

連繫恒隆 • Connections

7 | 2020

「恒隆會」：全面提升顧客體驗
HOUSE 66: Taking Customer Experience
to a New Height



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連繫恒隆
Connections

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恒隆地產
HANG LUNG PROPERTIES

「恒隆會」：全面提升顧客體驗

HOUSE 66: Taking Customer Experience to a New Height



現時精明的消費者越來越講求獨一無二的個人化購物體驗，而購物商場再也不能單憑優越的地段、租戶組合、商場設計及設施以突破重圍，因此，各個商場需要多花心思去留住及提升顧客忠誠度。恒隆旗下商場的致勝之道，在於以客為尊的企劃項目，而會員計劃「恒隆會」就是其中一項。我們請來顧客業務部團隊，為我們介紹「恒隆會」的詳情。

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.

「恒隆會」一覽

「恒隆會」在2018年9月於上海恒隆廣場面世，並將於今年8月在恒隆旗下內地現有商場全面鋪開。此會員計劃隨時隨地掌握全面資訊，利用旗下內地商場的龐大商品及租戶網絡，為顧客量身打造專屬服務。

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.

恒隆會 HOUSE 66



◀ 「恒隆會」繼8月在瀋陽市府恒隆廣場推出後，已完全覆蓋恒隆於內地的所有現有商場
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.



錢買不到的體驗

有別於一般以折扣為主的會員計劃，「恒隆會」的宗旨是為顧客創造價值，並透過締造獨特尊尚的個人化體驗，以滿足一眾高消費忠實客戶。董事一顧客業務涂家輝先生表示：「我們的優勢就在於我們為尊貴客戶提供錢買不到的體驗，而這亦正令我們的會員計劃在內地零售市場佔據領導地位。」

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.



▲「恒隆會」會員獲邀出席伯爵品牌的全新高級珠寶系列之獨家預覽會
Exclusive preview session of Piaget's new high jewelry collection attended by our HOUSE 66 members

我們的顧客業務部

為了將公司以客為尊的策略付諸實行，同時拉近與顧客的聯繫，新成立的顧客業務部以整體顧客體驗為重心，致力發展以下三大範疇：1) 顧客體驗：透過統計調查聯繫顧客，進一步了解顧客體驗並精益求精；2) 顧客創新：善用科技塑造全方位及一致的顧客體驗，例如以數據主導日常營運及決策，融匯各個顧客接觸點，為顧客帶來流暢的互動配套，並妥善採用最新的數碼解決方案；及3) 包括顧客關係管理在內的市場營銷：為顧客提供專屬的貼心服務及體驗。

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.

- 涂家輝（前排右二）與他的團隊從不同層面打造獨特的恒隆品牌體驗
Joseph (front row, 2nd from right) and his team are curating the unique Hang Lung branded experience through multiple facets



唯有真正獨特的會員專利，才稱得上「錢買不到」的體驗。要為獨具慧眼的會員帶來無價體驗，全賴顧客業務部與品牌夥伴之間緊密合作，精心炮製會員獨家禮遇，或策劃恒隆商場獨有的會員活動。對品牌夥伴而言，這個合作過程亦是聯繫顧客的良機。



▲ 上海恒隆廣場舉辦年度Home to Luxury盛裝派對，讓獲邀的「恒隆會」會員有機會購買由多個全球奢侈品牌提供的獨家限量臻品，以及參加精彩活動

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

除了提供獨特體驗外，恒常聯繫尊貴會員亦至關重要。顧客業務部轄下特設貴賓體驗專員團隊，囊括頂尖客戶服務業菁英，為顧客提供私人購物指導、國際時裝展入場名額等專屬服務。

下一步：掌握大數據以強化顧客聯繫

在恒隆以客為尊的策略部署中，完善的會員計劃只是其中一環。透過分析計劃所累積的大量用戶數據，我們可制訂更有效的市場營銷及業務企劃，進一步惠及並聯繫忠實顧客，而這才是恒隆在業界突圍而出的真正關鍵。顧客業務部現正研發數據分析平台，預料於今年內將正式面世。



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.



▲ 著名時裝設計師Marine Serre在其首次到訪中國的旅程中向「恒隆會」會員及JOYCE客戶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.

承續我們的傳奇 Defining Our Legacy



適逢恒隆集團踏入60周年，今年的恒隆管理層會議以「承續我們的傳奇」為主題。這個別具意義的里程碑更為公司管理層提供一個回顧和反思的機會，積極裝備自己迎接未來的挑戰與機遇。

鑑於新型冠狀病毒疫情的關係，今年的會議透過Microsoft Teams以網上形式舉行，超過150位來自香港和內地的管理層參加。會議由董事長陳啟宗先生和行政總裁盧韋柏先生致辭揭開序幕。他們異口同聲讚揚各同事在應對疫情上的卓越表現，同時亦概括地回顧了恒隆的歷史和為公司的前景作出分析。獲邀的三位嘉賓亦分別就內地奢侈品前景、恒隆表現和5G技術的發展等方面分享見解。會議內容涵蓋範圍廣泛，有助推動各部門的同事靈活思考，以應對急速變化的環境。

執行董事陳文博先生為會議作總結時強調，能在瞬息萬變的時代中勇於求變，是公司未來承續在過去所開創的輝煌傳奇之關鍵。過去數十載創下的成就為我們奠定穩固基石，而此次突如其來的疫情及各同事應對2020年種種挑戰的表現正是最佳的見證。



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.

共創高效辦公室 從「斷捨離」開始 Clearing Out the Clutter to Boost Productivity

為確保公司的營運符合可持續發展和環保原則，恒隆一直鼓勵員工妥善處理文件。自今年年中，公司就文件管理政策提出最新指引，所有員工必須檢視他們所保存的文件，並將其分類為「保留」或「待處理」類別，若有大量機密、過期及不必要的文件，將會安排專責服務單位協助妥善銷毀該些文件。創建高效辦公室之旅程有賴恒隆每位員工共同努力，一起實踐！



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!

恒隆榮獲多個市場營銷及人力資源獎項 Hang Lung Wins Prestigious Marketing and HR Awards

憑着前瞻性的市場策略及別出心裁的創意，恒隆於業界獲得多項榮譽。公司於去年舉辦的跨商場「Mick」the Holidays Bright聖誕主題活動，在Marketing Events Awards 2020中勇奪三項殊榮，而為顧客提供最新推廣優惠的「恒隆優惠網」平台亦在Loyalty & Engagement Awards 2020中贏得三個獎項。



恒隆地產董事—租務及物業管理蔡碧林女士（右四）與市場推廣部團隊出席Loyalty & Engagement Awards 2020頒獎禮，接受三個市場營銷獎項。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.



The Loyalty & Engagement Awards 2020

最佳社交媒體策略—金獎
Best Social Media Strategy – Gold

最佳客戶管理策略—銀獎
Best CRM Strategy – Silver

最佳科技應用—銅獎
Best Use of Technology – Bronze

獎項與榮譽 Awards and Honors

Marketing Events Awards 2020

「最佳活動製作」銅獎
Best Event Production – Bronze Award

「最佳活動—零售」銅獎
Best Event Retail – Bronze Award

「最佳活動—創意」銅獎
Best Event Creative – Bronze Award



好心情@健康工作間大獎 Joyful@ Healthy Workplace Best Practice Award

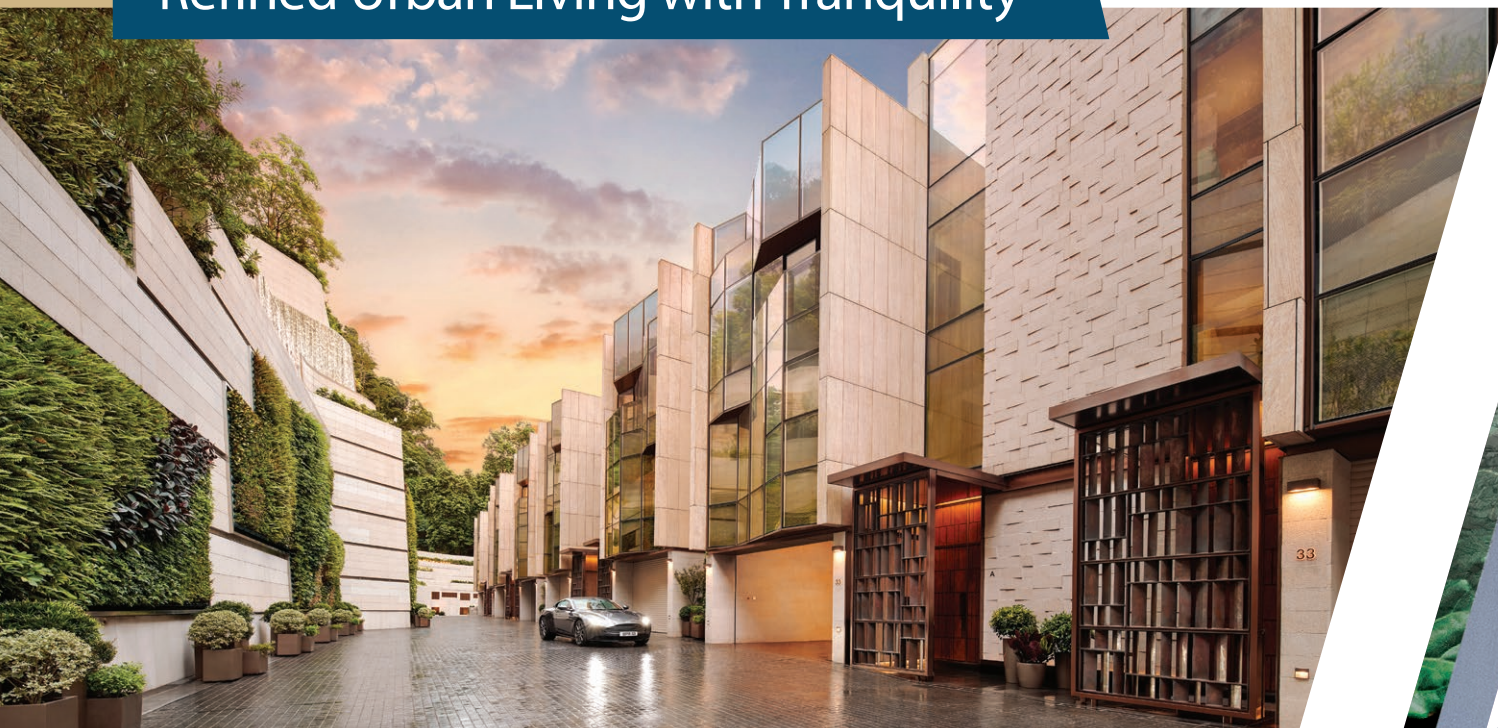
恒隆一直非常重視員工的身心健康表現亦獲表揚，於職業安全健康局舉辦的職業健康大獎2019-20中勇奪「好心情@健康工作間」組別卓越機構大獎。

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.



藍塘道23-39: 謐靜居停 都會之尚

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



藍塘道23-39傲踞城中罕貴地段渣甸山畔，更一脈相連中環商業重地與銅鑼灣的時尚魅力，穿梭繁華與恬靜之間。獲獎無數的藍塘道23-39完美地演繹出臻至的設計和精雕細琢的細節，重塑尊尚宅邸優越之感，將奢華生活推向極致。

藍塘道23-39由恒隆策劃，並由與恒隆合作無間的世界知名建築事務所Kohn Pedersen Fox Associates設計。此項目共有18間樓高三層的宅邸，各設有私人庭院、露台、天台花園及私家車房等，精心地將靈活的室內設計和悠然的室外空間融合。私隱度和可持續性是設計中最關鍵的考慮因素。

恒隆特意邀請國際室內設計事務所Hirsch Bedner Associates (HBA) 和全球知名建築及室內設計事務所PDP London分別為35A和39B兩戶打造示範單位，讓你一睹藍塘道的奢華和高尚品質生活的氣派。

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設計以「一個融合法式/歐洲風格的永恒室內設計，且蘊含奢華住宅品質」為主題。整個單位採用歐式風格，既優雅又簡潔，且不失時代感，同時揉合了亞洲美學和元素。設計事務所HBA精心設計了折衷主義的藝術收藏品，為單位注入奢華和濃厚的時代感。



別緻的調色靈感來自法國的藍色和灰色色調，突出帶有銀色和香檳色的細節
The chic color palette takes inspiration from French blue and grey tones, highlighted with reflective accents of silver and champagne

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.



House 39B - The Crystal

39B的設計靈感來自項目的水晶外觀，宅邸內部設計反映單位外部的建築外觀。

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



綠意盎然的環境貫穿整個尊邸，令居所悠然融於自然之中
A calming story of green threads its way through the house, designed to bring a sense of the outside in

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恒隆集團六十周年系列 Hang Lung Group's 60th Anniversary Series :

恒隆與白洋舍的淵源

Golden Bonds between Hang Lung and Hakuyosha

「恒隆白洋舍」不僅是香港家喻戶曉的品牌，亦在恒隆集團的輝煌歷史中別具意義，更蘊藏着恒隆與白洋舍兩個家庭和跨越三代50多年來的深厚淵源。

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.



首間恒隆白洋舍開設在九龍界限街
The first Hang Lung-Hakuyosha branch was located at Boundary Street in Kowloon

見證香港半個世紀

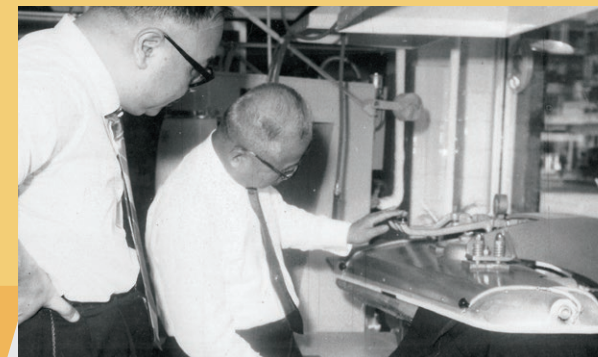
60年代初，恒隆集團創辦人陳曾熙先生和夫人到訪日本，在一次機緣下認識了提供乾洗服務的白洋舍創辦人五十嵐健治先生，兩人一拍即合，五十嵐先生其後派他的長子五十嵐丈夫先生來港與陳曾熙先生傾談合作，恒隆白洋舍由恒隆集團和白洋舍各自出資一半在香港成立。1965年6月4日，首間恒隆白洋舍於九龍界限街開業，現時在港設有32間分店，成立50多年來堅持為香港人提供專業、高品質的乾洗服務。

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.



恒隆白洋舍開業盛況
Opening ceremony of Hang Lung-Hakuyosha



懂日本語的陳曾熙先生（左）向五十嵐丈夫先生（右）了解整熨機
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)



陳曾熙夫人（左一）和五十嵐丈夫夫人（左二）於恒隆白洋舍開業當天，
站在大型的乾洗機前合照留念
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

家族相傳信物印證深厚情誼

精緻的水晶龜印證深厚情誼，一直維繫着恒隆與白洋舍兩個家庭的幾代情。1942年，白洋舍創辦人五十嵐健治先生退休，並由其長子五十嵐丈夫先生接任白洋舍社長。五十嵐丈夫先生在第一次與陳曾熙先生見面時，他贈送陳先生一隻水晶龜，自此，它便成為了兩個家庭之間的「信物」。1986年，白洋舍的第三代接任人五十嵐敬一先生到香港探望卧病的陳曾熙先生，並接過其先父贈予陳先生的水晶龜，延續兩個家庭的跨民族、跨年代情誼。多年後（2002年），74歲的敬一先生帶着水晶龜到香港探望陳曾熙夫人和恒隆的第二代掌舵人陳啟宗先生，將信物送回陳氏保存至今。

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.



請掃描二維碼，觀看
更多恒隆窩心故事。



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





疫情後的綠色復甦 Green Recovery from the Global Pandemic

正當新型冠狀病毒肺炎疫情對人類的生計以至生命構成嚴重威脅，全球溫室氣體排放量亦因經濟活動減少而大幅下降。按國際能源署估計，今年全球的能耗將較2019年減少6%，相當於整個印度的全年能耗，為現代人類史上最大的單次溫室氣體排放量降幅。遺憾地，如此龐大的降幅仍遠遠未能減慢全球暖化的趨勢。

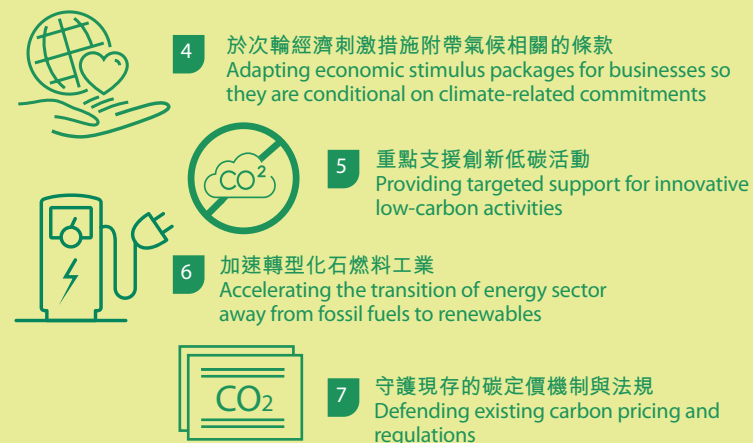
While the COVID-19 pandemic has had devastating consequences for lives and livelihoods around the world, the significant reduction in economic activity has also dramatically cut global greenhouse gas (GHG) emissions. As estimated by the International Energy Agency, the world will use 6% less energy this 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.

轉化疫情危機為綠色機遇

隨着全球第一波疫情緩慢地減退，各國政府正籌備數以兆元計的經濟刺激措施以推動復甦。然而，經濟重拾步伐亦意味着全球溫室氣體排放量將會反彈。因此，國際社會均期望各國推出經濟刺激措施之際，其措施亦能針對舒緩氣候變化的目標，使我們能轉化現時的危機為機遇，加速社會轉型為低碳經濟。在眾多綠色復甦的推崇者當中，能源轉型委員會帶領推出七項建議，鼓勵推動全球復甦的同時建構一個更健康，更具韌性，以及淨零排放的經濟體：

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:



恒隆在推動綠色復甦所擔當的角色

由於氣候變化將較現時的疫症造成更深遠的影響，恒隆深明平衡可持續發展和業務復甦的需要，以準備應對此危機。公司正訂定不同優先議題，確保我們正朝綠色復甦的方向邁進：

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:



培育年青人才 Nurturing Young Talent

2020年度恒隆管理培訓生 Management Trainees 2020



在2005年推出的恒隆管理培訓生計劃，致力培育有理想的年青人才，成為獨當一面的年輕領袖，支援集團業務發展。今年，計劃更收到近3,500份來自香港、海外和內地的申請，較去年增加七成二。今年共有12位大學畢業生在嚴謹的評選過程中脫穎而出，成為本年度的管理培訓生。

新一批的培訓生已於7月初入職。管理培訓生計劃助培訓生透過學習不同的技能、知識和歷練裝備自己，為自己恒隆事業發展踏出重要的一步。由於疫情關係，公司今年將面授培訓和線上培訓結合。他們亦會獲安排到香港和中國內地的不同部門，接受在職培訓，深入了解集團的業務和地產行業的運作。他們亦參與不同的培訓活動，提升他們各方面的技能，包括社交禮儀、時間管理及匯報技巧。

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.

專訪董事 — 酒店發展及資產管理

Symon Bridle

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



Symon Bridle於2019年加盟恒隆，一直致力聯繫蜚聲國際的酒店業翹楚，締結策略合作夥伴關係，並為恒隆旗下的內地發展項目注入酒店元素，令消費者體驗更臻完美。Symon擁有逾38年的豐富酒店管理經驗，曾於香格里拉酒店集團及瑰麗酒店集團等國際酒店翹楚擔任高級職位。

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—酒店發展及資產管理部Symon Bridle先生表示，迎新求變是植根於酒店業的DNA。今期《連繫恒隆》有幸專訪Symon，他將向大家分享其管理之道，並暢談引領他穩步前進的理念。

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認為，雖然酒店業原則上是為賓客提供他們所支付的餐飲及住宿服務，但實際上，酒店從業員在提供服務時需要兼顧不同層面的考量，要準確拿捏親切服務及創新之間的平衡。在保持賓客服務一致性的前提下，酒店從業員亦需要為每位賓客量身定制體驗，甚至不同人對接待方式的喜好均要照顧周到。譬如有些賓客希望酒店員工報以一個微笑，有些則喜歡談笑風生。

要在提供貼心服務的同時又要兼顧賓客各方面的喜好，往往要累積多年經驗才能得心應手，但對從小便涉足酒店業的Symon而言，這卻有如與生俱來的本能。他的父母曾於印度洋的塞舌爾群島經營一家精品酒店，讓他經常有機會接觸到來自世界各地擁有不同背景的旅客。此經歷為Symon日後的酒店業仕途奠定了基礎，他由面向客人的前線人員做起，一步步攀上高級要職。

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.

▀ 人生大小二事的關鍵在於取得恰當平衡。 In all things in life, what's essential is balance. ▀

Symon表示：「人生大小二事的關鍵在於取得恰當平衡。」這個想法不但適用於職場上，亦貫徹了他人生的各方面。他說在公餘時他喜愛行山和駕電單車，這些興趣不但有助保持活力，並可為他不斷帶來新想法。

近來，他開始涉獵立式划槳板運動。這項運動除了非常考究平衡力外，還講求持續學習的態度和預見潛在挑戰的能力，三者均為在職場大放異彩的制勝之道。

他解釋道：「你要隨時準備左右來回移動重心，確保自己預視到前方每個可能性，這樣才能乘風前行。」

他續指：「在營商方面，我們不能只著眼於已知的事情。」Symon時刻提醒團隊探索未知的新領域、發掘與別不同的新構思，並敢於向表現更勝一籌的人學習。

▀ 在營商方面，我們不能只著眼於已知的事情。

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

Symon形容自己的管理風格會兼顧向員工委以重任，亦會提供指引。他認為當員工能更自由地展現才能時，他們往往會取得更高成就，而當他們自覺獲得重用時，其工作表現亦會更佳。與此同時，他認為管理層亦必須保持「大門常開」的態度，歡迎員工隨時向他們徵詢意見和尋求指導。

他明言，一位好主管必須信任下屬、懂得將心比心和激勵士氣，亦要堅守誠信，當然還要具備對業務及整個行業的透徹了解。

那年輕一代可如何培養這些特質呢？他鼓勵年輕人主動尋找能夠提攜自己的伯樂，並要大膽嘗試，勇於踏出第一步。他的忠告是：展現你的才能和意向，主動與別人攀談並自我介紹，也要敢於迎難而上，多發問「為什麼」。

Symon亦強調，在艱難逆境之中更要保持耐性。他非常欣賞福特汽車公司創辦人亨利·福特的一席話：「當你覺得諸事不順時，要緊記飛機是逆風起飛，而非順風的。」

"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」企劃 送你千萬禮遇

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

香港政府派發的10,000元收到了嗎？繼「LOVE TO SHARE」企劃反應熱烈，恒隆緊接加推「SPEND TOGETHER」企劃，在旗下香港七大商場推出逾千萬「跨商場」禮遇，讓顧客在選購心水商品及品嚐環球盛饌的同時，也可享有與商戶聯手炮製的一連串驚喜購物優惠及消費獎賞，讓大家今個夏日留港亦可體驗輕鬆購物好心情！

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



生活品味及國際美饌盡在 Fashion Walk Your Lifestyle and Gastronomy Destination.

一直被譽為生活品味及國際美饌聖地的Fashion Walk，最近引入了著名手作香水品牌 Le Labo和精緻裝潢的日本清酒藏所by SAKE SAN進駐。商場包羅萬有，最適合有品味的你。

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

國際奢華品牌薈萃恒隆

International Luxury Brands at Hang Lung

恒隆廣場齊集世界各地頂尖品牌，是城中最優雅時尚的購物熱點。近日，多個奢華品牌於我們多個內地商場開設新店或期間限定店，推出的商品款式包羅萬有，讓你盡情享受購物樂趣。快前來體驗一下吧！

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!

上海恒隆廣場

Plaza 66, Shanghai



BOTTEGA VENETA
期間限定店 Pop-up Store



VALENTINO
期間限定店 Pop-up Store



無錫恒隆廣場

Center 66, Wuxi

CELINE



DIOR

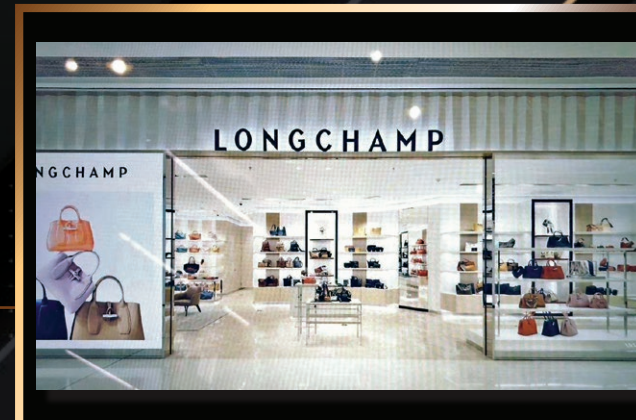


ROLEX



OMEGA

LONGCHAMP



昆明恒隆廣場

Spring City 66, Kunming



DIOR HOMME



LOUIS VUITTON



COACH

DIMOO熱潮空降恒隆六大商場

DIMOO has Landed at Six Hang Lung Shopping Malls

時下炙手可熱的潮物DIMOO已登陸恒隆，可愛有趣的小男孩DIMOO與一眾DIMOO故事人物，帶你遨遊星際，探索銀河的奧妙。

恒隆與POP MART攜手推出全國首個DIMOO主題線下展覽，在旗下六個城市的恒隆廣場，包括瀋陽、無錫、天津、濟南、大連及昆明，聯手打造DIMOO潮流文化新體驗。此活動於6月24日在濟南恒隆廣場舉行啟幕儀式，並宣布品牌作者AYAN特別為恒隆量身定製一款DIMOO限定形象盲盒，在六個商場獨家發布。展覽以「恒星計劃 DIMOO SPACE JOURNEY」為主題，炮製一連串精彩活動、抽獎及消費獎賞，顧客有機會贏取多款限量版精品。「恒隆會」會員更享有多項專屬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.

瀋陽皇城恒隆廣場
Palace 66, Shenyang



濟南恒隆廣場
Parc 66, Jinan



▲ 副董事一租務及物業管理梁旭明先生(右四)與來自天津恒隆廣場和濟南恒隆廣場的同事主持「恒星計劃 DIMOO SPACE JOURNEY」開幕禮
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"



▲ 於恒隆六個商場獨家發布的DIMOO限定形象盲盒
Unique DIMOO icon blind box made exclusively available at six Hang Lung malls

無錫恒隆廣場
Center 66, Wuxi



天津恒隆廣場
Riverside 66, Tianjin



昆明恒隆廣場
Spring City 66, Kunming



大連恒隆廣場
Olympia 66, Dalian





上海恒隆廣場 Plaza 66, Shanghai

甜甜蜜蜜 延續繽紛夏日

Sweet Summer
Brings You a
Colorful Summer



繼「愛與你一起」後，上海恒隆廣場延續夏日熱情，開啟一連串以「甜蜜當夏」為主題的推廣活動，有甜品車、樂隊表演及多個工作坊，不但全方位照顧你的味蕾，亦為你帶來震撼的視聽享受，加上豐富的夏日禮遇和新店開幕，為大小朋友帶來無限歡樂！

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!



上海港匯恒隆廣場 Grand Gateway 66, Shanghai

「潮流實驗室」帶你探索城中綠洲

Let's Explore the Oasis at Our Style Lab Event

今個盛夏，港匯恒隆廣場散發炎炎夏日氣息。商場舉辦的「潮流實驗室」採用「綠色」及「沙漠植物」元素為主題，在南北座之間設置了許多大型互動裝置，例如巨大的仿仙人掌及沙漠花卉，讓你猶如置身於城市中的一片綠洲，遠離繁囂的大自然中放鬆心情。活動更配合多個有趣的主題裝置讓顧客可盡情拍照，加上多個奢侈和流行品牌陸續開幕，港匯恒隆廣場是消費者必到的打卡勝地。

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.



瀋陽市府恒隆廣場 Forum 66, Shenyang

名車與藝術 發放盛夏精彩

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

瀋陽市府恒隆廣場於6月和7月舉辦了兩個賞心悅目的活動，讓你的眼睛飽覽奢華氣派與藝術風采。打頭陣的是豪華品鑑展覽，多款世界頂級豪華房車品牌齊集於商場中庭，在耀目燈光照耀下展現不凡氣派，參加車展的指定客戶更可享有多項禮遇。緊隨其後的有「鑒年絲光·藝術之夏」絲巾藝術展，跨界藝術家打造全場十大藝術主題展區，展現不同種類的藝術風格。

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.



豪華品鑑展覽
Luxury Car Show



「鑒年絲光·瀋陽市府
恒隆廣場藝術之夏」藝術展
Forum 66 Art Summer



一頓美味好餸 盛載滿滿溫暖和愛心

A Delicious Meal Delivering Heartfelt Warmth and Goodness



在香港這個物質充裕的社會，一天三餐溫飽，營養均衡看似是理所當然，但對於一些基層家庭而言，一頓晚餐有菜有肉卻是一件非常奢侈的要求，他們更會為此高興到流淚。新型冠狀病毒疫情重挫香港經濟，失業率創十年新高，公司從「恒隆抗疫基金」撥款，與社企「好餸」合作，連同恒隆的義工積極參與，一同包裝新鮮有營養的餸包，更親身上門派發予來自本港14間社福機構及學校的有需要人士，包括低收入家庭、劏房戶、拾荒者和獨居長者等，讓他們有健康體魄應對疫情。是次合作除了體現恒隆關愛社群的精神外，亦令「好餸」的社區服務更添意義。

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.



▲「好餸」創辦人Eva Mak
Eva Mak, founder of "Delicious Express"

「好餸」簡介 Background of "Delicious Express"

「好餸」創辦人Eva原是一間琴行的老闆，她於數年前發現到馬灣有很多行動不便的長者鄰里對代購餸菜有相當大的需求，遂成立一支代購服務團隊服務區內的長者。團隊由起初五、六人擴展至逾30人。及後於2016年，Eva更衝出馬灣，成立社企製造新鮮餸包，聘用了低學歷及復康人士到工場工作，為他們提供就業機會，充分體現出社群共融、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.



與恒隆合作 Partnership with Hang Lung

今年新型冠狀病毒來襲，各行各業遭受衝擊，「好餸」等社企亦不能倖免。然而，憑藉Eva與團隊努力經營，加上堅持選用優質食材，造就了「好餸」與恒隆的合作機會。

This year, COVID-19 has created huge challenges for many companies as well as social enterprises such as Delicious Express. Nonetheless, Eva and her team have been determined to maintain their service and the quality of the food they provide, so have seized the opportunity to partner with Hang Lung to serve the community.



▲一眾恒隆義工在是次服務中能切身感受社會上弱勢社群的生活處境，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



◀由於基層家庭平日難以支付購買肉類的花費，故是次合作派發的餸包以肉類為主，並包含調味料，務求讓受助人士能簡單地烹調出一頓營養均衡的佳餚

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



▲義工親手將餸包送到有需要人士的手上，受惠者十分感激他們的辛勞及關心
Recipients of the food packs were grateful for volunteers' devotion and care



受助人士分享 Beneficiaries' Feedback

其中一個受惠家庭是一名持單程證來港兩年多的單親母親，在疫情期間失去工作，卻要獨力照顧12歲的兒子，承受沉重的生活開支。她在收到餸包時說：「今天領到排骨和雞肉，真的很開心。我們已有幾個月沒吃過排骨了，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）感謝恒隆的熱心幫助，解決其飲食需要，更重要是讓他感受到義工的關心，體會到人間有愛
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

義工感言 Volunteers' Reflections

「參加義工可以讓我認識社區，以及不同年齡、背景和階層的人，從而拓闊眼界及學習新知識。」——康怡廣場的同事義工譚嘉麗（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



◀義工Carrie（右）跟工場工作的殘疾義工慧玲（左）合作，一同包裝及派發餸包，體現傷健共融
Carrie (right) works with Wai Ling (left), a disabled worker in the processing factory, to pack and deliver food packs



「恒隆·築跡」計劃畢業典禮

打造未來社區學習空間

Hang Lung Young Architects Program Graduation Ceremony

Creating Community Learning Spaces of the Future



「恒隆·築跡」計劃創意設計比賽得獎隊伍，左起：亞軍——香港培正中學、冠軍——聖言中學、季軍——聖士提反書院
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

經過八個月的努力，第二屆「恒隆·築跡——年輕建築師計劃」的同學終於順利完成超過10,000小時培訓課程及設計比賽，展現出無比的創意及團隊精神。今屆畢業典禮已於7月4日首次以網上直播方式舉行，逾300位學生、學校代表、指導員及建築導師等透過網上平台參與，一同見證優勝隊伍的誕生。

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.

在今屆計劃的創意設計比賽中，各隊團隊需要提交一個以社區學習空間為題的設計方案，以促進知識創造和傳承，推動社區的持續發展。三隊得獎隊伍的作品各有千秋，大會評審甚至認為他們的水平可媲美大學生，讓他們喜出望外。

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.

得獎作品簡介

Brief Introduction of the Winning Proposals



冠軍：聖言中學 — 「活學悠堂」

Champion: Sing Yin Secondary School -
"Lively Learning, Vita lucundum Yautong"

冠軍隊伍的學生為油塘的海濱區設計一個以漁村為主題的學習空間，當中的碼頭設計和水上博物館更得到計劃顧問及評審之一，董事——項目管理梁鼎新先生的青睞。

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.

亞軍：香港培正中學 — 「代計劃」

First Runner-up: Pui Ching Middle School - *Gennections*

亞軍隊伍香港培正中學的學生以蜂巢作為靈感，以六角形的結構，於愛民邨的地塊構想出一個跨代屋方案，推動跨代共融的知識交流。

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.



季軍：聖士提反書院 — AREA 51

Second Runner-up: St. Stephen's College - AREA 51

季軍聖士提反書院把赤柱的美利樓納入其設計當中，形成了新舊合璧的退休村落。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.



參賽的同學被均異口同聲地感謝主辦機構恒隆地產及活現香港。聖言中學的陳學滔同學表示：「透過參與計劃，我和隊員有機會深入考察香港的獨特建築物，啟發了我們對城市的新看法——拉近人與社區之間的距離，打破彼此之間的隔膜，讓其融入社區並互相學習交流，才是社區的真諦。」

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."



與得獎同學對話 Short Dialogue with the Students

你認為致勝有何關鍵？

What do you think are the keys to success?

「首先是要主動，保持積極的態度，認真準備比賽；其次是要堅持，勇於解決難題，不輕言放棄；最後是組員要團結，方能成事。」——馮瑋穎，聖言中學

"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

在比賽過程中有甚麼領悟？

Have you gained any insight from the competition?

「就是每個人都有自己的短處，但我十分欣賞我的隊友勇於克服弱點，為這次比賽付出了不少。我很慶幸能跟他們合作。」——姚清源，聖士提反書院

"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

如欲了解更多有關「恒隆·築跡」計劃畢業典禮花絮，或觀看得獎隊伍的訪問片段，歡迎掃描以下二維碼，瀏覽計劃專屬YouTube頻道

Scan the below QR code to visit the program's YouTube channel for the highlights of the Graduation Ceremony and the videos featuring the winning teams



恒隆的全方位義工服務

Our All-round Volunteering Activities

社會福祉是恒隆營運和業務發展的基石。我們多管齊下貢獻社會，當中義工服務是我們服務社區上重要一環。公司「恒隆一心義工隊」在6月和7月於內地舉辦了多項義工活動，以下是精彩的活動回顧。

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.

上海恒隆廣場和瀋陽市府恒隆廣場

Plaza 66, Shanghai & Forum 66, Shenyang

上海和瀋陽的義工隊傾力參與環境保護活動，為6月5日的世界環境日出一分力。在上海，義工們合力美化社區垃圾房，提高市民城市綠化的意識，而瀋陽義工隊和他們的小朋友參加了環保手繪活動，親手繪製環保帆布袋和繪畫大自然水彩畫。

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.

上海恒隆廣場

Plaza 66, Shanghai



瀋陽市府恒隆廣場

Forum 66, Shenyang



濟南恒隆廣場

Parc 66, Jinan

濟南恒隆廣場義工隊夥拍商戶Olé精品超市、POP MART和湊湊火鍋於6月20日舉辦齊齊包粽日活動。約30名小朋友與其家長出席活動，一嘗親手包粽的滋味，與義工們歡度端午節。透過活動，他們不但對中華文化有更深入了解，亦進一步認識端午節的由來。

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.



大連恒隆廣場

Olympia 66, Dalian

在6月5日，大連恒隆一心義工隊舉辦了捐血日，迎接第十七屆世界捐血者日。這項充滿意義的活動一共獲得51位同事踴躍支持。

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.

大連恒隆廣場

Olympia 66, Dalian



武漢恒隆廣場和天津恒隆廣場

Heartland 66, Wuhan & Riverside 66, Tianjin

為感謝醫護英雄作出的貢獻，武漢義工隊和他們的小朋友親手製作小禮物和書寫感謝卡送予一班抗疫英雄。此外，義工隊亦為抗疫英雄舉辦了一場網絡研討會，與大家互動之餘，還分享了抗疫經驗和醫護知識。

而天津義工隊亦向在抗疫時期的社區義工送上絢麗綻放的花卉盆栽，表達他們的關懷。

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.



武漢恒隆廣場

Heartland 66, Wuhan



天津恒隆廣場

Riverside 66, Tianjin



濟南恒隆廣場

Parc 66, Jinan



誠邀各同事提交相片 贏取豐富獎賞

Call for Photo Submissions with a Chance to Win a Prize

《連繫恒隆》5月號「分享有賞」的反應踴躍，我們很高興宣布主題「難忘的盛夏」出色作品的得獎者。感謝各位同事的參與及恭喜得獎者！

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



#梁麗真 香港
#Julia Leung Hong Kong



#申崇屹 濟南恒隆廣場
#Shen ChongYi Parc 66, Jinan



#曹曉彤 市府恒隆廣場
#Cao XiaoTong Forum 66, Shenyang



#黃晶 武漢恒隆廣場
#Crystal Huang Heartland 66, Wuhan



#葉婷 濟南恒隆廣場
#Tina Ye Parc 66, Jinan



#王瑤 市府恒隆廣場
#Yuki Wang Forum 66, Shenyang



#薛琚 無錫恒隆廣場
#Toby Xue Center 66, Wuxi



#李素蓉 昆明恒隆廣場
#Sarah Li Spring City 66, Kunming



#李曉彤 皇城恒隆廣場
#Judy Li Palace 66, Shenyang

新型冠狀病毒令我們有較多時間留在家中，我們正正要利用這機會保持積極生活態度和規劃做運動的時間，保持身心健康。下期「分享有賞」的主題為「在家快樂做運動」，希望同事踴躍參與，推動大家一起做運動！下期的截止日期為8月31日（星期一），下午5時。同事可登入內聯網，瞭解參加方法詳情。

勝出者將於下期《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。

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.