

HORIZON Plus

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WHARF
Established 1886

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TURNING A NEW PAGE OF THE HONG KONG STORY

The success of Hong Kong as a world city did not happen over night. It is a collaborative effort from every member of the society, taking generations to achieve what the city has achieved today.

This year sees the 20th anniversary of Hong Kong as a Special Administrative Region of China. These two decades, however, did not come by easily. But the people of Hong Kong have demonstrated their patience and stamina, overcoming the obstacles one after another. As a corporation deeply rooted in Hong Kong, Wharf is committed to playing a key role in the growth and development of the city, investing not only in hardware and infrastructure but also our culture and the people, particularly our future generations.

At the tip of the Ocean Terminal sees a new extension added to this iconic piece of architecture, one of the city's favourite hangouts among the general public for the past five decades. Some new restaurants have been in operation. Check them out!

Since our announcement of The Murray, a luxury hotel converted from Murray Building, it has become one of the most highly anticipated hotel projects in Hong Kong. We are pleased to reveal more updates about the

development of The Murray ahead of its inauguration by end of this year.

We are also proud to showcase the best of Hong Kong in the Mainland China through our International Finance Square and Niccolo hotel debuts in Chongqing, and the business accomplishments of Chengdu IFS.

To show our commitment to the community, the malls put together special offers and The "Star" Ferry launched a Free Ride Day on 2nd July as celebratory events for the 20th anniversary of the Hong Kong SAR.

Young people are our future. This summer, we brought 20 awardees of this year's The Wharf Hong Kong Secondary School Art Competition to Beijing for an exclusive arts and cultural exchange. In the meantime, Project *WeCan*, our flagship Business-in-Community initiative, successfully held its annual Job Tasting Programme by offering nearly 180 secondary school students a two to four-week internship. We also helped students brush up their language proficiency through English *WeCan*. These initiatives have strengthened our commitment to groom our future generations.

We hope you enjoy this issue of *HORIZON Plus*.



永遠向前 永不停步

香港成功成為亞洲區金融及文化樞紐，並非一朝一夕的事。這是社會各界、經歷幾代人共同努力，才實現了今天的成就。

今年是香港成為特別行政區二十周年。然而，這二十年一路走來並不容易。我們的城市經歷過巨大起伏，但香港人表現出耐心和韌力，克服重重障礙。九龍倉植根香港，致力在香港發展中發揮關鍵作用，不僅投資於硬件和基礎設施，更投放資源於藝術，特別是栽培帶領香港邁向更光明未來的下一代。

海運大廈屹立香港五十載，是香港的地標，以及廣大市民的喜愛遊覽之地。位於海運大廈末端的延伸大樓擴建工程已經完成，一些餐廳亦已開業，詳情可細閱今期《HORIZON Plus》。

自宣布改建中環美利大廈成豪華酒店項目The Murray以來，已成為全港最受期待的酒店項目之一。我們很高興於此項目在年底開幕之前，向大家分享更多有關The Murray發展的最新消息。

在國內，集團亦為重慶國金中心和重慶尼依格羅酒店的開幕，以及成都國際金融中心的佳績感到自豪。

為慶祝香港回歸二十周年，集團旗下商場推出消費優惠，天星小輪亦於七月二日亦舉辦免費乘船日，與眾同樂。

集團深信年輕人是我們的未來。今年夏天，約二十名於九龍倉全港中學生繪畫比賽中得獎的青少年，前往北京參加特設的藝術及文化之旅。集團旗艦「社·企共勉」項目「學校起動」計劃，透過職場體驗計劃為近一百八十位中學生提供兩至四個星期的實習機會。英語學習計劃亦協助學生改進英語能力。這些項目大大加強集團對培育社會新力軍的信心。

希望您喜歡今期的《Horizon Plus》！

2017 INTERIM RESULTS ANNOUNCED IP DEMERGER IN PROGRESS

集團公布二〇一七年中中期業績 投資物業分拆正進行中

Wharf announced its 2017 interim results with a media briefing and an analyst briefing on 9th August 2017.

Results Highlights:

- Underlying profit increased by 22% to HK\$7,271 million.
 - Investment Properties (“IP”) were stable and turned in 66% of Group total.
 - Development Properties more than doubled to contribute 32% of Group total.
- Hotel & Logistics witnessed recoveries.
- Net debt reduced to HK\$21 billion for a 6.4% gearing ratio.
- Dividend per share increased by 10% to 64 HK cents.
- IP demerger (by distribution in specie) in progress.

Group Chairman and Managing Director Stephen Ng shared, “Following a strategic review announced in our 2016 final results announcement, the Company has submitted a proposal to the Hong Kong Stock Exchange in accordance with Practice Note 15, to demerge its wholly-owned subsidiary Wharf Real Estate Investment Company Limited (Wharf REIC) for a separate listing by way of introduction. The proposal has been approved by the Hong Kong Stock Exchange.”

Wharf REIC will primarily focus on investment properties in Hong Kong with a portfolio of six premium investment properties namely Harbour City, Times Square, Plaza Hollywood, Crawford House, Wheelock House and The Murray, in addition to the listed company Harbour Centre Development Limited. This portfolio, with about 11 million square feet of GFA, has a total value of over HK\$230 billion and an annual turnover of over HK\$13 billion. Subsequent to the date of Interim Report, Wharf REIC submitted an application for listing (Form A1) to the Hong Kong Stock Exchange on 4th September 2017.

The Group also completed its exit of CME business in mid-September.

九龍倉於八月九日公布二〇一七年中中期業績，並於同日舉行記者會及投資者簡報會。

業務摘要

- 基礎盈利增加22%至港幣七十二億七千一百萬元。
 - 投資物業穩定，佔集團整體66%。
 - 發展物業倍增，佔集團整體32%。
- 酒店及物流均錄得回升。
- 負債淨額減少至港幣二百一十億元；負債比率為6.4%。
- 股息增加10%至每股港幣64仙。
- 投資物業分拆（以實物方式分派）正進行中。

集團主席兼常務董事吳天海在會中表示：「本公司於二〇一六年全年業績公告內宣布策略性評估後，已按聯交所證券上市規則第十五項應用指引向聯交所提交建議，以介紹形式分拆其全資附屬公司九龍倉置業地產投資有限公司獨立上市，建議亦已獲聯交所批准。」

計劃中，九龍倉置業地產投資有限公司將會以香港投資物業為主，持有一個由海港城、時代廣場、荷里活廣場、卡佛大廈、會德豐大廈、The Murray六項優質投資物業及上市公司海港企業有限公司組成的組合。該組合共有約一千一百萬平方呎樓面面積，總值超過港幣二千三百億元，每年營業額逾港幣一百三十億元。於中期報告出版之時，九龍倉置業地產投資有限公司已於二〇一七年九月四日向聯交所提交了上市申請表（A1表格）。

集團於九月中旬亦已完成退出通訊、媒體及娛樂行業。

組合總值2300億
年營業額逾130億

九倉拆六物業上市 刺激股價急漲14%

繼早前出售九倉電訊和有線寬頻(1097)之後，九倉(004)再有重整資產的大行動。九倉昨日公布以介紹形式將集團6個香港主要投資物業分拆上市，該物業組合總值2300億元，每年營業額逾130億元。九倉主席吳天海表示，分拆香港主要投資物業上市，並非為集資或者減持，而是希望讓股東根據物業的價值，自行選擇增持或減持，他認為做法是合適，而分拆後集團亦無意增加總派息。記者 殷孝玲

受分拆物業上市的消息刺激，九倉昨日最高曾見80.15元，升14.7%，臨近收市升幅雖略為回落，但仍漲14%，收報79.65元。九倉今次將分拆其全資附屬公司九龍置業地產投資(九倉置業)獨立上市，建議亦已獲聯交所批准，而九倉置業正準備向聯交所提交上市申請。

九倉曾於今年3月初，公布全年業績時提及有意分拆旗下的投資物業上市，惟當時未有具體詳情。昨日公布中期業績，九倉再進一步披露分拆上市詳情，九倉將以介紹形式分拆九倉置業上市，九倉置業在香港持有6個投資物業，分別為海港城、時代廣場、荷里活廣場、卡佛大廈、會德豐大廈及The Murray，九倉置業同時持有同系上市公司海港企業(051)72%權益。而該6個物業組合，合共有約110萬平方呎樓面面積，總值超過2300億元，每年營業額逾130億元。

將主力中國投資物業

今次分拆投資物業上市的原因，吳天海表示分拆不是為了集資，同時也與市況好壞並無關係，而是希望讓股東根據物業的價值，自行選擇增持或減持。對於分拆的上市時間表，吳天海稱該集團會盡快準備好所需要的文件，惟能否成功分拆上市，不是九倉的控制範圍之內，而且上市的審批過程可能需要較長時間，故在業績報告中已提醒投資者相關風險。

對於分拆九倉置業上市之後，系內上市公司的分工，吳天海表示分拆完成後，母公司會德豐(020)的分工基本上不會有變化，仍主力投地、興建樓宇和售樓，九倉則將會集中於中國投資物業及發展物業，以及香港的物流和酒店管理。



吳天海(左三)表示，分拆後集團無意增加總派息。 盧江球攝

九倉分拆上市的六項投資物業

物業	簡介	物業	簡介
海港城	上半年整體收入按年增加4%，至46.65億元，是尖沙嘴最具盈利能力的商場之一	卡佛大廈	位於中環金融區，上半年的寫字樓出租率97%，商場樓面出租率96%
時代廣場	上半年整體收入按年跌1%，至14.15億元，是銅鑼灣商場建築群的核心	會德豐大廈	位於中環金融區，上半年的寫字樓出租率97%
荷里活廣場	上半年整體收入按年升6%，至2.87億元，九龍東其中一個主要商場	The Murray	位於中環，前身為美利大廈，正改建成奢華酒店，於今年底開幕

South China Morning Post · 10/08/2017

WHARF SHARES GAIN ON SPIN-OFF PROPOSAL

Company to isolate HK investment property assets from other units into a new enterprise

Shares of Wharf (Holdings), one of Hong Kong's biggest landowners, rose as much as 15 per cent yesterday after the company unveiled plans to spin off its core commercial assets.

Wharf said it was carving out six investment properties in Hong Kong with a market value of more than HK\$230 billion into a new entity named Wharf Real Estate Investment.

They are Harbour City and Times Square - Hong Kong's two biggest malls in shopping districts - and Plaza Hollywood, Crawford House,

Wheelock House and the Murray.

The spin-off proposal has been approved by the stock exchange, but Wharf Real Estate Investment is still "in the process of preparing its application" for a separate listing, Wharf said.

"The reason we want a spin-off is to separate the businesses," Wharf chairman Stephen Ng Tin-hoi said yesterday.

Ng said the company had "no intention to raise funds" through the planned spin-off. But this would mean that existing Wharf shareholders will be allocated 1,000 shares of the new listed entity for every board lot of 1,000 shares owned.

After the demerger, Wharf said it would focus on investment and development of properties on the mainland, as well as other Hong Kong real estate, logistics, and hotel management.

Shares of the property giant shot up 15 per cent to a record HK\$80.15 yesterday afternoon before closing at HK\$79.65. The company's market value climbed to HK\$242 billion, slightly above the valuation of its six investment properties.

"The spin-off plan would help Wharf unlock value from its mature Hong Kong assets with strong cash flows," said Raymond Cheng, a property analyst at CIMB Securities.

"It is good timing as luxury retail sales are rebounding in the city."

Cheng added that the surge in share prices reflected investors' bullish outlook on Hong Kong's retail market. Wharf also posted better-than-expected half-year results yesterday. Core profit rose 22 per cent year on year to HK\$7.27 billion, and the company declared an interim dividend of 64 HK cents per share, compared with 58 HK cents a year ago.

Total revenue was down 15 per cent to HK\$17 billion due to slower property sales on the mainland. Its core business, Hong Kong malls, saw revenue rise 4 per cent to HK\$6.68 billion.

WORLD CLASS DESIGNED OCEAN TERMINAL EXTENSION EMERGES

海運大廈擴建大樓二百七十度維港景觀 — 香港新地標蓄勢待發

屹立香港五十年的最大型全天候商場海港城，一直與時並進，多年來不斷改造空間、引入不同類型的新商戶及提升服務質素。踏入第五十一年頭，海運大廈延伸大樓的擴建工程已經開幕；其獨特的建築設計及二百七十度維港觀景台將成為香港的新地標。

位於海運大廈末端、樓高五層、三面環海的延伸大樓，總面積達十萬平方呎，由國際知名建築師事務所Foster + Partners設計。團隊利用新大樓於維港「中心」的獨特地理優勢，每層均設有寬敞的觀景台，免費開放予公眾，遊人於觀景台可飽覽二百七十度維港景色，把香港島與九龍半島兩岸的美景盡收眼簾。臨海的觀景台是欣賞香港日落和夜景的最佳位置。場內更有十一家海景餐廳及全新的郵輪碼頭出入境大堂，已開業的包括塚田農場、天穴、羲和雅苑及Paper Moon等，其他食肆亦於未來數月陸續開業。

海港城銳意把新擴建大樓打造成為香港市民及遊客必到的新景點，讓大家以全新角度、近距離體驗香港。

Shopping mall extension throws in the view for free



The extension of Ocean Terminal at Harbour City. Photo: Handout

Harminder Singh
harminder.singh@scmp.com

The city's biggest shopping mall is expanding to provide places to view the famous harbour and a permanent customs and immigration facility for cruise passengers.

Work on the five-storey extension to the western end of Ocean Terminal in Tsim Sha Tsui is due to be finished by the end of the year.

Each floor will feature a free observation deck, giving the public a 270-degree panoramic view of Victoria Harbour.

The work will add 100,000 sq ft of space to Harbour City, part of Ocean Terminal, which already

has around 2 million sq ft of floor space and 450 shops.

Temporary customs facilities had been erected until now whenever a ship docked at the 51-year-old retail hub.

"There will also be a proper loading area for cruises," an Ocean Terminal spokeswoman said.

None of the tenants in the extension would house shops and it would be strictly limited to restaurants and other dining facilities, she added. Ocean Terminal, located next to the Star Ferry's Tsim Sha Tsui pier, opened in March 1966.

It was the world's first marine pier integrated with a shopping centre and Asia's first US-style shopping mall.

South China Morning Post • 11/07/2017

HARBOUR CITY VIC CLUB PROVIDES THE MOST EXCLUSIVE EXPERIENCE TO MEMBERS

非凡體驗盡在海港城VIC CLUB

Since its re-launch in 2015, VIC Club has spared no effort in transforming the shopping and dining journey of Harbour City's Very-Important-Customers (VICs) into the most exclusive, enjoyable and memorable experience. VIC Club reached the 10,000th member milestone. Over the past six months, more than 40 events were organised.

Over 200 tenants participated in the year-round loyalty programme while various brands and partners co-hosted by invitation only events, such as Michelin-starred dining experience, private appointments and workshops with the most coveted international brands and wine tasting nights. Young professionals, customers with sophisticated tastes and key opinion leaders were offered inspirational, unique and refined VIC experience.

自二〇一五年起，VIC Club不斷為海港城尊貴客戶提供連串獨家非凡禮遇及購物體驗。VIC Club成員人數已達到一萬人的里程碑。今年上半年，VIC Club已舉辦超過四十個活動。

超過二百個商戶參加了全年的尊貴客戶計劃，並與多個品牌及夥伴合作舉辦私人聚會，包括米芝蓮餐飲體驗、國際知名品牌的私人預售及工作坊，以及品酒活動，為年輕專業人士、富高雅品味的客戶和關鍵意見領袖帶來精緻、非凡及獨特的尊貴客戶體驗。



GROUP MALLS CONTINUE TO RAISE THE BAR ON SHOPPERTAINMENT

集團商場繼續提升購物體驗新標準

With the innovative art and promotion campaigns, and openings of renowned new shops in our cutting-edge malls on both sides of Victoria Harbour, the Group continues to provide unparalleled “shoppertainment” experience to visitors.

Harbour City brings Hong Kong people a “bubbly” summer

Harbour City launched “Bubble Up” public art project in August featuring contemporary Japanese artist Shinji Ohmaki with his first solo art exhibition “Memorial Rebirth” in Hong Kong. Gallery by the Harbour also hosted Ohmaki’s “Echoes Infinity” Exhibition at the same time. On the other hand, a giant bubble dome was set up at the Atrium of Ocean Terminal. Kids had fun inside the bubble dome and joined various workshops during weekends. Proceeds from the “Love Bubble” charity sale cart was donated to “Early Psychosis Foundation”.

集團位於港九兩岸的商場，繼續不斷舉辦多項精彩獨特的展覽，同時引入知名商店，為顧客提供無可比擬的購物娛樂體驗。

海港城「Bubble Up」公共藝術展幻化維港

海港城於今年八月舉辦「Bubble Up」公共藝術展，邀請到日本當代藝術家大卷伸嗣，將其代表作「Memorial Rebirth」裝置藝術首次移師香港，於海港城海運大廈露天廣場舉行二十場快閃藝術裝置表演。大卷伸嗣更特別設計了一個共六層、高三米的泡泡金字塔，安裝於露天廣場中央。四十五部泡泡機以不同方向和高度，在維多利亞港的美景下，每天發放約一千萬個泡泡。「海港城美術館」同期舉行大卷伸嗣「Echoes Infinity」藝術展。海運大廈中庭亦開設「童步泡泡樂園」，讓小朋友於周末參加不同工作坊，更在直徑六米高的透明巨型泡泡內玩轉沙灘波，而「愛心泡泡」慈善義賣車所得收益則撥捐「思覺基金」。



Salvatore Ferragamo reopens its flagship on Canton Road

Salvatore Ferragamo reopens its flagship store on Canton Road. Fully renovated with a fresh and contemporary design, it holds a complete range of Men's and Women's collections including the series of "Creations", small leather items, ready-to-wear, silk accessories, eyewear, perfumes and watches.

Salvatore Ferragamo 廣東道旗艦店重新開幕

意大利高級品牌Salvatore Ferragamo位於廣東道的旗艦店已重新開幕，新店配以當代設計煥然一新。專門店男士及女士產品種類齊全，包括「Creation」系列、皮具、服飾、絲品、太陽眼鏡、香水及腕錶等產品。



Moncler opens its new Asia Pacific flagship at Harbour City

Located at Hong Kong's most prestigious shopping mall, Moncler's new Asia Pacific flagship at Harbour City covers approximately 5,300 square feet, making it the largest single floor retail store of Moncler. The exterior of the store, in line with the interior concept, is decorated with white Calacatta marble and burnished brass, as well as large display windows facing both Canton Road and the inside of the Mall, welcoming customers to the haute montagne world of Moncler.

Moncler 全新亞太區旗艦店進駐海港城

Moncler位於海港城的亞太區全新旗艦店面積超過五千三百平方呎，是Moncler歷來規模最大的單層零售店鋪。外觀與內部的設計皆以白色卡拉卡塔網紋大理石，配搭拋光黃銅為主調。偌大通透的落地櫥窗分別面向廣東道和海港城內部，向顧客展現Moncler源自法國冰川的顯赫淵源。



LEGO® at Times Square provides exclusive experience to fans

To celebrate the opening of LEGO® Store at Times Square, LEGO® Minifigures were placed everywhere in the Mall, including the first LEGO® Minifigure Scanner in Greater China at the 2nd floor Atrium. The store covers about 4,000 square feet. In addition to the exclusive LEGO® Store products, the first Digital Play Table in Hong Kong, a 3-metre high and 1.5-metre wide LEGO® Mosaic Wall at the main entrance shows a variety of Hong Kong characteristics including dim-sum and Russell Street tram depot display which was the predecessor of Times Square.



LEGO® 時代廣場新店為全港樂高迷帶來獨家玩樂體驗

為慶祝LEGO®於時代廣場的新店開幕，不同造型的LEGO®Minifigure進駐商場各個角落，當中最特別的要數設置於商場二樓大堂、大中華區第一部LEGO®Minifigure Scanner。店舖總面積約四千呎，除各種LEGO®Store獨家產品外，還設有全港首張Digital Play Table、掛在正門的一幅高三米、闊一米半，介紹多款香港地道美食的樂高馬賽克畫，以及展現時代廣場前身羅素街電車廠的大型展覽陳列櫃。

Facesss opens at Times Square

Facesss is committed to searching for the world's latest and greatest beauty products and professional services to their customers. The new Facesss in Times Square gathers more than 30 global renowned beauty counters, some of which are first-time to Hong Kong and Facesss-exclusive, providing personal services to meet individual needs.

時代廣場Facesss正式開幕

Facesss致力為走在潮流前線的千禧世代搜羅全球最新最潮的美容產品及專業服務。全新開幕的時代廣場Facesss雲集逾三十間國際知名美容專櫃，當中更有不少全港首創及 Facesss 獨家的美容專櫃，貼心照顧顧客的個人化需要。



WHARF HOTELS THE NEW IDENTITY FOR NICCOLO AND MARCO POLO HOTELS

尼依格羅及馬哥孛羅酒店正式納入「九龍倉酒店」旗下

Niccolo and Marco Polo Hotels were officially grouped under Wharf Hotels Management Limited ("Wharf Hotels"). In line with its vision to expand their hotel footprint in Asia Pacific, the new name allows for differentiated and defined strategies to be developed for both brands. The naming convention for Niccolo and Marco Polo operating hotels will remain unchanged. Wharf Hotels currently manages 15 hotels in China, Hong Kong and the Philippines under the new luxury brand Niccolo Hotels and the iconic legacy brand of Marco Polo Hotels, another four hotels are under development which will bring the portfolio to 19 hotels upon completion.

Newcomer upbeat as it checks into top hotel market

Wharf Hotel chief says The Murray at HK\$4,000 per night will bring a touch of majesty to Central

Raymond Cheng

Competition among Hong Kong's luxury hotels is heating up as a newcomer enters the fray and hopes to cross swords with two major players even as the city faces a current tourism downturn.

Wharf Hotel, the hotel arm of property developer Wharf Holdings, has come on board with a brand it started from scratch called Niccolo, which already has properties in other cities.

The hotel line is now set to compete locally with iconic home-grown brands such as The Peninsula and Mandarin Oriental, according to Wharf Hotel president Dr Jennifer Cronin.

The first Niccolo property in Hong Kong later this year will be The Murray, a 336-room five-star hotel in Central, which will be converted from the colonial-era government office Murray Building.

Cronin said each room of The Murray will cost about HK\$4,000 per night.

The landmark Peninsula in Tsim Sha Tsui costs at least HK\$3,780 a night while the Mandarin Oriental in Central charges a minimum of HK\$3,800 a night, according to their websites.

"The Peninsula and the Mandarin Oriental started in Hong Kong and have grown into top international hotels - this is what Niccolo is planning to do," Cronin said in an exclusive interview with the *Post*.

Wharf Hotels, which has a 14-strong property portfolio in Asia, positioned Niccolo as a high-end brand, while its existing Marco Polo hotels will be classified as upper-middle range to differentiate its products from rivals, she said.

In addition to spacious, elegant rooms - designed by famed architect Norman Foster's firm - and top restaurants, a special feature of The Murray will be an outdoor venue available for various functions.

尼依格羅與馬哥孛羅酒店正式納入九龍倉酒店管理公司（「九龍倉酒店」）旗下，新安排可更有效地確立尼依格羅及馬哥孛羅酒店兩個品牌的發展策略。兩個品牌營運的酒店，其命名定位將維持不變。此舉有助集團擴展亞太地區的酒店業務。

九龍倉酒店旗下的尼依格羅及馬哥孛羅酒店目前在中國、香港及菲律賓管理十五間酒店。另集團現正積極籌備四個全新酒店項目，令日後的酒店數目增至十九間。

九龍倉酒店總裁高康琳博士表示：「九龍倉酒店涵蓋尼依格羅與馬哥孛羅酒店的獨特品牌，讓我們進一步加強品牌定位，探索新的發展機遇。」她補充說：「馬哥孛羅酒店在區內已佔一席位，而新品牌尼依格羅酒店，靈感源自當代都市的精品奢華酒店，亦於未來十八個月內從一間增至五間。集團將持續發掘潛在的機遇，拓展酒店網絡。」

336

Number of rooms in five-star hotel The Murray, which will each cost about HK\$4,000 per night

among top hotels in the city.

"There are currently about 75,000 hotel rooms in Hong Kong, which will grow to about 90,000 in 2019. But there is a shortage of room supply in the central business district," Yiu said.

"The pie is growing in both developing countries and in China, where there are more and more affluent customers," he said. "The growth will be in the Mice (meetings, incentives, conferences and exhibitions) area. Accommodation for people on business travel is about status. There is a big difference in perception between staying at a five-star hotel compared with a three-star."

On the regional front, Niccolo already has hotels in Chengdu and Chongqing in China, and is planning to open other branches in Changsha and Suzhou.

The Suzhou property will be a fish tail-shaped skyscraper designed by architectural firm Kohn Pedersen Fox, which was behind Hong Kong's 118-storey International Commerce Centre in West Kowloon.

Cronin said Asia would be the initial focus of overseas expansion. "We are also studying Tokyo and Singapore," she added.

"Events could range from a special wedding to a fashion show, or a luxury car launch, with the white facade and majestic arches of The Murray in the backdrop, and St John's Cathedral on one side, and Hong Kong Park on the other," Cronin said.

Wharf bought the land and the former government building for HK\$4.4 billion in 2011.

"Marco Polo was well known for his China travels, but it was his father, Niccolo, who first went to the Middle Kingdom," she said, explaining the inspiration behind the brand's name.

Yiu Si-wing, a legislator for the tourism sector, said developing a new premium brand was feasible despite the tight competition

THE MURRAY A NEW DIAMOND IN HONG KONG

豪華酒店項目THE MURRAY隆重登場



The Murray, the city's newest five-star hotel, is expected to open later this year as part of the Conserving Central project. Illustrations: Handouts

Five-star hotel in Murray Building books top architects

Raymond Cheng
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The design of a new five-star hotel at the former Murray Building has involved world-famous architect Norman Foster and the original architect, who is now 90 years old.

Close to the Bank of China Tower, the US embassy and Hong Kong Park, the building used to house various government departments.

Duncan Palmer, managing director of The Murray, the new hotel, said it was important to engage the original architect, Ron Phillips, who designed the building in the late 1960s for the colonial government.

The site and the building cost developer Wharf Holdings HK\$4.4 billion in 2011. The firm then spent about HK\$3.4 billion

on developing the premises into the 336-room hotel, which will open later this year.

"I went down to [Phillips'] apartment in Eastbourne [in England] to spend time with him to understand the DNA of his design thoughts," Palmer said.

"He looked at the floor plans and made sure they translated well in terms of getting light into the bedrooms," said Palmer, who has worked for the Mandarin Oriental Hotel Group and The Savoy in London. The Murray was positioned at the level of the Four Seasons Hotel Hong Kong.

He said Phillips offered his "ethos and spirit", which have been adopted by project designer Foster and Partners, and Foster had playing an important role in the project.

"I think Foster, who was designing in the 1960s around the

same time as Phillips, has the empathy," Palmer said. "He has had a hand in the overall design. You will see in the final product... the furniture pieces, chairs, tables and iconic individual pieces."

The Murray is part of the Conserving Central project, which aims to preserve what remains of the historic heart of the city.

The Murray is part of the

I expect demand will be strong, especially from exhibition visitors

YU SI-WING, LAWMAKER

Niccolo Group under Wharf Hotels, which owns Marco Polo Hotels and its three establishments in Tsim Sha Tsui.

Dr Jennifer Cronin, head of Marco Polo, is also president of Niccolo.

The Murray will add to the supply of premium rooms in Central. The landmark Mandarin Oriental and Four Seasons opened in 2005, but the Hilton, Furama and Ritz-Carlton closed to make way for offices.

"Hong Kong has over 70,000 hotel rooms now and there will be about 95,000 in 2019, so there is plenty of supply," Yiu Si-wing, lawmaker for the tourism sector, said.

"But since The Murray is right in the heart of the business district, I expect demand will be strong, especially from exhibition and convention visitors."

South China Morning Post · 26/06/2017

前身為美利大廈的豪華酒店項目The Murray定於今年年底開幕，將成為中環舉辦活動及餐飲之首選。

全球知名設計事務所Foster+Partners在重新設計酒店時細心參考美利大廈的歷史，保留三層高宏偉拱廊下、環繞大樓底部的車道，將其改造成坐擁香港公園及聖約翰座堂開揚景觀、可容納超過五百位賓客的半露天活動場地The Arches。鄰接拱廊下的Cotton Tree Terrace佔地近一千四百平方呎，提供可容納過百位賓客的休閒活動場地。酒店花園樓層則設有面積超過一千六百平方呎的精緻典雅庭園The Murray Lawns，優美的戶外空間可款待超過一百二十位賓客，為舉辦晚會及私人派對的理想場地。賓客亦可從二樓多功能會議廳飽覽城市景觀，其著名的嵌入式窗戶採納大量天然光，適合舉辦一系列商務會議、研討會及小型團隊會議。

位於二十五樓的Niccolo Room以細膩簡約的淨色調配上金色飾面，完美演繹尼依格羅品牌當代都市時尚生活風格，可舉行容納三百六十人的雞尾酒會，為酒店最大的宴會場地。頂層更設有酒吧餐廳Murray On The Roof，坐擁環抱山頂及醉人城市的壯麗景觀，將成為城中餐飲熱點的矚目新星。

享負盛名的高級粵菜品牌福臨門酒家集團亦將於酒店開設粵菜食府國福樓，並於今年年底與The Murray同時開幕。國福樓是福臨門集團旗下的精品粵菜品牌，自二〇一三年起連續五年榮獲《米芝蓮指南香港澳門》一星之美譽。餐廳庭院設有寬敞開揚的露天雅座，讓賓客可在木棉古樹下享用佳餚，感受酒店集高雅時尚與歷史韻味於一身的氣氛。



The Murray recently held a wedding show at Lane Crawford store The Murray 近日於連卡佛店內舉辦婚禮展

MODERN TERMINALS WELCOMES MADRID MAERSK — ONE OF THE WORLD'S LARGEST VESSELS

巨型貨櫃船 MADRID MAERSK 靠泊現代貨箱碼頭

Madrid Maersk, one of the newest-generation Triple-E vessels from Maersk Line and one of the largest container vessels in the world, berthed at Terminal 9 of Modern Terminals in July, marking a new milestone for both the terminal operator and the Hong Kong port.

Peter J Levesque, Group Managing Director of Modern Terminals said, "With a capacity of over 20,000 TEUs, Madrid Maersk's maiden call at Modern Terminals highlights the operating capabilities of the port as an international maritime hub and reinforces Modern Terminals' competitiveness as a major player in the Region."

"This is an exciting moment for Modern Terminals having made significant investments in quay and landside infrastructure over the past two years to cater for the next generation of mega vessels. We have also been actively exploring new and innovative ways to gain additional operating efficiencies across the port, in order to provide greater value to global carriers when they call Hong Kong." Levesque shared.

馬士基航運有限公司最新一代的Triple-E貨櫃船 Madrid Maersk於七月靠泊現代貨箱碼頭。Madrid Maersk為全球最大貨櫃船之一，停泊於九號（南）碼頭，標誌著碼頭營運商及香港港口踏入另一新里程。

現代貨箱碼頭集團董事總經理李國維表示：「可承載超過二萬個標準箱的Madrid Maersk首航至香港，突顯出香港作為國際航運樞紐所具備的處理能力，同時亦增強現代貨箱碼頭作為亞太區主要碼頭營運商的競爭力。」

李氏續說：「這對現代貨箱碼頭而言是一個令人欣喜的時刻，我們於過去兩年積極投資於碼頭基建及有關設備，以配合新一代巨型貨櫃船的需求。我們亦致力發掘創新的方法，進一步提升碼頭的營運效率，為環球航運公司於香港掛靠時提供更高的價值。」



GROWING WITH HONG KONG

與香港同行

Over the past 20 years, Wharf has grown with Hong Kong and excelled in business development and Business-in-Community pursuit. As a long established company with over 130 years of history, Wharf is committed to building a better Hong Kong with its long standing mission of "Building for Tomorrow". The Group continues its business and value creation effort while striving to give back to society and contribute to a brighter tomorrow for Hong Kong.

To mark the 20th anniversary of Hong Kong SAR, The Group's three malls launched "20th Anniversary Special Offers" to customers. The "Star" Ferry who is celebrating its 120th anniversary in 2018, also held a Free Ride Day on 2nd July. The HKSAR 20th Anniversary exhibitions were held at Ocean Terminal, Times Square and Plaza Hollywood from August to September.



香港回歸二十年，九龍倉與香港一起成長，在業務拓展和實踐企業社會責任方面均表現卓越。作為一間擁有超過一百三十年悠久歷史的公司，九龍倉多年來恪守「創建明天」的理念，致力為香港作出貢獻。展望未來，集團會繼續積極拓展業務及創優增值，同時亦不忘實踐企業社會責任，回饋社會，開創更美好明天。

同慶香港回歸二十年，集團旗下三個商場推出消費優惠慶回歸，而天星小輪亦於七月二日舉辦「天星小輪免費乘船日」，讓乘客於當日可免費乘船，並賀天星將於二〇一八年踏入一百二十年。「香港特別行政區成立二十周年巡迴展覽」亦於八月至九月期間分別在海運大廈、時代廣場及荷李活廣場舉行。

A promotional poster for the 20th Anniversary Special Offers. The poster features the Wharf Group logo at the top right, the text '回歸二十周年消費賞' (20th Anniversary Special Offers), and a large '20' in the center. Below the '20' are three colorful buildings representing Times Square, Plaza Hollywood, and Harbour City. The text below the buildings reads: '顧客於2017年7月1及2日於海港城、時代廣場及荷里活廣場任何商戶消費滿HK\$200，即可換領指定商戶現金禮券乙張(數量有限，換完即止)。' and '活動受有關條款及細則約束，詳情瀏覽各商場網頁或參閱各商場內宣傳海報。' At the bottom, there are contact details for each mall: Times Square (2110 8866 | www.harbourcity.com.hk), Plaza Hollywood (2110 8011 | www.plazahollywood.com.hk), and Harbour City (2110 8000 | www.timesquare.com.hk). The Wharf Group logo is also present at the bottom.

A NEW LUXURY LANDMARK CHONGQING IFS DEBUTS

奢華新地標 重慶國金中心已華麗亮相

Located at the centre of Jiangbeizui, the new central business district in Chongqing where the Yangtze River meets the Jialing River, Chongqing International Finance Square (Chongqing IFS) debuted on 15th September. Chongqing IFS is the largest integrated development project in the area. With a gross floor area of 660,000 square metres, it comprises an iconic 300-metre landmark tower, a 114,000-square-metre retail mall and four towers atop, covering Grade A offices and the upscale Niccolo hotel. Positioned to be a boutique-sized Harbour City, Chongqing IFS is set to be the city's new landmark for one-stop luxury shopping, dining, entertainment and unparalleled lifestyle experience.

The premier shopping mall is home to over 170 shops and 80 international brands, of which 20 are debuts in Chongqing, namely Dior, Fendi and Valentino, etc. Other flagship stores of top-notch international brands include Louis Vuitton, Gucci, Versace, Dolce & Gabbana, Bottega Veneta, Armani and Salvatore Ferragamo. Chongqing IFS will provide customers with the best retail offerings and shopping experience in town.



九龍倉集團重慶國金中心開幕

九龍倉集團有限公司在內地打造國金中心系列進展良好，繼成都國際金融中心及無錫國金中心後，重慶國金中心（Chongqing International Finance Square，簡稱重慶IFS）已開幕。開幕典禮當日由九龍倉集團有限公司第一副主席周安橋、副主席李玉芳及董事陳國邦、九龍倉中國置業有限公司營運總經理侯迅、中國海外發展有限公司主席顏建國、副總裁張一及郭勇、中國海外地產重慶有限公司總經理蔣曉洲等主持，與一眾來賓見證新地標的誕生。

重慶IFS由九龍倉與中國海外發展有限公司攜手打造，是重慶最新中央商務區江北區規模最大的綜合發展項目。項目總建築面積為六十六萬平方米，涵蓋一座地標性的三百米高塔樓、一個面積達十一萬四千平方米的商場及建於商場平台上的四幢大樓，當中包括城中最高的天際豪華酒店重慶尼依格羅酒店及甲級寫字樓，被譽為精品版海港城。

商場部分樓高三層，現時超過九成的樓面面積已經承租及與主要租戶及多個行業的大型企業洽租中。

同時，九龍倉酒店於內地第二間尼依格羅豪華



▲開幕典禮由九龍倉集團有限公司第一副主席周安橋（左七）、副主席李玉芳（右八）、董事陳國邦（左五）、九龍倉中國置業有限公司營運總經理侯迅（右六）及中國海外發展有限公司主席顏建國（左八）、副總裁張一（左六）及郭勇（右七）、中國海外地產重慶有限公司總經理蔣曉洲（左四）主持。

酒店——重慶尼依格羅酒店亦已開業。酒店坐落重慶IFS一號樓五十二至六十二樓，設有二百五十二間典雅別致的客房，包括二十一間套房。

首間尼依格羅酒店於2015年在成都開業，繼重慶尼依格羅酒店的開幕，集團位於香港的旗艦

酒店The Murray亦將在今年年底開業。長沙和蘇州的项目也會於2018年陸續開幕，實現了集團在四年內從一間尼依格羅酒店發展到五間的大計。

（網頁：www.wharfholdings.com）

明報，20/09/2017

CHENGDU IFS LEADS THE PACK THREE YEARS IN A ROW

成都IFS表現連續三年領先 傲視同儕

According to Chengdu Retail Business Association, Chengdu International Finance Square (Chengdu IFS), one of the flagship developments by Wharf, leads the pack among Chengdu peers in operating performance in the first half of this year. Chengdu IFS operating performance increased year on year since opening in 2015. Chengdu IFS achieved robust retail sales growth which made it a big leap in the ranking from 25th to 9th among the shopping malls in major cities.

Offering consumers a better shopping experience maybe the key to success. With more than 300 of the world's most coveted brands anchored at Chengdu IFS, the Project is considered the leader in high-end shopping centres with a group of stable VIPs.

Chengdu IFS has carried out a host of outstanding marketing activities including the Light Rose Garden public art exhibition, "BE HERE FOR YOU" Christmas exhibition and so on. Most recently, Chengdu IFS transformed the Sculpture Garden into an enormous "We're All Smurfs!" village, displaying ten classic scenes of the comic. A Smurf Museum, a pop-up store as well as a four-metre high giant Smurf were also set up, providing visitors a truly "Smurf" experience.

九倉成都IFS經營業績三年稱冠

【大公報訊】記者李兵成都報道：據成都市零售商業協會公開的數據顯示，港資九龍倉（00004）發展的成都國際金融中心（IFS），以及遠洋商業與太古地產發展的成都遠洋太古里，今年上半年經營業績分列成都主要商業綜合體第一、二名，而IFS更是連續三年領跑。

IFS今年上半年的經營業績為21.24億元（人民幣，下同），成都遠洋太古里則為15.29億元，分列成都主要綜合體第一、二名。2016年兩者經營業績則分別為38.5億元、27.38億元，2015年分別為32.9億元、15.38億元，過去三年間，不僅業績大幅增長，且穩居第一、二名。

相對近年內地百貨業出現「關店潮」，傳統商業地產似乎步入寒冬，港資商場卻逆市增長，給予

消費者更佳的體驗或許是成功因素。「成都是休閒之都，成都人愛體驗新生活，樂於為消費買單。」IFS工作人員介紹，IFS引進300多家國際一線品牌，成為成都高端購物中心的代表，形成一批穩定客源。成都遠洋太古里亦推行此策略，持續更新品牌，增強客流的吸納力，不斷刺激消費增長。

「IFS以高端時尚為主打，太古里以休閒享樂為主打，兩者實現差異化經營。」業內人士認為，兩者各有特色，共享區位和人氣優勢，從而實現了共贏。

近年來，IFS曾開展過Light Rose Garden玫瑰燈海園·成都站活動，與香港小黃鴨合作推出「BE HERE FOR YOU聖誕奇妙遇見」等。

大公報，16/08/2017

2016年中国主要城市大型商场零售额排行榜			
排名	商场名称	零售额 (亿元)	同比增长 (%)
1	北京---	496	20.1
2	南京---	276	16.1
3	深圳---	243	7
4	杭州---	191	15.8
5	上海---	184	20.4
6	三亚---	151	27.9
7	广州---	148	-2.8
8	西安---	111	28.8
9	成都IFS国金中心	38	18.8
10	武汉---	37	16.8

資料來源：中商產業研究院

AWARDS & RECOGNITIONS

獎項殊榮

The Wharf (Holdings) Limited

Wharf and its business units received a number of awards in recent months:

- "Fifth Top Donor of the Year Award (Companies, Organisations & Individuals Category)", "Distinguish Award" in Corporate & Employee Contribution Programme 2016/17 and ranked the 9th among "Top Ten Fund-raisers" in Dress Casual Day 2016 by The Community Chest (photo 1)
- The Caring Company logo 2016/17, including "15 Years Plus", "10 Years Plus" and "5 Years Plus" logos
- Ranked among Top 66 in the "Top 100 HK Stocks" by Tencent and Finet
- Nine companies under Wharf Estates / Wharf China Estates were awarded "Manpower Developer Award 2013-19", "Happy Company 5+", and also "Family-Friendly Employer 2015/16" and "Award for Breastfeeding Support 2015/16"
- "Gold Award for Volunteer Service" of Wharf Estates Limited by the Social Welfare Department "Volunteer Movement" for the fourth consecutive year



1

Harbour City

Harbour City garnered a number of awards with "We're all Smurfs!" Art Exhibition:

- "Traditional Marketing" Gold Award at ICSC China Shopping Centre & Retailer Awards 2017 (photo 2)
- "Merit in Creativity" and Silver Award in "New Media / Digital Communications" category at The 3rd Hong Kong Public Relations Awards
- Gold Award for "Creative Communication" at The 8th Golden Mouse Digital Marketing Award
- Bronze Award for "Best Idea – Events" and Silver Award for "Best Use of Digital" at The MARKies Awards 2017
- Bronze Award for "Excellence in Design (Special Projects – Integrated Campaign)" at ASTRID Award 2017
- Style Up BE@RBRICK at Harbour City won "Best Event (CSR)" award in The Marketing Events Awards 2017
- Ranked the top three in the Shopping Mall category and awarded "Hanson Excellent Award" as well as "Best Energy Saving Plan Award" in the cross category in Energy Saving Championship Scheme 2016



2

Times Square

- "Best Cultural Event" and "Best Outdoor Events: Arts, Leisure and Entertainment" awards in The Marketing Events Awards 2017 with "Celebrate Chinese New Year with Cantonese Opera" exhibition (photo 3)



3

Plaza Hollywood

- “Top 25 My Favorite Shopping Malls Events” award at Shopping Mall Awards 2016-2017 by *Hong Kong Economic Times* (photo 4)

Gateway Apartments

- Silver Award in the “Hotels and Recreation Clubs” sector at the 2016 Hong Kong Awards for Environmental Excellence

Pacific Club

- Certificate of Merit in the “Hotels and Recreation Clubs” sector at the 2016 Hong Kong Awards for Environmental Excellence

Chengdu IFS

- “Traditional Marketing” Silver Award in ICSC China Shopping Centre & Retailer Awards 2017 with “Light Rose Garden” exhibition (photo 5)
- “Chengdu IFS x Kung Fu Panda 3” campaign won the “Best Location-based or Experiential Initiative of the Year” in Asian Licensing Awards 2016 by International Licensing Industry Merchandisers' Association (LIMA)

IFS Residence

- “The Best Luxurious Serviced Apartment in China” award in China and Tourism and Hotel Awards (photo 6)

Wheelock Square

- “5C Quality Award” , “Luxury Attitude Award 2017” and “Award of Merit in Service” by Golden Key International Alliance (GKIA) in 2017 (photo 7)
- “Office Team of the Year” award in the first-ever RICS Awards in China hosted by Royal Institute of Chartered Surveyors

Wharf Hotels

- Niccolo Chengdu was selected the “Best Business Hotels” in the “2017 Condé Nast Traveler China Gold List”
- Marco Polo Hongkong Hotel was named “Best Business Hotel”, Gateway Hotel won “Best Design Hotel”, and Prince Hotel received “Best Family Hotel” at the 8th Voyage Best Hotel & Resort Value Awards (photo 8)
- Marco Polo Ortigas Manila earned a five-star rating from *Forbes Travel Guide*, which is unprecedented for the local hotel sector for the past six decades

Hong Kong Air Cargo Terminals

- A switch from fixed terminal computing to mobile computing throughout its operations earned Hactl the coveted “Cargo Airline of the Year : Innovation Award”
- Hong Kong's first IATA CEIV Pharma-accredited organization this year
- “Air Cargo Handling Agent of the Year” at the World Air Cargo Awards for the fifth consecutive year



4



5



6



7



8

GROOMING THE STARS OF TOMORROW

栽培業界明日之星

Art is about exploration of ideas: Lessons From Beijing Art Trip 2017

This summer, 20 teenagers who have won recognitions at this year's The Wharf Hong Kong Secondary School Art Competition were brought to Beijing for a four-day art exploration trip. Hong Kong artist Chui Pui-chee was invited to join the trip as a mentor.

Participating students visited exhibitions at a range of museums including the CAFA Art Museum, Cao Chang Di Art District, National Museum of China, Today Art Museum, National Art Museum of China and 798 Art Zone. But viewing exhibitions could not be compared to meetings with two of the greatest artists of our times - Fang Lijun and Sui Jianguo at their studios, as well as the Associate Dean of National Palace Museum and the Dean of Riverside Art Museum.

This is just a start in their art pursuit. These teenagers are entitled to apply for the Wharf Art Scholarship which is now supporting 12 students' art or design studies in universities around the world.

“ I had been to the Palace Museum when I was little but the visit this time was a stark contrast. The tour of the museum and meeting with the museum's management were an eye-opener. ”

Venus Lam
“Hong Kong • Harbour • 20 Years” Special Prize Winner

Wharf Architectural Design Internship

Launched in 2011, The Architectural Design Internship Programme was established by The Wharf ArchDesign Resource Trust (WART). The programme aims at fostering excellence in architecture and grooming future star architects by providing local students with placement opportunities in an international setting that is at the cutting edge of architectural design. To date, WART has already sponsored 19 postgraduates to practice in renowned architectural firms around the world. Gatherings were organised from time to time for interns to exchange their experiences.

走訪北京藝術勝地 悟出「藝術是一趟意念探索之旅」

今年夏天，約二十名於今年「九龍倉全港中學生繪畫比賽」得獎的中學生前往北京進行為期四天的藝術探索之旅，更邀得本港著名藝術家徐沛之作為隨團藝術家。

行程安排到訪包括中央美術學院美術館、草場地藝術區、中國國家博物館、今日美術館、中國美術館及七九八藝術區等。同學們不但參觀了不同類型的藝術展覽，最重要的環節是拜訪兩位重量級的中國當代藝術家方力鈞和隋建國的工作室，更有機會與故宮博物院副院長及山水美術館的館長見面交流，獲益良多。

這次北京藝術之旅只是他們踏上藝術追求之路的第一步。獲獎同學將可申請「九龍倉藝術獎學金計劃」，現時已有十二名獎學金得主在世界各地大學攻讀有關藝術創作的學士課程。

“ 雖然我小時候已經參觀過故宮博物館，但是今次的參觀分別很大，形成強烈對比。可以獲得故宮博物院副院長親自接見，更令我眼界大開。 ”

林巧瑤
「香港 • 海港 • 20載」特別獎得獎者

九龍倉建築設計實習計劃

九龍倉建築設計資源基金在二〇一一年設立的「建築設計實習計劃」，旨在讓本地建築系畢業生有機會到心儀的國際著名建築師事務所實習，接觸最時尚、創新的建築設計，從而提升建築設計的水平，栽培業界的明日之星。至今一共有十九位碩士課程的畢業生獲得資助。他們亦不時趁在港時相約聚會並交換實習時的見聞。



1 - 5 The Wharf Hong Kong Secondary School Art Competition Beijing Tour
九龍倉全港中學生繪畫比賽北京交流之旅

6 - 8 Wharf Architectural Design Internship
九龍倉建築設計實習計劃

INSPIRING FUTURE LEADERS

啟發未來棟樑



Project WeCan
「學校起動」計劃

Job Tasting Programme Offers Internships for Nearly 180 Secondary School Students

職場體驗計劃提供近一百八十個實習職位予基層中學生

The 6th Project WeCan Job Tasting Programme, aiming at providing students from humble backgrounds with hands-on job experiences in sizable corporations to explore their interest and vocational choices, offered nearly 180 internship places for students from 35 Project WeCan secondary schools. With support from 28 companies in 2017, the Programme simulates a proper job search and application process, from job posting, writing application letters, to attending interviews. Appointed students got a taste of working in real life through a two to four-week internship in different departments of participating companies.



「學校起動」職場體驗影子計劃 提供近二百實習職位予基層中學生

第六屆「學校起動」職場體驗影子計劃於今個暑假為近二百名中學生提供職場實習機會，旨在讓基層學生於具規模的企業工作，親身體驗職場生活，從而發掘個人潛能及探索職業去向。參與今屆計劃的學生日前正式上班，九龍倉集團有限公司主席兼常務董事、「學校起動」計劃委員會主席吳天海與學生會面，為一班職場初哥「打打氣」。

職場體驗影子計劃在2012年推出，是本港大型及全面的中學生暑期實習計劃，也是「學校起動」的主要項目之一。今屆共有近200名來自36所「學校起動」計劃參與學校的高中生參與，參與學校數目及受惠學生人數為歷屆之冠。是次計劃反應熱烈，有29間企業夥伴、合共46個部門響應支持。學生需通過正式的求職程序，包括選擇職位、撰寫求職信及參與面試等。通過甄選的學生會到各企業進行為期兩至四個星期的實習工作，體驗職場生活。

隨著愈來愈多企業夥伴支持計劃，實習職位的行業及工種範疇更趨廣泛。支持今屆計劃的企業共有29間，涵蓋地產、物業管理、零售、款待、電訊、物流、海運、公共交通、會計及教育等行業。學生可根據自己的興趣及志向選



▲九龍倉集團有限公司主席兼常務董事、「學校起動」計劃委員會主席吳天海與今屆職場體驗影子計劃的學生會面。

擇職位，在實習過程中更了解自己，從而探索適合自己的升學及職業路向。

其他幫助學生作生涯規劃的「學校起動」計劃活動包括「生涯規劃日」、每年一度的「趁墟做老闆」、以及定期舉辦的企業參觀和就業講座。

(網址：www.projectwecan.com)

明報，19/07/2017



「學校起動計劃頒獎禮」的感想

2016年12月的一個晴朗早上，中大逸夫書院禮堂內進行「九龍倉學校起動計劃頒獎禮」，幾名大學新鮮人分享成長經歷：父母離異、家庭拮据、學習障礙等絆腳石，伴隨成長路上跌跌碰碰，歷經挫折始能跨入大學門檻。

這些故事，對來自「學校起動計劃」學校的學生、家長和老師並不陌生，在那被標籤為「弱勢」學校裏，這類故事比比皆是。

香港公營學校，被教育局按學生的小學時成績，由高至低分為三組別。處於第三組別學校，常被稱為「弱勢」，共同特色是：學生學業成績稍遜，社經條件、家庭支援不足。九龍倉斥資逾二億元支援弱勢學校和學生，在重視「成本效益」的商業社會，似乎不合常理。

筆者對這計劃認識不多，大都是零碎耳語，例如有校長告訴我，計劃給予資

助很慷慨，對資源匱乏學校是及時雨。一些家長、學生說，參加計劃的「趁墟做老闆」活動，擴闊了視野，體會到學校以外的學習經驗。

重新定義「教育」

網上信息也不算多，從九龍倉網站得知該計劃自2011年始，連同大學、商界力量支援「社經條件稍欠」學校。整合這些資料，得出對這計劃三個印象：

一是參與計劃中學，收錄較多社經地位或能力稍遜學生。對充斥着「名校」崇拜和吹捧的香港社會，似在重新肯定教育真義：教「好」每個學生；而非只教「好學生」。

二是資助相當慷慨和到位。二億元不是小數目，大部分直接交到學校和學生手上。相對陳義甚高的學校改革方案；起動計劃對學校和學生來說實惠得多。

商校合作支援

三是支援方式深入。九龍倉牽頭，連同多間大型商業機構，與學校以「一校一企業」形式結盟。商家除提供金錢支援，更憑藉強大脈絡，為學生提供缺乏的社會資源，讓他們學習如何開展人生旅程。

近年香港社會貧富懸殊加劇，年輕人的不滿達至極點，各項社會改革活動應運而生。學校起動計劃實質成效如何，有待專家深入評估；但九龍倉展示企業運用豐富資源和社會條件援助弱勢學生，這項努力絕對值得肯定！計劃會否繼續下去，筆者無從知道，只期望更多企業投入，為年輕一代建設更宜居的社會。

李麗梅博士

東華學院人文學院助理教授，
資深幼兒教育專家

都市日報，25/07/2017

Did you know...

One needs to know at least 2,000 vocabularies to be able to read an English book? And 7,000 vocabularies to be able to cope with the Hong Kong Diploma of Secondary Education (DSE)?

In its 3rd year, English WeCan was launched to help junior grades students in the competence to English reading and learning. This year, 300 students joined with support from 100 tutors and mentors from The University of Hong Kong, The Chinese University of Hong Kong, City University of Hong Kong, The Education University of Hong Kong, the Wharf Group and the Project WeCan corporate partner BNP Paribas.

English WeCan

你知道一個人要懂得二千個生字才能好好閱讀一本書，要懂得七千個生字才能應付香港中學文憑考試 (DSE)嗎？

英語學習計劃至今踏入第三年，旨在協助初中同學提升英語閱讀及學習能力。本年度共有約三百名學生參加，招募了近百名由香港大學、香港中文大學、香港城市大學、香港教育大學、九龍倉集團及「學校起動」計劃企業夥伴法國巴黎銀行的義工擔任導師。



A FLASHBACK OF Project *WeCan* PARTNERS' ACTIVITIES

「學校起動」計劃企業夥伴活動重溫

Corporate partners organised a number of activities with their Project *WeCan* partner schools over the past few months. Let's have a flashback!

過去數月企業夥伴與它們的「學校起動」計劃夥伴學校舉辦了多項活動，讓我們一起重溫一下!



28 students from HKTA The Yuen Yuen Institute No.3 Secondary School joined HKUST's "Start the Journey with 'U'" programme where HKUST students shared their path to university and perseverance in pursuing their goals, followed by a campus tour.

二十八名香港道教聯合會圓玄學院第三中學的學生參與科大大名為「Start the Journey with "U"」的活動，科大學生與同學分享自己憑著毅力考進科大的經歷，及後更帶領一眾學生遊覽科大校園。



Swiss Air organised a company visit to the LSG Sky Chefs for students from TWGHs Wong Fung Ling College. The visit allowed students to learn more about the production process of in-flight meals, catering management and the importance of food hygiene.

瑞士航空為東華三院黃鳳翎中學的同學安排參觀漢莎天廚，了解空中餐膳的製作過程和品嚐飛機餐，使同學了解到空中餐膳的製作流程和食物衛生的重要性。



Students from Notre Dame College and The Hong Kong S.Y.C. & I.A. Chan Nam Chong Memorial College joined the newly launched Crystal Bus tour which took them to various tourist spots in Hong Kong. Students also learned more about the tourism and hospitality industry.

水晶巴士有限公司安排聖母院書院及香港四邑商工總會陳南昌紀念中學的學生參加香港嶄新的「水晶巴士觀光遊」。同學學習到旅遊與款待業的相關知識，亦有機會認識香港名勝。



Offered by AIA, 48 students from seven *WeCan* schools and students from the venue sponsor Wah Yan College (Kowloon) were invited to participate in a football training led by Tottenham Hotspur FC (THFC). Not only did students learn football skills from the coached and the players, but they also broadened their horizons. More importantly, it encouraged students to develop their strengths and strive for their dreams.

AIA贊助四十八位來自七間「學校起動」計劃學校的學生以及提供場地的九龍華仁書院同學，一同參加英超勁旅熱刺的足球訓練活動。是次訓練由熱刺教練及球員親身教授同學足球技巧。這次千載難逢的訓練機會不但擴闊了同學的視野，更重要的是能鼓勵同學多發展自己的專長，向夢想進發!

2016 CSR PERFORMANCE HIGHLIGHTS

BUSINESS-in-COMMUNITY
-社·企- 共勉-

Total Assets HK\$443.8 billion



Hang Seng Corporate
Sustainability Index Series
Member 2016-2017



Reduced >17%
GHG emissions
since 2014*



6,600+ Talent*



102,000+
training hours*



Supporting
43,000 students*



1,100+ Volunteers*



Donations of HK\$36 million





"Bubble Up" public art project 2017 by Harbour City



WHARF

Building for Tomorrow

www.wharfholdings.com