

SPRING/SUMMER 2024

# horizon

PLUS



A CORPORATE MAGAZINE OF THE WHARF GROUP 九龍倉集團刊物

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# Let's unite with positive vibes

## 城中盛事浪接浪 「香港一定掂」

集團早前公布二〇二三年全年業績。期內，雖然全球整體需求疲弱，中港兩地經濟復甦未達預期，集團趁復甦之際把握時機，斥資舉辦不同宣傳活動，成功吸引人流到訪旗下商場。

海港城廣東道臨街店面十六個頂級品牌業務表現理想，部分商戶的銷售增長達雙位數，甚至超越二〇一八年高峰，銷售總額逾港幣一百億。酒店業務亦迎來轉機，入住率、會議及宴會的生意亦見回升。儘管本地寫字樓市場空置率高企，但集團的組合展現韌性，選擇在集團旗下物業作營商據點的保險公司租戶有所增加。中國內地之零售和酒店業績再創新高，成都IFS和長沙IFS繼續領先市場。

二〇二四年，香港盛事浪接浪，集團亦積極支持。早前，集團成為雪龍2首次訪港活動的鑽石級贊助商，並聯同多個業務單位，包括海運碼頭、馬哥孛羅香港酒店及天星小輪傾力支持這項城中盛事。雪龍2是中國第一艘自主研發的極地科研破冰船，是次訪港停靠海運大廈，並帶來一系列活動，集團亦安排逾百位「學校起動」計劃中學生參與其中，讓他們了解國家的極地科研成就和全球氣候變化的影響。

集團一如既往支持公益金各項慈善活動及渣打香港馬拉松。

特區政府早前宣布購入巴黎奧運香港播映權，市民可免費收看賽事，此舉相信可帶動全城氣氛，令零售及餐飲業受惠。

集團將配合政府的推廣活動，加強租戶商品和宣傳活動，刺激旅客和本地市民消費意欲。我們有信心只要各界齊心協力，香港定能再次起飛。

希望您會喜歡今期的《horizon PLUS》。■

The Group recently announced its 2023 annual results. Despite weak global demand and economic recovery falling short of expectations, the Group seizes opportunities amid revival with strategic investment in marketing events which drew traffic to the malls.

The renowned Canton Road frontage delivered good performance with its world-class line up of 16 prestigious brands, some of which enjoyed double-digit growth in sales over 2018 peaks and the total sales combined was over HK\$10 billion. Hotels turned the corner with occupancy gradually recovered while conferences and events saw

an uptick. Though local office market vacancy remained high, the Group's portfolio demonstrated resilience with expanding insurance company tenants. In Mainland China, retail and hotel performance achieved new highs. Chengdu and Changsha IFSs continued to lead the pack.

In 2024, Hong Kong is immersed in a continuous wave of events which the Group is actively supporting.

The Group was proud to be a Diamond sponsor for the maiden visit of Xue Long 2. Together with our business units including Ocean Terminal, Marco Polo

Hongkong Hotel and the "Star" Ferry, we provided full support for docking of China's first domestically built polar icebreaker at the Ocean Terminal with a range of activities in town which attracted the public to participate. The Group also arranged over 100 Project WeCan students to participate, a valuable opportunity to learn more about our motherland's achievements in polar scientific research and the impact of climate change.

In addition, our Group continues to support the Community Chest's charitable programmes and the Standard Chartered Hong Kong Marathon.

HKSAR Government recently announced the acquisition of broadcasting rights for the Paris Olympics in Hong Kong, enabling Hongkongers to watch the games for free. It is believed that it will lift the atmosphere across Hong Kong and benefit retail and F&B sectors.

The Group will enhance the tenant offerings and promotional activities in collaboration with the government's campaigns to stimulate tourists' and locals' spending. Through the joint effort, we are confident that Hong Kong will navigate the present headwinds and thrive again.

We hope you enjoy this issue of horizon PLUS.



## THE WHARF GROUP 2023 FINAL RESULTS

### WHARF REIC (1997.HK): CORE BUSINESSES STABILISE AMIDST DOUBLING OF INTEREST COST

九龍倉置業：利息成本倍增但核心業務趨穩

- Full year revenue from core businesses Investment Properties ("IP") and Hotels increased by 8% and operating profit by 12%
- Segmental underlying net profit decreased by 3% due to doubling of borrowing cost
- With profit stabilisation in second half, 2023 second interim dividend is unchanged from 2022
- Total IP valuation decreased by 0.4% to HK\$228 billion to account for 93% of Group assets and was virtually unchanged in the second half
- Net debt decreased by HK\$8.8 billion and gearing decreased to 18.6%

## 九置吳天海：香港一定掂



◆九龍倉吳天海指，集團負債比率是健康水平。

資料圖片

香港文匯報訊（記者梁悅琴）九龍倉置業（1997）主席兼常務董事吳天海昨日在業績會預計，今年農曆新年期間集團旗下酒店收入表現較疫情前即2018年、2019年相比「有過之而無不及」，估計今年整體本港的零售及酒店市道表現靠穩，雖不敢預料會否有很大幅的增長，但相信可以延續去年增長勢頭。他直言，儘管大環境仍有許多不確定因素，但對香港經濟充滿信心，「香港一定掂」！

### 海港城廣東道16舖100億生意

吳天海表示，集團旗下海港城廣東道16個舖位去年銷售額達到100億元，雖然2018年同樣是100億元，但去年香港總零售銷售額是較2018年跌16%，證明廣東道門店經過重新打造後，表現跑贏大市。

對於中央新增西安和青島居民申請的個人遊簽註赴香港，吳天海認為，對旅遊業有一定幫助，陸續亦會有更多城市開

放個人遊簽註。他認為香港角色本身就是吸引內地消費力最強的旅客，實際上去年本港過夜旅客停留日數為3.5日，較2018年的3日更長，問題出於整體旅客減少且未回復到疫情前水平。

對於港人北上消費潮，吳天海認為部分是周期性因素，包括匯率問題，同時亦是兩地融合的結果。內地旅客來港旅遊證件或入境限制影響，港人北上則無任何限制，造成現時「南向北非常之通，但北向南就唔係好通」。若這些內地旅客來港障礙可以慢慢消除，則可以將令到雙向流通更加有效地實施。

### 九置去年業績扭虧賺47億

九龍倉置業去年業績扭虧為盈，賺47.66億元，前年則蝕88.6億元。若撇除投資物業重估虧損淨額，去年基礎淨盈利60.11億元，按年跌3%。每股基本盈利1.57元，派第二次中期息61仙，按年持平。他指出，現時集團負債比率18.6%是健康水平，大部分短債已還，隨着今年息口降低，今年借貸成本應較去年低。

海港城（包括酒店）的整體收入增加10%，營業盈利上升13%。寫字樓方面，由於整體市場疲弱，在租賃活動低迷的氣氛下以留住現有租戶為首要工作，年杪時出租率為88%，收入下跌6%。

文匯報，2024年3月8日

## 九龍倉置業及九龍倉集團公布二〇二三年全年業績

### WHARF (0004.HK): PROFIT ATTAINED WITH SMALLER PROPERTY PROVISIONS

九龍倉集團：物業撥備減少 令集團轉虧為盈

- Total property sales fell from 2022 by 44%
- Net order book at year end fell by 75%
- Impairment provisions totaled HK\$1.9 billion, HK\$3.8 billion lower than 2022
- Underlying net profit ("UNP") before provisions fell by HK\$0.5 billion (or 9%)
- UNP after provisions improved by HK\$3.3 billion
- Attributable profit improved by HK\$2.7 billion



“撇辣只是成功移除一項困擾樓市的因素，後市仍受經濟不明及息口高企的陰霾影響，目前難以判斷。”

九倉主席吳天海

九倉去年業績摘要		
項目	金額(元)	按年變動
收入	189.5億	+4.9%
基礎淨盈利	35.7億	+10.8倍
純利	9.45億	虧轉盈
末期息	0.2	—

### 物業撥備減 九倉去年基礎盈利增11倍

## 吳天海：港樓市最重要「有成交」

九倉（004）受物業撥備大減66%所推動，去年基礎淨盈利35.66億元，按年大升10.8倍，亦成功在會計準則下扭虧為盈；若撇除撥備基礎淨盈利，則按年減少9%。九倉主席吳天海昨日表示，本港撇辣後樓價未有太大變動，後市仍受經濟不明朗及高息口兩大因素困擾，但他認為，最重要是「有成交、有市場」，藉交投活躍起來，帶動本港經濟。

吳天海表示，樓市「最重要興旺、要有成交」，撇辣後已見重新活躍起來，地產經紀、律師等依賴樓市維生的行業已有生意。他續說，撇辣只是成功移除一項困擾樓市的因素，後市仍受經濟不明及息口高企的陰霾影響，目前難以判斷；短期內則相信樓價不會變動太大，但期望成交量可以保持，甚至持續增加，推動香港經濟改善。

### 撇辣後樓市重新活躍

九倉目前仍主要銷售豪宅，吳天海說，撇辣雖然主要幫助一般住宅市場，但由於促進了流動性，亦成功帶旺豪宅市場。他又稱，九倉在香港的物業發展步伐會全速推進，過去從內地回籠的資金陸續轉投香港的項目，將以貨如輪轉方式去做。

另一邊廂，近期中央不斷出招救內房，但吳天海相信今年市道依然低迷，指出目前措施主要支持保交樓，但不代表支持爆發債務問題的內房企業，相信內房淘汰賽繼續出現，「一部分被逼離場，一部分選擇離場。」他透露，九倉在2019年後已沒有在內地增添土儲；目前亦不急於投地，仍要待形勢晴朗再作部署。

他又提到，去年內地樓市並非一面倒疲弱，一線城市的項目價量仍然穩定，而次級二線或以下的城市則明顯冷淡，反映市場仍有購

買力，但非常集中。他相信今年內房仍然出現該兩極化現象，內房企集中在一線城市搶地，「有人吼嘅地好多人追，無人吼嘅地無人買。」

### 料內房今年趨兩極化

九倉去年收入189.5億元，按年增5%，其中發展物業收入錄得85.62億元，按年增15%，投資物業收入為48.43億元，減少1%。該集團末期息維持派每股0.2元，全年亦維持派0.4元。

期內九倉寫字樓繼續受壓，並為物業撥備19.33億元，但已按年大減66%。吳天海直言，內地寫字樓供應無窮無盡，空置率高企，九倉的銷售亦非常困難，短期見不到改善。

他又稱，即使寫字樓繼續受壓，實際只是影響資金流轉，而九倉仍然會負責任撥備反映市況，並指目前估值已降至相當低水平，對未來集團盈利表現不會嚴重。

由於中港樓市疲弱，去年已簽約銷售總額31.89億元，按年減少44%，其中香港已簽約銷售額約3.43億元，按年跌67%；而內地已簽約銷售額25.79億元人民幣，跌38%，尚未確認入帳的售銷額為22.75億元人民幣，按年大減73%。九倉昨日逆市微跌0.18%，收27.35元。

星島日報，2024年3月13日



## WHARF WELCOMES XUE LONG 2 TO HONG KONG 九龍倉集團恭賀雪龍 2 訪港完滿成功



Xue Long 2, China's first domestically built polar scientific research icebreaker, recently made its maiden and successful visit to Hong Kong in April. Docking at Ocean Terminal, Wharf is honoured to be a Diamond sponsor providing full support for this meaningful visit.

九龍倉集團作為雪龍 2 訪港的鑽石贊助機構，十分榮幸支持主辦單位的一系列活動，讓香港市民和學生增加對國家在極地科研和環境保護的認知。

雪龍 2 於四月訪港期間，帶來一連串精彩活動，包括迎船禮及歡迎午宴、導賞團、中學生與南極科學家實時分享會，以及晚間綜藝節目，逾萬名市民參與其中。

A range of activities including an officiating ceremony and welcome luncheon, docent tours, a live sharing session with scientists from the South Pole with secondary school students and an evening variety show were held with tens of thousands of Hong Kong people combined taking part.

Over 100 Project WeCan students participated in various activities to learn more about our motherland's achievements in polar scientific research and impact of climate change.



集團也安排了逾百名「學校起動」計劃中學生參加各項活動，提供他們寶貴的機會，進一步了解我國極地科學研究的成果以及氣候變遷的影響。■

## THE FIRST-EVER HONG KONG CITY SIGN @ HARBOUR CITY 海港城為香港打造首個城市標誌

The Group introduces many "firsts" in its journey, the most recent one being Harbour City proudly presenting the first "Hong Kong" city sign at rooftop of Ocean Terminal Extension.

Many famous tourist destinations have their own iconic city signs, for example, "I Seoul U", "TORONTO" and "HOLLYWOOD", all serving as popular photo spots. Harbour City has invited acclaimed French artist Camille Walala to design this first-ever city sign, titled "Now You See It Now You Don't". Next time when you visit Harbour City, do not miss this check-in spot!



集團歷年來開創多項先河，最近期的必然是海港城今年三月為香港市民及旅客帶來的香港首個城市標誌「Now You See It Now You Don't」，此地標將長期於海運觀點展出，打造藝術「打咭」新地標。

世界多個旅遊城市均有巨型地名標誌，例如「I Seoul U」、「TORONTO」以及「HOLLYWOOD」等，供遊人打卡留念。海港城特意邀請法國藝術家 Camille Walala 設計以外國遊客身份、藝術家角度、設計師目光，勾劃出她眼中香港的輪廓。下次到訪海港城，千萬不要錯過這個最新打咭點！■

## TIMES SQUARE SHOWS MOVIE MAGIC 時代廣場呈獻香港電影魔法

Times Square always aims to provide the best-in-class of shoppertainment experience to patrons and foster cultural promotion. Recently, the mall collaborates with Society of Film Editors Hong Kong to present the "Magic Behind the Screen" exhibition by sharing the magic of film editing.

In this interactive exhibition, visitors have a glimpse of being a film editor and may find renowned artists, Andy Lau, Louis Koo and up and coming stars' interview clips and the coveted Hong Kong Film Awards trophies, etc. Assistant General Manager of Times Square, Sammy Ho, joined the kick-off ceremony along with the star VIPs.

香港時代廣場不但是購物娛樂的集中地，更一直致力文化推廣。最近，時代廣場與香港電影剪輯協會合辦《螢幕後的魔法》企劃，帶大家感受當中的魔力。

展覽展示了包括劉德華、古天樂、劉偉強，以及一眾新晉剪接師和演員的訪問。參觀者更可試當一刻剪接師，近距離觀賞香港電影金像獎獎座及得獎片段等。時代廣場助理總經理何智遠(左四)與香港電影剪輯協會會長黃海(右四)、導演劉偉強，以及一眾演員包括林家棟、張繼聰、廖子妤等出席揭幕活動。■





## WHARF HOTELS ANNUAL CONFERENCE IN HONG KONG 九龍倉酒店管理團隊聚首香港



九龍倉酒店於三月在馬哥孛羅酒店-香港舉辦了總經理及商務會議。在總裁湯姆斯•塞爾克帶領下，酒店集團的一眾管理團隊以「CHANGE」為主題聚首一堂，探討如何持續推動卓越和提升服務及營運水平。

為期三天的活動，把來自不同城市的酒店同事再連繫一起。久違的擁抱問候、自拍、成功案例分享以及卓越服務的嘉許禮，令與會者「滿載而歸」。

特此恭喜晉江馬哥孛羅酒店及長沙尼依格羅酒店同事，分別獲頒發年度最佳經理及年度最佳員工。🎉

### You are the Change Leader!

Experience  
Leadership  
Chief Business Manager  
Driver of Change



Senior leaders from the Wharf Hotels family gathered at Marco Polo HongKong Hotel for their annual General Managers and Commercial Conference in March. Led by President Thomas Salg and his Executive Committee, the three-day event featured a host of activities under the theme of "You are the Change Leader" and its importance in learning and development.

The conference reconnected peers. Heartwarming hugs and groupies were all around. Success cases were shared. Colleagues who delivered high level of service excellence were also recognized.

Gray Huang from Marco Polo Jinjiang (Director of Sales) and Venus Huang from Niccolo Changsha (Recruitment Officer) were selected as "Manager" and "Colleague" of the Year respectively.

BIG CONGRATS!



## CHANGSHA IFS WELCOMES HONG KONG YOUTH GROUP 長沙IFS接待香港「高鐵青年號」

As the landmark of Central China, Changsha IFS not only brings top-notch shopping experience to the patrons but is also committed to fostering collaboration of cultural and business sectors.

In March, about 300 Hong Kong secondary school students travelled to Changsha to explore the development of cultural and creative industries of the city by joining "Youth High Speed Rail Trip" co-organised by the Dragon Foundation and The Hong Kong Federation of Youth Groups. Wharf, as one of the sponsors of the trip and a major Hong Kong player in Changsha, hosted dozens of senior secondary students with a guided tour at our Changsha IFS, Niccolo and Maqo Hotels in Changsha.

Students were fascinated by the development and prominent presence of Wharf, as a Hong Kong company in Changsha. The sharing by our Changsha team aroused students interests in job opportunities in the mainland, as well as the career prospects of hospitality field. Last but not least, checking in at SEEING/WATCHING by renowned artist KAWS concluded the visit with great excitement.



長沙IFS作為華中商業地標，除了為訪客帶來頂級購物體驗外，亦致力於推動跨界交流。

復活節期間，龍傳基金與香港青年協會合辦的「高鐵青年號」，率領三百位香港中學生前往長沙了解文創產業發展。集團作為活動贊助之一、香港企業投資星城的佼佼者，以及購物、國際潮流文化集中地，欣然款待來自香港的高中生。

同學們對在長沙參觀香港企業感到興奮，學生對港人同事在內地工作的分享、當地就業機會以及酒店業的工作前景深感興趣。除了參觀市內最高的尼依格羅酒店和瑪珂酒店外，當然不少得於享負盛名的國際藝術家KAWS的大中華區首個銅制永久巨型雕塑藝術品——SEEING/WATCHING 打咭。🎉



# AWARDS & RECOGNITIONS

★★ 獎項與殊榮 ★★

## PLAZA HOLLYWOOD

**Best Collaboration Campaign and Best Customer Experience Campaign**  
Metro Digital Ex Award 2023



## CHONGQING IFS

**TOP 30 Commercial Real Estate Projects in Southwest of China by Winshang.com**



## CHANGSHA IFS



**Gold Award**

Best Interactive Experience Marketing Innovation Category, 2023 MAwards

## CHENGDU IFS



**Gold Award**

IP Marketing, Top Mobile Awards



**Silver Award**

Scene Marketing, Top Mobile Awards



**Silver Award**

Marketing Case Category (IP Marketing), China Advertising Marketing Awards

## DALIAN TIMES SQUARE



**Mall China Golden Mall List of Excellence Marketing 2023**

## SHANGHAI TIMES SQUARE



**Best Chic Landmark 2024**

Shanghai The Best BANG! Awards



**Fashion, Culture and Commercial Landmark of the Year**

GOGO Media 2024 Annual Lifestyle Award

## MAQO CHANGSHA

**THAT'S Hospitality Awards**  
New Hotel of the Year



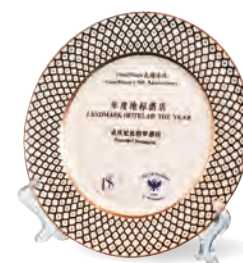
## NICCOLO CHONGQING



**The Best Design Hotel**  
by Travelling Scope



**Best Modern Luxury Hotel of the Destination**  
2024 The Best BANG! Awards



**Landmark Hotel of The Year**  
HotelShare's 9<sup>th</sup> Anniversary

## THE MURRAY, HONG KONG



**Five-Star Award**  
2024 Forbes Travel Guide

**Best City Hotel (Hong Kong)**  
TTG Travel Awards 2023



**Garnered three Golds and two Teams of the Year in Best HR Awards 2023**  
by CTgoodjobs



## MARCO POLO WUHAN

**Preferred Deluxe Hotel in Wuhan**  
by CTrip



**Must Stay Hotel in Wuhan**  
by Dianping.com



## MARCO POLO PARKSIDE, BEIJING

**The Best Business Hotel**  
by Life Element Magazine



## MODERN TERMINALS

**Elite Enterprise Partnership Distinguished Award 2023**  
by Customs and Excise Department





# Flexing Muscles for the Needy

## 集團上下齊心支持社會公益

### The Community Chest 55<sup>th</sup> Anniversary Walk for Millions 公益金五十五周年百萬行

Led by our Chairman and Managing Director, Stephen Ng, about 140 colleagues across the Group and students from Project WeCan schools finished the six-kilometre "The Community Chest 55<sup>th</sup> Anniversary Walk for Millions (Hong Kong-Zhuhai-Macao Bridge - Hong Kong Link Road)" in January.

The Group contributed a donation of HK\$700,000 and named the Top 3 donor of the Walk.

香港公益金於一月舉辦公益金五十五周年百萬行（港珠澳大橋—香港連接路），集團上下一心，共襄善舉。當日，在主席兼常務董事吳天海的帶領下，共一百四十名集團同事及來自「學校起動」計劃學校的師生組成步行隊伍，一同踏足港珠澳大橋完成共六公里的百萬行。

集團共捐款港幣七十萬，成為最高籌款隊伍季軍。



### The 2<sup>nd</sup> Community Chest Sports for Millions 第二屆公益金百萬運動會

Like last year, the Group sent three teams to support The Community Chest Sports for Millions. Staff members from the corporate office, Harbour City, Marco Polo Hotels – Hong Kong, The Murray Hong Kong, Modern Terminals, Wharf China, and Wharf Hotels competed with a total of 40 teams through bowling, badminton, soccer game, table tennis and an integrated outdoor team challenge. The Group won the Champion in bowling and the second runner-up in soccer game represented by Modern Terminals and Marco Polo Hotels – Hong Kong respectively. Well done!

A total of HK\$1.8 million was raised for the Chest's member agencies of youth services.

集團連續第二年參與公益金百萬運動會，並派出三支由集團總部、海港城、馬哥孛羅酒店—香港、香港美利酒店、現代貨箱碼頭及九龍倉中國組成的隊伍參賽。約四十支隊伍於保齡球、羽毛球、足球、乒乓球以及戶外競技團隊戰一較高下。經過一輪角逐，現代貨箱碼頭及馬哥孛羅酒店—香港成員分別勇奪保齡球冠軍及足球季軍。恭喜！

活動為公益金共籌得逾港幣一百八十萬元。



Champion in Bowling: Modern Terminals  
現代貨箱碼頭 - 保齡球冠軍



Second-runner up in Soccer Game:  
Marco Polo Hotels – Hong Kong  
馬哥孛羅酒店—香港小隊取得足球季軍

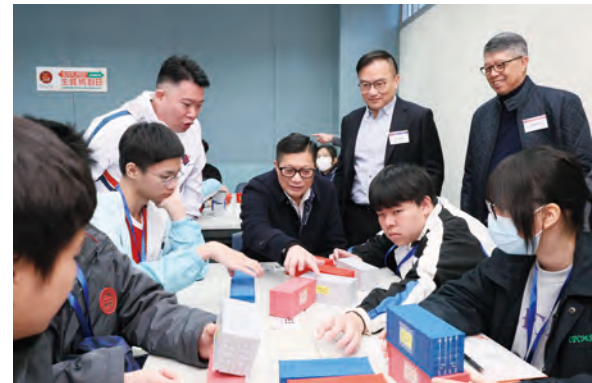






## PROJECT WECAN HAPPENINGS 「學校起動」計劃精彩活動回顧

### PROJECT WECAN CAREER EXPLORATION DAY 「職」出前路，我做得到！生涯規劃日



Project WeCan kicked off the first round of its annual Shape Our Future: WeCan! – Project WeCan Career Exploration Day in January. The Hon. Tang Ping Keung, GBS, PDSM, JP, Secretary for Security of HKSAR, officiated the event with Stephen Ng, Committee Chairman of Project WeCan Foundation. Mr Tang encouraged students to stay firm in their belief in order to stride far and be prepared to embrace different opportunities. 33 organisations and WeCan Partners supported the programme by providing education and career information to nearly 5,000 secondary school students from 52 schools, enabling them to identify their career interest and plan ahead for their future.

“In recent years, due to aging population and migration, etc., the thirst for talents in Hong Kong's labour market has become the strongest ever. In other words, it is opening up unprecedented opportunities for our young people.

近年因人口老化及外流等原因，香港人才短缺的現象越見明顯，這正正是年輕人補充勞動力，爭取上游的好時機。

”

Stephen Ng  
Committee Chairman of Project WeCan Foundation  
「學校起動」計劃基金會委員會主席吳天海



「學校起動」計劃於一月舉行本學年首場「職」出前路，我做得到！生涯規劃日，並邀得香港特別行政區保安局局長鄧炳強先生，GBS，PDSM，JP及「學校起動」計劃基金會委員會主席吳天海為啟動禮擔任主禮嘉賓。鄧局長於啟動禮上以「心有所信，方能行遠」勉勵學生，要努力向自己的目標奮鬥。是次活動共獲三十三家機構及WeCan夥伴支持，為來自五十二間中學、近五千名高中學生提供升學及就業資訊，以幫助他們及早認清個人志向，籌劃未來。■

### PROJECT WECAN YOUNG INNOVATORS BAZAAR 「學校起動」計劃連續十年舉辦「趁墟做老闆」展銷會

This year marked the 10<sup>th</sup> anniversary of the Young Innovators Bazaar which was concluded with a series of exciting events in March.

The Bazaar was kicked off with a ceremony graced by The Hon. Cheuk Wing-hing, GBS, JP, Deputy Chief Secretary for Administration of HKSAR.

A big round of applause to all the 60 participating schools and thousands of students for completing this significant business project with success!■



## 「學校起動」計劃連續十年舉辦「趁墟做老闆」展銷會 逾一千五百名中學生一展創業精神

一年一度「學校起動」計劃之「趁墟做老闆」展銷會在3月22日於鑽石山荷里活廣場舉行啟動禮，並由政務司副司長卓永興及「學校起動」計劃基金會委員會主席吳天海擔任主禮嘉賓，六十間參與中學的師生、夥伴企業及機構代表到場支持，為學生打氣。

政務司副司長卓永興說：「青年是我們未來的棟樑和希望，更是推動社會和經濟長遠發展的核心。香港特區政府非常重視青年發展的工作，我們的願景是培育青年成為愛國愛港、具備世界視野、有抱負及正向思維的新一代。很高興出席「趁墟做老闆」啟動禮，見證青年朋友創業的成果。該活動讓年青人體驗創業，在過程中學習項目策劃、推廣及銷售等技巧，別具意義和實用價值。」

「學校起動」計劃基金會委員會主席吳天海說：「『趁墟做老闆』今年已踏入第十屆，為學生提供營運一門生意的機會，埋下創業的種子，並培養他們的多元智能和才能，正好配合政府鼓勵年輕人創業及推動他們全人發展的青年發展藍圖。」

吳天海續說：「有曾參與『趁墟做老闆』的同學向我反映，創業

和做老闆絕不簡單，但最重要是賺取經驗。從商業角度來說，收支平衡也很重要。現今社會十分重視企業社會責任，希望同學眼光放遠些，將來創業和有能力時，不要忘記履行社會責任，幫助有需要的人。這也是『學校起動』計劃目的之一，讓學校、同學、老師和社會共同受惠，創造多贏局面。」

「趁墟做老闆」是專為中學生而設的室內展銷會，讓超過一千五百名中學生從實戰中汲取創業經驗，學習多方技能，由起草計劃書、定價、營銷策略，均由參與學生一手包辦，初嘗做老闆滋味。活動由3月22日起一連三日在荷里活廣場舉行，現場共設有六十個攤位、售賣逾250款產品。今年大會不限主題，鼓勵學生發揮創意，發揮無限可能。參與學生將競逐多個獎項，包括最高淨盈利、最具團隊精神、最佳攤位佈置、最佳匯報、最佳造型、最佳演講者（個人）、我最喜愛的銷售員（個人）、最佳產品、最佳宣傳短片、最積極參與、最佳學習報告等獎項，參與學校亦會互相投票選出我最喜愛的攤位、我最喜愛的產品兩個獎項。



明報，2024年3月26日





## Grooming Our Art Talents 培育年輕藝術新一代

The Group is a keen supporter of art and culture and strives to provide appropriate resources and opportunities to groom the next generation. Besides the Wharf Hong Kong Secondary School Art Competition, the Group also runs Wharf Young Art Ambassadors programme to provide workshops and docent tours to budding artists. Since last September, over a dozen of activities were organised and more than 200 students joined.

九龍倉一向鼎力支持文化藝術。除了九龍倉全港中學生繪畫比賽外，更舉辦「九龍倉青年藝術大使」，致力提供適切資源及機會培育下一代。自去年九月起，計劃已舉行了十五項的藝術活動，讓逾二百位同學們參與其中。





