Mingqing helps a mother with a baby stroller take her heavy shopping to her car



寿星《芝麻街》与你

Sesame Street Celebrates

Birthday and CNY

贺新年 with You

美国经典电视节目《芝麻街》庆祝50岁生日，八大角色首次齐集香港与大家见面！由即日起至2月19日，位于铜锣湾Fashion Walk的百德新街、食街、京士顿街9号，以及旺角的雅兰中心、荷李活商业中心、家乐坊，联手打造专属的《芝麻街》体验，以Fortune Walk“芝麻开运‘型’新春”为主题，炮制一连串精彩贺年活动，并设计了一系列别注版精品供换领，与大家共迎新春。

请即扫描QR code
观看影片



America's classic TV series, *Sesame Street*, is celebrating its 50th anniversary and eight of the show's major characters are coming to Hong Kong to meet fans! From now to February 19, Paterson Street, Food Street, and 9 Kingston Street at Fashion Walk in Causeway Bay, and Grand Plaza, Hollywood Plaza, and Gala Place in Mongkok are co-launching the Fortune Walk, a Sesame Street themed event, offering a unique and fun-filled experience to celebrate Chinese New Year.



Fashion Walk



- ▲ 可爱的Elmo躲在Fashion Walk正门口与顾客拍照，寓意“红”运当头
Elmo hides at Fashion Walk's main entrance to take photos with customers
- ▼ 《芝麻街》50周年限量别注版精品换领
Sesame Street 50th Anniversary Limited Edition Premiums



- ▲ Cookie Monster在食街祝愿各人丰衣足食
Cookie Monster arrives at Food Street to wish everyone a prosperous year



家乐坊 Gala Place

- ▼ 拥有超能力的Grover在《芝麻街》经典黄巴士的新年限定总站前，等候与您合照，并祝福香港市民来年“人见人爱、车见车载”
The classic yellow school bus from Sesame Street will park at its terminus in Gala Place for patrons to meet Grover



- ▲ Bert和Ernie在百德新街向大家拜年
Bert and Ernie celebrate joyful moments with visitors to Paterson Street
- ▼ 京士顿街9号举行“《芝麻街》的50个有趣冷知识”展览
The Sesame Street 50 Fun Facts Exhibition can be found at 9 Kingston Street

雅兰中心 Grand Plaza



- ▲ 本地型格咖啡店“办馆”以《芝麻街》50周年最新画风为设计主题，推出多款以《芝麻街》角色创作出的期间限定美食及饮品
Local espresso specialists, Lof10, are presenting a special Sesame Street Fortune Pop-up Café, featuring the show's 50th anniversary celebration design theme

芝麻开运“型”新春巨型棋盘 线上游戏

Fortune Walk Interactive Game



《芝麻街》追星节目表 Schedule

《芝麻街》角色见面会及
“芝麻开运‘型’新春”巡游
Sesame Street Meet & Greet and Parade

日期 Date	地点 Location
1.26, 27 2.2, 3	Fashion Walk 中庭、 百德新街及食街 Atrium, Fashion Walk, Paterson Street and Food Street
1.19 2.9	雅兰中心、荷李活商业中心及 家乐坊 Grand Plaza, Hollywood Plaza and Gala Place



恒隆新年 **麦兜** 喜迎春

Welcome the Year of the Pig with **McDull**

为迎接猪年，由即日起至3月3日，恒隆旗下内地四个商场联手请来猪界巨星麦兜与他的亲友向大家拜年。以“好事成双”、“富贵吉祥”、“缘定三生”及“桃花满愿”四大主题作设计概念的装置，加上新春市集及情人花店，正等候您大驾光临，与麦兜一起送犬迎猪！

To welcome the Year of the Pig, from now to March 3, four Hang Lung malls on the Mainland have joined together to invite McDull and his family and friends to greet patrons with Lunar New Year blessings. Four themed installations, the New Year Markets, and Valentine's Flower Shops are ready to delight visitors! Let's welcome the Year of the Pig with McDull!



小猪喜鹊共迎新春

New Year with the **Four Piggies and Magpies**

今个农历新年，一起走进康怡广场与小猪同游春节市集，或到访淘大商场食街，在璀璨的桃花天幕装置下拍照打卡。两个商场均安排了一系列充满节日气氛的贺年活动，让您度过一个热闹的农历新年！

This Lunar New Year, four piggies are waiting for customers at the New Year Market at Kornhill Plaza, or you can visit Amoy Plaza to take breathtaking photos beneath a romantic sea of flowers on Food Street. The two malls have also arranged a series of festive celebrations. Let's enjoy a rousing start to the New Year!



康怡广场 Kornhill Plaza

日期 Date	活动 Activity
1.14-2.14	春节·游·市集 New Year Market with Piggy
1.26	“迎春接福”版画挥春工作坊 DIY Printmaking Stamped Fai Chun Workshop
2.2	“盘满钵满”猪年金币工作坊 DIY Piggy Gold Coin Workshop
2.5-7	喜迎财神贺猪年
2.9-10	God of Wealth Greeting Event



淘大商场 Amoy Plaza

日期 Date	活动 Activity
1.13-2.3 (逢星期日) (Every Sunday)	喜气迎财神 Fortune God Appearance
1.18-20, 25-27 2.22-24	淘大商场 X LOCO LOCO “暖恋冬日·创意设计” 周末市集 Amoy Plaza X LOCO LOCO Winter Weekend Market
1.20-2.4	新春美食展 Lunar New Year Food Exhibition
2.10	金狮献瑞贺新春 Golden Lion Lunar New Year Celebration

到访特设网站 www.fortunewalk.com.hk 参加《芝麻街》芝麻开运“型”新春巨型棋盘游戏，登记并获取迎新礼遇！

Register at www.fortunewalk.com.hk to join the Fortune Walk Interactive Game and receive a complimentary Sesame Street Couplet & Fashion Walk/Grand Plaza/Hollywood Plaza/Gala Place dining coupons as a welcome gift.



除夕倒数迎接

New Year's Eve
Countdown to

除夕倒数要人多才够热闹！在2018年的最后一天，济南、沈阳、天津和上海的恒隆广场皆安排了庆祝活动，包括除夕巡游、抽奖活动和唱歌跳舞表演等，当然还有压轴的除夕倒数，让顾客一同喜迎2019年！

New Year's Eve countdown is more than enough for the buzz! On the last day in 2018, Parc 66 in Jinan, Palace 66 in Shenyang, Riverside 66 in Tianjin and Plaza 66 in Shanghai arranged a variety of activities for celebration, such as New Year's Eve parade, lucky draws, singing and dancing performances. Last but not least, crowds of customers gathered at the malls' atriums to welcome the arrival of 2019 at a night of fun!

恒隆广场·天津 Riverside 66



▲ 商场安排了抽奖活动，送出智能手机和消费现金券等礼品
The mall arranges a lucky draw to send grand prizes such as smartphones and cash coupons

皇城恒隆广场 Palace 66



◀ 商场准备了歌唱和舞蹈表演与观众同乐
The mall prepares music and dance shows for customers

恒隆广场·济南 Parc 66



▲ 全场顾客大合唱，以歌声迎接2019
All customers sing together to welcome the arrival of 2019

恒隆广场·上海 Plaza 66



▼ 商场安排了乐队表演，加添热闹气氛
The band performances add festive ambience to the mall

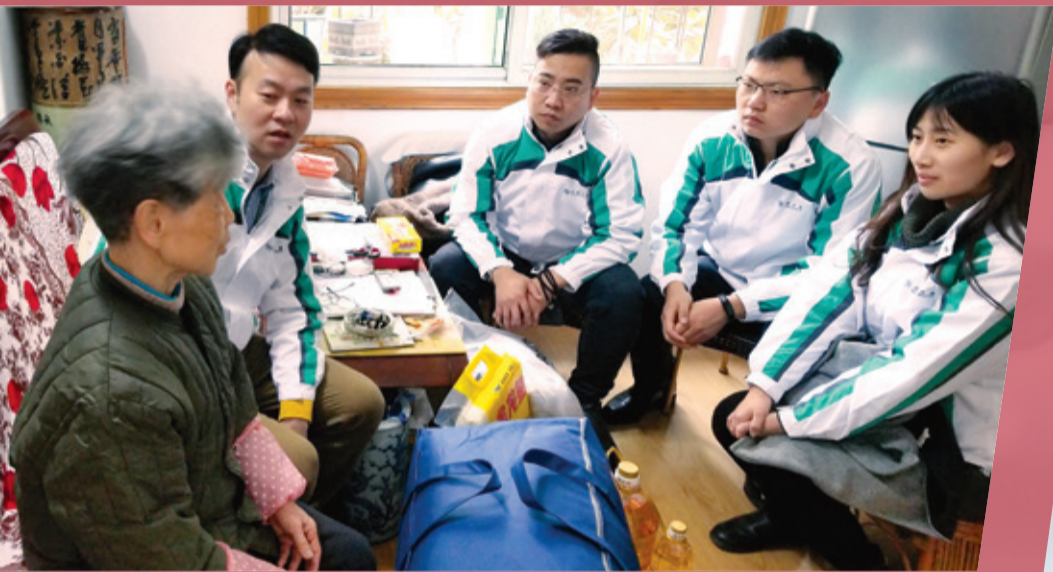


恒隆广场·武汉 Heartland 66

行动代号：暖冬

Passing on Love and Warmth

武汉的恒隆一心义工队会同六角亭街道办在2018年12月4日（星期二）举办了一项名为“暖冬行动”的探访活动，趁寒冬来临之前为社区内生活困苦的长者送上温暖和关怀。活动当日，义工们到访长者家中，除了与他们闲话家常外，还细心聆听他们的生活，了解他们的健康，更为他们带来白米、食油等生活必需品，还有羽绒被等冬季床上用品，让长者感受到身心温暖，安心度过寒冬。



▲ 义工和街道办领导为特困老人送上暖冬物资
Volunteers and officials from the Liujiaoting Residential District Office bring winter supplies to the elderly with special needs

On December 4, 2018 (Tuesday), the Hang Lung As One Volunteer Team in Wuhan brought their love and care to the elderly with special needs under the Warm Winter Action initiative, in partnership with Liujiaoting Residential District Office. On the day, volunteers visited the homes of the elderly not only for heart-warming conversations and to enquire after their living situations, health and wellbeing, but also to present winter gifts including rice and oil, as well as bedding supplies like duvets. The elderly were thrilled by all these simple acts of love and kindness which brought them physical and emotional warmth in this cold season.

市府恒隆广场 Forum 66

声音导航 带视障儿童走进经典故事

Voice-navigating the World of Classics for Visually Impaired Children

市府恒隆广场的恒隆一心义工队在2018年12月12日（星期三）来到沈阳市盲校，参与由辽宁广播电视集团瓢虫台主办的大型公益活动“我给盲童读经典”，为视障小朋友朗读经典儿童作品。除了恒隆义工外，多位区内知名主播和主持人亦有参与活动。主办方从近百位参加者中严格筛选出最终的朗读者，他们携手走进录音间制作《“我给盲童读经典”之中华典故系列》。

义工更贴心地将预录好的《中华典故系列》存入便携式音乐播放器中，让盲校的小朋友可随时随地享受阅读的乐趣。

◀ 义工走进录音室为视障儿童朗读故事
Volunteers record stories for visually impaired children at the studio



▲ 义工们到访沈阳市盲校 Volunteers visit Shenyang School for the Blind

On December 12, 2018 (Wednesday), the Hang Lung As One Volunteer Team from Forum 66 participated in a large-scale charity event, I Read Classics for Blind Kids at the Shenyang School for the Blind. Organized by Piao Chong Tai channel of the Liaoning Radio and Television Group, the event invited almost 100 participants to help record children's classic stories for visually impaired children. In addition to the volunteers, a number of famous anchors and hosts from around the region also took part in the meaningful event. After completing a screening session, the final story tellers went into a studio to record the Chinese Classics Tales Series for this great cause.

To make reading more fun for the children, our volunteers also prepared portable music players with the recorded stories preloaded, to ensure that the children could enjoy reading without barriers anytime.

港汇恒隆广场 Grand Gateway 66

圣诞滋味齐分享 Merry Pizza Time!



▲ 义工与小朋友们即场品尝自己制作的薄饼
Volunteers and children share the pizzas they made



圣诞节佳节，除了相约三五知己大快朵颐外，亦可以选择关心社会上的有需要的人士，让他们在节日倍感温暖。港汇恒隆广场的恒隆一心义工队今年再度与上海虹桥路小学合作，为35名来自低收入家庭的学童于2018年12月14日（星期五）举办了一个圣诞工作坊，大家一同制作薄饼和参加趣味竞猜游戏，分享圣诞的快乐。

Christmas is a festive season where you can have a good feast with friends, or, in a more meaningful way, share your love with the people in need. For the second year, Hang Lung As One Volunteer Team from Grand Gateway 66 partnered with Shanghai Hongqiao Road Primary School to organize a Christmas workshop for 35 children coming from low-income families. Held on December 14, 2018 (Friday), the workshop saw all participants making pizzas and playing games to share the joy of Christmas.

恒隆广场·上海 Plaza 66

跨年暖笠笠! 与“老友记”包爱心饺 Heartwarming Dumpling Feast to Kick Off the New Year

圣诞节、新年接踵而至，街上节日气氛甚浓厚。不过，你又有否想到在老人院的长者们或会倍感寂寞呢？在2018年12月28日（星期五），上海的恒隆广场的义工队探访了虹梅街道敬老院，为居住在院舍的老人送上节日祝福与慰问，并一起包水饺，度过了一个愉快的下午。当老人们看到一碗碗热腾腾的爱心水饺放到面前时，都纷纷挂上甜丝丝的笑容，义工们都觉得这是最棒的时光，最好的新年礼物。

The festive atmosphere around town is palpable. However, had you ever thought that senior citizens living in elderly homes might feel lonely? On December 28, 2018 (Friday), the Hang Lung As One Volunteer Team from Plaza 66 remembered the needs of elderly. They visited the old folks staying at the Hongmei Nursing Home to share the festive joy. The volunteers also enjoyed spending the afternoon making dumplings with them. When the volunteers saw the smiles on the faces of the elderly residents as they received the handmade dumplings, they realized that the true joy of the festive season was to be found in moments such as these.



▲ 上海的恒隆广场总经理胡惠雅女士（左二）与义工和老人们制作饺子
General Manager of Plaza 66, Ms. Vera Wu and the volunteers from Plaza 66 make dumplings with elderly



绿色·恒隆 HL Sustain

正视人口老化问题

Facing an Aging Population

随着社会价值改变，生育率下降，加上医疗科技发展迅速，人的寿命变得愈来愈长，造成人口老化。自1980年起，全球年龄60岁或以上的长者人口已增长一倍，2017年的数字更达到9亿6,200万。联合国预测此数字将于2050年倍增。这个全球性现象正加速影响已开发及发展中国家，为各国带来经济及民生问题，例如增加社会医疗负担及劳动人口压力，以及长者生活素质持续下降等等。

根据联合国的《人口老化报告》¹，全球46%的政府已提高最低退休年龄，而41%的政府增加了劳工的社会保障供款。然而全球现时仍有48%已达退休年龄的长者未得到合理的保障，问题依然严峻。由此可见要解决人口老化带来的问题需要投入更多工作。

恒隆重视履行企业社会责任，其义工活动的三大支柱之一，正正是服务长者。刚于2018年冬季的“送暖大行动”，恒隆一心义工队两次到访居住在慈云山的长者，更亲手织制围巾送予长者，并带领长者游览中环的摩天轮和海事博物馆。在未来，公司将会继续推动社区工作，为长者创造一个更美好的社区。

¹ World Population Ageing Report, United Nations: http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Report.pdf

Changes in social values and advancements in medical technology have resulted in a declining fertility rate, increasing longevity, and, consequently, an aging population. The global elderly population, covering people aged 60 or above, has doubled since 1980, reaching 962 million in 2017. The United Nations (UN) expects this number to double again by 2050. This global phenomenon presents challenges to both developed and developing countries from socio-economic standpoints such as increasing healthcare expenditure, the rising burden on a shrinking labor force, and deteriorating living quality among the aged population.



According to the UN World Population Ageing Report¹, 46% of governments have already raised the minimum retirement age and 41% of governments have raised social security contributions by workers. Yet, more work needs to be done, as 48% of senior citizens globally have yet to be covered by any retirement protection despite reaching their pensionable age.

With CSR at the heart of its sustainability initiatives, serving the elderly is one of the three pillars of Hang Lung's volunteering activities. The Hang Lung As One Volunteer Team organized the "Share Love with the Elderly" campaign two months ago, which included two visits to the elderly in Tsz Wan Shan, and an outing to the Ferris Wheel and the Maritime Museum in Central. Volunteers prepared handmade scarves as heart-warming souvenirs for the elderly participants. The Company will continue its efforts to create a society that respects and cares for the senior citizens.

品味生活 Savor Life

隐世打卡位

Hidden Check-in Spot

当智能手机的镜头与专业相机无异，当美图、执相Apps的滤镜千变万化，只要多花心思寻找一个特色背景，媲美时尚杂志封面的照片几乎垂手可得。《连系恒隆》记者将走访旗下商场发掘“隐世打卡位”，让你快人一步呢Like。

To secure your constant presence and likes on IG is no difficult task. Follow *Connections* who will bring you to explore hidden check-in spots across the city. Be ready to capture your "Instagrammable" pix!

第一站 —— Fashion Walk
The first stop - Fashion Walk



— 地址 Location —

Fashion Walk京士顿街9号地下K号铺
Shop K, G/F, 9 Kingston Street, Fashion Walk



一杯手炒黑糖珍珠奶茶让全城为之疯狂，市民不惜排队一小时，只为品尝到一杯台式特饮！这股台式手摇饮料热潮亦席卷恒隆旗下商场，号称台湾珍珠奶茶始祖的“翰林茶馆”副线“翰林茶栈”，以及近年在台湾迅速崛起的“一芳水果茶”，已分别进驻雅兰中心和Fashion Walk。今期《连系恒隆》带你品尝这两家台湾过江龙的特色饮料！

A seemingly inconspicuous cup of black sugar bubble tea holds the magic to drive the whole city to a fever pitch.

Queueing for over an hour, Hongkongers want just a sip of this heavenly delight. The art of hand-shaken Taiwan tea has reached Hang Lung malls as well.

Two leading franchises of Taiwan Bubble Milk Tea, Hanlin Tea House (an associate of the originator of Taiwan Bubble Milk Tea, Hanlin Tea Room) and YiFang Taiwan Fruit Tea, have opened their doors at Grand Plaza and Fashion Walk respectively. Sit back and enjoy a taster menu of Taiwan's finest beverages!

翰林茶栈 Hanlin Tea House

熊猫奶茶

独家配方调制的红茶底加入鲜奶，醇厚浓滑，较小颗的白珍珠有咬口，较大颗的黑糖珍珠则烟韧香甜，一次过满足两个愿望。

Panda Bubble Milk Tea

Using special ingredients, the black tea comes with a lingering and smooth note. The white, translucent pearls are smaller yet they retain a bouncy bite; black sugar pearls are big, chewy and sweet.



国宴珍奶

茶叶选自高海拔山区茶园，茶香特别浓郁，以双倍浓度的一级红茶，加上两种不同的奶混合而成，搭配黑糖珍珠，层次更为丰富。

State Banquet Bubble Milk Tea

With tea leaves from high-altitude farms, this drink is especially fragrant, with double the concentration of a typical drink. This is mixed with two different milks, and black sugar pearls, making this a layered experience.



草莓果粒红茶

味道清甜，士多啤梨香气突出，同时没掩盖茶的醇香。

Strawberry Flavor Black Tea

A sweet, memorable drink without a hint of tea's bitterness. Comes with generous strawberry chunks.



小档案 Profile

翰林茶栈 Hanlin Tea House

- 逾30年历史的“翰林茶馆”副线 Associate store of Hanlin Tea Room, with more than 30 years of experience in tea-brewing
- 首创黑白珍珠闻名 Famed for its original mix of black and white pearls

地址 Location

雅兰中心地下Kiosk 4-5号铺 Kiosk 4-5, G/F, Grand Plaza

Taiwan



‘Tea’-ver

一芳水果茶 YiFang Taiwan Fruit Tea

一芳水果茶

以纯天然手工熬煮古早味凤梨酱为基底，搭配每天购买的水果（橙、苹果）而成，不添加任何色素及浓缩果汁，绝对新鲜纯天然，乃健康之选。

YiFang Fruit Tea

A base of mountain tea, sweetened with pineapple jelly sauce, and fresh apple and orange slices. No added pigment or concentrated juice. A refreshing and healthy fruity mix.



黑糖粉圆鲜奶/鲜奶茶

烟韧的古早味粉圆在细火慢煮的过程中，被厚厚的黑糖膏包裹著，配一口淡香不腻的鲜奶茶，焦香浓郁的黑糖香气于口中久久不散，香滑顺口。

Brown Sugar Pearl with Milk/ Milk Tea

A combination of husky aroma from the dark brown sugar with chewy bubbles, and an addictive creamy taste from the fresh milk.



冬瓜鲜奶茶

使用台南市东山冬瓜熬煮而成的古酿冬瓜茶，配上浓浓的鲜牛奶，每一口都感受到微涩又带点甜味的奶香。

Traditional Winter Melon Tea

Brewed with Winter Melon from Tainan, this tea is topped with a generous serving of milk, giving you the sensation of sweetness with a tang of bitterness.



一芳水果茶 YiFang Taiwan Fruit Tea

- 2016年创立后迅速崛起，近年积极拓展海外市场 Ambitious expansion to overseas markets ever since its establishment in 2016
- 茶园遍布名间、鹿谷、日月潭等地，茶叶生产总面积已达140公顷 Tea plantations of over 140 acres all across Taiwan, with a look to serve only Taiwan's finest local produce

地址 Location

Fashion Walk记利佐治街11-19号1楼F-17号铺 Shop F-17, 1/F, 11-19 Great George Street, Fashion Walk

每月奖不停

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1月号题目：双喜临门（猜一中国城市）

11月号题目：老公拨扇（猜一歇后语） 答案：凄凉（妻凉）

得奖者：

林沛程 香港
吴淑芬 香港
潘冬健 港汇恒隆广场
张涵秀 市府恒隆广场

于海滨 皇城恒隆广场
李姝娴 恒隆广场·无锡
孙凤霞 恒隆广场·天津

刘格琳 恒隆广场·济南
柳晓龙 恒隆广场·昆明
段雯 恒隆广场·大连

12月号的答案将于下期公布，敬请留意！

第一届恒隆数学奖得主畅谈个人由数学到神经科学的旅程

今年大会更安排一个特别环节，由恒隆地产执行董事陈文博先生在台上访问第一届恒隆数学奖得主、现为香港中文大学医学院内科及药物治疗学系与生物医学学院助理教授高浩博士，畅谈恒隆数学奖如何影响他的人生路向。高博士形容，参加恒隆数学奖对他往后从事医学研究起了关键作用。他明白到数学对医学发展的贡献，所以将小时候对数学和生物医学的兴趣转化成对神经科学——堪称医学领域里最量化的专科——的研究工作的热情。

高博士以过来人的身份鼓励学生以自己的兴趣为先，并且认同郑绍远教授所说，任何人也可以对社会作出重要的贡献。他说：“科学家的工作并不是坐在书桌前解决难题或是躲在实验室中做实验，而是要分享知识，培育下一代，建立更好的世界。”

First HLMA Winner Shares his Mathematics Journey to Neuroscience

This year, a special dialogue was arranged between Mr. Adriel Chan, Executive Director of Hang Lung Properties and Dr. Owen Ko, a 2004 HLMA winner and currently an Assistant Professor of the Department of Medicine and Therapeutics and School of Biomedical Sciences at CUHK. Dr. Ko shared how HLMA influenced his career choice in medical research. He understands the contributions which mathematics make to medical developments, and turned his childhood interest in mathematics and biomedical science into a passion for neuroscience – regarded as the most quantitative of all medical fields.

Dr. Ko shared his own experiences and encouraged students to put their passion first. He also echoed Professor Cheng Shiuyuen that one needs not be a genius to make significant contributions to the world. “Being a scientist is not just sitting there solving hard problems or hiding in a lab. It is about nurturing the next generation, teaching young talents, and sharing knowledge with other people so that we can achieve a better world,” he said.



▶ 陈文博先生(右)和高浩博士(左)
Mr. Adriel Chan (right) and Dr. Owen Ko (left)

齐来发现数学乐趣

恒隆数学奖设立的目的是鼓励中学生发挥数理创意，激发他们对数学及科学的求知热情，培育本港的学生以数学和科学知识贡献社会。为进一步向公众推广数学，公司透过“恒隆数学奖——To Infinity无限可能”Facebook专页，分享与日常生活有关的数学小知识，用轻松的手法提高大众对数学的求知兴趣。

Discovering the Joy of Mathematics

HLMA encourages secondary school students to realize their creative potential in the study of mathematics by stimulating their passion for intellectual discovery in hope that Hong Kong students will use their knowledge in mathematics and sciences for the enrichment of society. To further promote mathematics to the public, the Company has launched the Facebook fan page “HLMA – To Infinity”. This page shares tips that illustrate how mathematics is applicable in our daily lives and adopts a lively approach designed to raise public interest in mathematics.

有关恒隆数学奖的详情，请浏览网页或Facebook专页
For more information about HLMA, please visit its website or Facebook fan page



2018年恒隆数学奖得奖名单

Winners of 2018 Hang Lung Mathematics Awards

奖项 Award	专题研究 Topic	成员同学 Team Member	领导老师 Teacher	学校名称 School
金奖 Gold Award	On the Trapezoidal Peg Problem among Convex Curves	白致远 Bai Zhiyuan	罗沛强先生 Mr. Law Puikeung	喇沙书院 La Salle College
银奖 Silver Award	Containing Geometric Objects with Random Inscribed Triangles in a Circle	陈祉轩 Chan Tszhin	李灏峰先生 Mr. Lee Hofung	香港培正中学 Pui Ching Middle School
铜奖 Bronze Award	On the Divisibility of Catalan Numbers	李子聪 Li Tszchung	余杰荣博士 Dr. Yu Kitwing	汇基书院 United Christian College

优异奖 (以学校英文名称顺序排列)

Honorable Mentions (listed in alphabetical order of school names)

专题研究 Topic	成员同学 Team Member	领导老师 Teacher	学校名称 School
Doing Indefinite Integrals without Integration	司徒进 Szeto Chun	柯建设先生 Mr. Alexander O Kinchit	优才(杨殷有娣)书院 G.T. (Ellen Yeung) College
A Generalization of the Gauss Sum	方浩良 Fong Holeung	方庆斌先生 Mr. Fong Hingpan	旅港开平商会中学 Hoi Ping Chamber of Commerce Secondary School
A Markov Model of the Busy Footbridge Problem	袁乐勤、汤诺陶、曾乐勤 Yuen Lokkan, Omega Tong Nokto, Ethan Tsang Lokkan	李灏峰先生 Mr. Lee Hofung	香港培正中学 Pui Ching Middle School
Investigation on Mordell's Equation	刘天玮 Lau Tinwai	李灏峰先生 Mr. Lee Hofung	香港培正中学 Pui Ching Middle School
Old and New Generalizations of Classical Triangle Centres to Tetrahedra	张紫希、高涯澄 Trevor Cheung Kaihei, Ko Honching	张伯亮先生 Mr. Cheung Pakleong	圣保罗男女中学 St. Paul's Co-educational College

为香港未来培育优秀人才

恒隆地产行政总裁卢韦柏先生表示：“今天是恒隆地产与香港中文大学第八次携手合作，为全港中学生举办数学研究比赛。‘只选好的 只做对的’是我们的经营理念，不但体现在各业务范畴，亦适用于企业社会责任。恒隆数学奖是我们长期支持的青少年社区投资项目，与政府积极推动STEM教育的方向不谋而合。通过这个奖项，我们致力培养学生对数理的兴趣，培训数学人才，长远达致提升香港的竞争力。”

今次是香港特别行政区行政长官林郑月娥女士第三次莅临恒隆数学奖颁奖典礼，并担任主礼嘉宾。她在致辞时笑言不敢在身为数学家的丈夫面前说太多，但强调现今科技发展对社会和经济带来前所未有的转变，若香港要继续保持繁荣发展，必须让年轻人以创新的思维和扎实的数理分析能力，去迎接未来的挑战和把握成功的机会。因此，政府近年投放大量资源推广STEM教育，推动学术研究发展。



▲► 香港特别行政区行政长官林郑月娥女士（右）和恒隆地产行政总裁卢韦柏先生（左）均表示支持STEM教育对香港未来人才培养非常重要
The Hon Mrs. Carrie Lam (right), the Chief Executive of the Hong Kong Special Administrative Region, and Mr. Weber Lo (left), CEO of Hang Lung Properties, note that supporting STEM education is essential for nurturing local talents

今届恒隆数学奖吸引了逾60所中学、超过90支队伍，共260位学生参加比赛；当中更有27支队伍以个人形式参赛，为个人参赛数目的历届之冠。其中15队获选进入最后阶段，出席在颁奖典礼前一天（12月19日）于恒隆地产总部举行的答辩会，就其研究内容作最后阐述和答辩。金奖、银奖和铜奖得主，以及五名优异奖的得奖者，获颁发合共港币100万元的奖学金。

恒隆数学奖由恒隆地产、香港中文大学数学科学研究所和香港中文大学数学系联合举办，于2004年创办，每两年一届，至今已吸引逾2,000名学生参加，共颁发了港币800万元的奖金。

展现香港学生的优秀学术水平

2018年恒隆数学奖学术委员会主席辛周平教授表示：“很高兴见到一群对数理研究充满热忱的年轻人，用心钻研数理专题。参赛队伍的研究报告，均展现其创造力、原创性和骄人的数理分析能力，令人印象深刻。我希望这群年轻人无论今天获奖与否，都可继续在数学世界中探索，为社会未来的科技进步和发展而努力。”

在恭贺一众入围学生以及其高水准表现的同时，2018年恒隆数学奖督导委员会主席郑绍远教授赞扬学生有“事不避难”的精神，更寄语香港学生要为自己设定更高更远的人生目标，好好运用自己的才能贡献社会，打造更美好的未来。



▲ 辛周平教授 Professor Xin Zhouping ► 郑绍远教授 Professor Cheng Shiyu

Nurturing Great Talents for the Future

Mr. Weber Lo, Chief Executive Officer of Hang Lung Properties, said, “Today marks the eighth occasion that we have organized this mathematics research competition with The Chinese University of Hong Kong (CUHK) for secondary school students. **We Do It Right** is our business philosophy and this extends to all aspects of our work, including corporate social responsibility. HLMA is our longest community investment initiative for youth and it aligns with the government policy for promoting STEM education. Through this Award, we aim to cultivate our young people’s interest in mathematics and to nurture a pool of talents, which would ultimately enhance the competitiveness of Hong Kong.”

Mrs. Carrie Lam attended the ceremony as guest of honor for the third time. With a mathematician husband, Mrs. Lam quipped that she dared not say too much in front of him, but stressed that today’s innovations in technology are driving changes in ways that we have never imagined, and that changes are occurring at every level of our economy and society. If Hong Kong is to continue to flourish, we must ensure that young people are given every opportunity to succeed and every opportunity to tackle real life challenges with innovative ideas and analytical grounding, she added. Therefore, her government has been putting great effort into promoting STEM education and academic research development.



This year, a total of 260 students forming over 90 teams from over 60 schools entered the competition. A record high of 27 individual entries were received. 15 shortlisted teams were invited to attend the Oral Defense and make their final presentations at Hang Lung’s headquarters on the day before the ceremony (December 19). A total of HK\$1 million in prize money was presented to the Gold, Silver, and Bronze Awards winners, and five Honorable Mentions.

HLMA is organized by Hang Lung Properties in conjunction with The Institute of Mathematical Sciences and Department of Mathematics of CUHK. Since 2004, this biannual competition has attracted over 2,000 students, and has awarded a total of HK\$8 million in prize money.

Showcasing Exceptional Quality of Students in Hong Kong

Professor Xin Zhouping, Chair of the 2018 HLMA Scientific Committee, was thrilled to meet with students who are so passionate about mathematics. “It is truly incredible for them to have dedicated so much effort to mathematical research. The research reports submitted by the participating teams demonstrate their creativity, originality, and ability to conduct mathematical analysis to a remarkable level. I hope that, no matter whether they win an award in the HLMA this time or not, they can sustain their passion for exploring mathematics, constantly striving for society’s future technological advancement.”

Apart from congratulating all students for their exceptional work, Professor Cheng Shiyu, Chair of the 2018 HLMA Steering Committee, praised participating students for their attitude of not evading difficult tasks, and urged students in Hong Kong to set high goals for themselves, and use their talents to make the world a better place.



喇沙书院夺得2018年恒隆数学奖金奖

La Salle College Clinches Gold at the 2018 Hang Lung Mathematics Awards

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二零一八年恒隆數學獎頒獎典禮
2018 Hang Lung Mathematics Awards
Announcement and Awards Presentation



一个梯形的四点，是否可以放在平面但不规则的曲线上呢？喇沙书院的白致远同学就是凭借研究这个“内接梯形”问题，赢得2018年恒隆数学奖金奖殊荣。

超过50位参与2018年恒隆数学奖的同学、老师和校长，在2018年12月20日（星期四）于亚洲协会香港中心济济一堂，参加由香港特别行政区行政长官林郑月娥女士担任主礼嘉宾的颁奖典礼。就读中六的白致远同学以专题研究On the Trapezoidal Peg Problem among Convex Curves，通过多重严格评核，获邀出席答辩会，接受由国际知名数学家组成的学术委员会提问后夺得金奖，并由行政长官亲自颁发。

Can a prescribed trapezoid be inscribed in a given Jordan curve? Through his study of the famous Trapezoidal Peg Problem, Bai Zhiyuan from La Salle College won the 2018 Hang Lung Mathematics Awards (HLMA) Gold Award.

Over 50 students, teachers, and school principals gathered at the prestigious 2018 HLMA Awards Presentation Ceremony on December 20, 2018 (Thursday) at the Asia Society Hong Kong Center, with The Hon Mrs. Carrie Lam, The Chief Executive of the Hong Kong Special Administrative Region as the officiating guest. She presented the Gold Award trophy to Zhiyuan, a Form Six student, for his research paper titled, "On the Trapezoidal Peg Problem among Convex Curves". Zhiyuan won the Gold Award after going through stringent reviews and attending an Oral Defense in front of world renowned mathematicians of the HLMA Scientific Committee.

白致远研究的，乃数学界未完全解决的经典“内接方形”的延伸问题，可称为“内接梯形”，目的是在随意的曲线圈上找到具体梯形的四角。他透过先解决一个简化问题，先处理较宽松的相似条件，得到总有无穷个可能梯形的方案。然后，通过考虑其中一系列梯形，若只容许把梯形平移或“拉长”，就只有一个可能。从而，他找到可以把梯形四角放在光滑和凸的曲线圈（他称之为“蛋形”）上的充分必要条件。

这位金奖得主从小已对数学有浓厚的兴趣，他表示：“面对匠心独妙的数学难题，往往可以找出一个既简单又优雅的解题方式，数学要求我在思考解题时学习这种优雅见解。恒隆数学奖给予了我一个机会，可以在知名学者面前展示自己的研究成果，过程中我获益良多。”

Zhiyuan's research in the Trapezoidal Peg Problem is one of the generalizations of the famous Square Peg Problem. It is to find a fixed trapezoid with four corners lying on an arbitrary curve loop. He investigated a possible approach by first weakening the similarity condition and showed that there are infinitely many possibilities. Then, through further analysis of the possibilities, he exhibited a unique result which allows only translation and "stretching" on the trapezoid. He subsequently obtained a necessary and sufficient condition for a strictly convex C_1 curve, which he called "oval", to inscribe an arbitrary trapezoid up to similarity.

Zhiyuan has been interested in mathematics since early childhood. "When dealing with carefully crafted mathematical challenges, I often find that solutions are simple and elegant. Mathematics has always led me to such elegant insights when I look for solutions," he said. "Participating in the HLMA has offered me a chance to present my research findings to world renowned scholars, and I have learned a lot in the process."

喇沙书院夺得2018年恒隆数学奖金奖

La Salle College Clinches Gold at the
2018 Hang Lung Mathematics Awards

