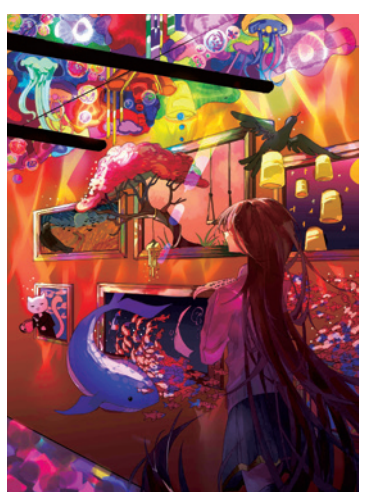
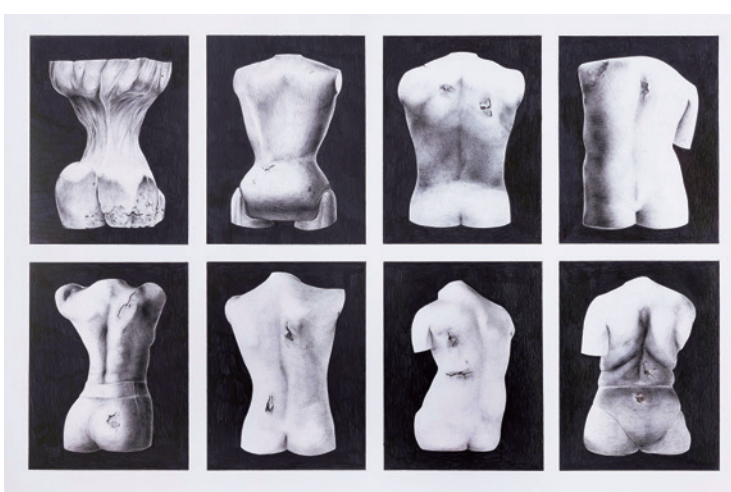
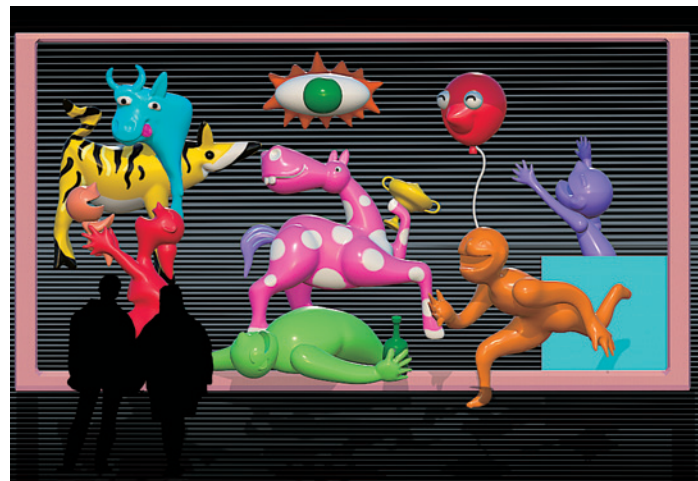


# horizon PLUS





# Striving Ahead

## 砥礪前行

The Group announced its 2024 interim results in August, the performance aligned with market sentiment where business environment remains challenging, with unfavourable currency movements, high interest rate and labour shortage impacting business handling capacity.

Nevertheless, retail brands maintain confidence in Hong Kong's prospects, with premier malls continuing to attract top tier tenants. Harbour City welcomes the new face of CELINE and FENDI boutiques, while Louis Vuitton is returning to Times Square soon!

People are cautiously optimistic as there have been slight changes in the macro environment with recent interest rate cut. It is hoped that further improvement to be seen in the next six months to help ease the issues faced by Hong Kong. To attract talent, good environment and air quality are crucial factors.

Regardless of economic condition, the Group remains steadfast in its commitment to give back to society and its mission of Building for Tomorrow. 2024 marks the 30<sup>th</sup> anniversary of Woo Wheelock Green Fund, established by our Senior Counsel Peter Woo in 1994. It was considered a pioneer move at that time, and as a joint effort between the government and business sector. The Group sponsored the 12<sup>th</sup> Wuzhiqiao foot bridge project, this time in Xiaowopu Village, Hebei Province. The project also helps build the heart bridge among participants.

This summer, the Group offered 70 internship places to Project WeCan students. The Group also supported the HKSAR Government's "Scheme on Corporate Summer Internship on the Mainland and Overseas 2024".

Winners of The Wharf Hong Kong Secondary School Art Competition 2023/24 have been announced, winning artworks were exhibited in the Group's malls earlier. The two recipients of The Wharf Art Scholarship Scheme 2024 in the meantime have embarked on their art journey at their desired universities in the United Kingdom and Hong Kong respectively.

Last but not least, the Group pays tribute to Mr Myron E. Ullman III (Mike), who passed away on August 6 at the age of 77. He was previously Managing Director and Chief Operating Officer of The Wharf (Holdings) Limited from 1986 to 1988. The Group extends our deepest condolences to his family.

集團於八月公布二〇二四年中期業績，期內表現與大市相若。營商環境仍然困難，香港更因「三高」包括高匯率、高利率和高空缺影響經營運力。

儘管如此，零售品牌對香港前景維持信心，優質商場繼續獲頂級租戶青睞。海港城剛迎來 CELINE 和 FENDI 的全新升級精品店，Louis Vuitton 則即將回歸時代廣場。

近期利率下調，宏觀環境開始出現變化。期望匯率和利率在未來半年進一步改善，讓香港面對的問題可望暫時得以紓緩。要吸引人才，良好的環境和空氣質素是重要考慮之一。

不論經濟順逆，集團回饋社會、創建明天的願景從未動搖。由集團首席顧問吳光正於一九九四年率先成立的吳氏會德豐環保基金今年踏入三十周年，當時是首個政、商合作的環保基金，可謂引領香港可持續發展的環保先驅。本年度的「無止橋」活動讓「學校起動」中學的師生，以及來自不同大學的義工前往河北省小窩鋪村建第十二條行人便橋，也建立了人與人之間的「心橋」。

集團今年暑假提供了約七十個實習職位予「學校起動」計劃中學生，並且支持了由香港特區政府牽頭的「企業內地與海外暑期實習計劃」。

最近九龍倉全港中學生繪畫比賽公布得獎名單，得獎作品於九月初至十月中在集團旗下三大商場展出；而今屆藝術獎學金計劃的兩位得主亦已分別入讀英國及本港心儀大學，展開她們追夢之旅。

曾於一九八六至八八年期間出任九龍倉集團有限公司常務董事及業務總監的區文倫先生 (Myron E. Ullman III, Mike) 於八月六日因病辭世，終年七十七歲。集團對他的離世深表哀悼，並向他的家人致以誠摯慰問。■

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### Cover 封面

Winning Entries of The Wharf Hong Kong Secondary School Art Competition 2023-24  
九龍倉全港中學生繪畫比賽 2023-24 得獎作品

### 1.2.3. "MUSEUM AND COLOURS" SPECIAL AWARD「藝術館·色彩綻放」特別獎

1. Tam Lok Yiu, *Breakfast Time* 譚樂遙·早餐時間\*
2. Xie Shulei, *Art Museum - The Blooming of Colours* 謝舒蕾·藝術館·色彩綻放
3. Mok Ka Long, *The Art Museum Outside Colours* 莫家朗·色彩以外的藝術館\*

\*Honourable Mention 特別表揚大獎

### 4.5.9. DIGITAL GRAPHICS 數位繪圖組

4. **Second Runner-Up**, Liu Man Hei, *The Playground of Music* 季軍·廖文希·悠「樂」場
5. **Champion**, Choy Shun Yan, *Guernica, Reimagined* 冠軍·蔡純甄·快遠離它！不加思索
9. **First Runner-Up**, Xiao Yuk Hom, *Wonders of Art* 亞軍·蕭昱含·藝術的魔力

### 6.7.8. PAINTING 繪畫組

6. **First Runner-Up**, Fung Yi Tung, *My Joy as a Fish* 亞軍·馮伊彤·魚(余)·心樂
7. **Champion**, Yip Nga Ting, *Body Embodied* 冠軍·葉雅婷·體現
8. **Second Runner-Up**, Yip Sum Chee, *Transpose* 季軍·葉心持·顛倒





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# IN LOVING MEMORY

## Myron E. (Mike) Ullman III



1946 - 2024



From right to left:  
Myron Ullman III, Peter Woo, Gonzaga Li, Stephen Ng

Mike viewed his daily work as  
*“a high calling to  
 lead in difficult situations.”*

The Group is saddened to share that Myron E. (Mike) Ullman III, passed away on August 6 at the age of 77.

Mike was former Managing Director and Chief Operating Officer of The Wharf (Holdings) Limited from 1986 to 1988. During his tenure, he brought immense value to board discussions.

His high-profile management career took him to Asia and Europe as well as the United States. He led JCPenney, Macy's, the DFS Group, an international retailer, and later joined its Paris-based owner LVMH as chief operating officer where he led a series of acquisitions that established LVMH as the world's leading luxury brand.

He was an enormously successful business executive and a passionate philanthropist. He was for over 20 years a director, and later non-executive chairman of Starbucks. He also served on the boards of real estate company Taubman Centers and clothier Ralph Lauren as well as

chairman of the Federal Reserve Bank of Dallas.

His philanthropic passions focused on healthcare, education and humanitarian initiatives, particularly for the poor and underserved. He gave leadership, time, talent and financial support to countless organisations.

While working in Hong Kong, Mike was a founding board member for Mother's Choice.

Born in Youngstown, Ohio, Mike began his career with IBM in 1969 and later joined his alma mater the University of Cincinnati as vice president of business affairs. He subsequently served as a White House Fellow in the Reagan administration.

Mike will be remembered for his grace, diligence and integrity.

Mike is survived by his wife, four sons and two daughters. **M**



## THE WHARF GROUP 2024 INTERIM RESULTS

### WHARF REIC (1997.HK): STALLED RECOVERY DEPRESSED PROPERTY VALUES 九龍倉置業：復甦停滯拖低物業估值

- Recovery in revenue and operating profit stalled
- That resulted in a 2% increase in Underlying Net Profit to HK\$3.1 billion
- Group loss resulted from HK\$4.4 billion non-cash Investment Properties revaluation deficit
- Group Net Asset Value is 16% lower than 5 years ago
- Net debt reduction in line with plan

## 九置基礎多賺2% 中期息派0.64元

經營海港城及時代廣場的九龍倉置業(1997)中期基礎淨盈利31.23億元，按年增加2%；中期息0.64元，按年減少4.5%。對於投資物業重估淨減值達44.26億元，拖累期內轉蝕10.52億元，九置主席吳天海稱，本港零售市場下半年未必有很大變化，但若下半年表現持續疲弱，不排除下半年物業重估再有減值的需要。

期內九置收入65億元，按年微增0.4%。海港城商場收入增加7%，營業盈利上升6%，期末出租率為97%，九置指，商場恆常調整租戶組合並舉辦有效的宣傳活動吸引人流，有助提升業績，廣東道長530米的臨街店面上16個奢侈品牌繼續吸引顧客到訪購物。

至於時代廣場商場收入增加4%，營業盈利上升6%，期末出租率為94%，九

置指，時代廣場不斷完善租戶組合，以應對競爭激烈的環境，當中獲LOUIS VUITTON承租一個複式舖位。

#### 吳天海：下半年或再減值

吳天海表示，近日息率及匯率走勢有緩和跡象，但金融市場仍然波動，或會影響消費者的消費意欲，冀金融市場

日後恢復穩定狀態，若下半年匯率及息率回落，將有助整體經濟及零售市場的表現，但提到人手短缺問題仍然嚴重。

派息政策方面，他透露，九置自分拆上市以來派息一直為核心基礎盈利的65%，暫時預計下半年收入趨向持平，至於利息開支則要視乎美國減息時間而定。



頭條財經，2024年8月7日

## 九龍倉置業及九龍倉集團公布二〇二四年中期業績

### WHARF (4.HK): CAPITAL VALUES FALL IN LETHARGIC MARKET 九龍倉集團：市道淡靜、資產價值下降

- Consumption and investment in property sector stalled as markets lost vibrancy
- Underlying Net Profit stable at HK\$2.0 billion with most segments weaker
- HK\$2.6 billion Group loss resulted after non-cash Investment Properties revaluation deficit
- Net debt management in line with plan and gearing remains low

## 九倉中期基礎淨盈利升9% 派息持平

項目	金額	按年變幅
收入	70.32億元	▼ 13.5%
基礎淨盈利	19.79億元	▲ 9.3%
投資物業重估減值淨額	44.81億元	▲ 11.6倍
虧損	26.37億元	盈轉虧
第一次中期股息	0.2元	按年持平

資料來源：業績公告

► 九龍倉主席吳天海表示，雖然期內有關收租物業的撥備有所增加，但集團以基礎淨盈利作為派息指標。



【明報專訊】九龍倉(0004)昨日公布中期業績，一如早前盈警所指，期內受投資物業重估減值淨額上升影響，令集團由盈轉虧，虧損26.37億元(見表)。但撇除有關減值影響，加上受發展物業撥備減少所帶動，集團基礎淨盈利按年升9.3%至19.79億元；九倉並宣布派中期息0.2元，與去年同期持平，主席吳天海表示，集團以基礎淨盈利作為派息的指標，盼日後維持相似的派息水平。

#### 收入跌14% 各分部全線跌

九龍倉昨日中午公布業績，午後股價回落，收報20.8元跌2.3%。上半年集團收入按年跌14%至70.32億元，各分部收入全線均錄得按年跌幅。當中投資物業收入

按年跌5%至23.64億元，集團指因內地商場和寫字樓租金偏軟。發展物業收入按年跌25%至20.28億元。酒店收入按年跌2%至2.91億元。物流收入以及投資營業盈利均按年跌12%，分別為10.73億元和10.23億元。

#### 投資物業重估減值大增逾11倍

撥備方面，九倉投資物業重估減值為44.81億元，較去年同期的3.56億元大增11.6倍，但發展物業撥備按年減少45%至5.64億元。吳天海表示，雖然期內有關收租物業的撥備增加，但集團不打算將有關物業出售，因此不將其列為集團派息的考慮因素。

至於發展物業撥備方面，吳天海則表示有關發展物業撥備雖減少，但仍有部分項目估值較先前

評估為低而需作撥備。

#### 長期投資額跌11% 地產業價值挫兩成

截至6月底九倉長期投資組合總額較去年底跌11%至377億元，而期內上市投資公允值變動亦有49億元虧損，按年擴大16.7%；組合當中地產行業的倉位價值，較去年底跌兩成至152億元，被問到有否考慮將其套現，以作為向大股東會德豐收購會德豐地產的資金時，吳天海回應指有關長期投資於2018年開始建立，主要用作收股息，經歷多年的金融市場的動盪後，但整體仍有「微利」，沒計劃於短期內出售；而就收購會德豐地產的可能性，吳天海則說：「都要有人肯賣，你先可以買，要雙方情願嘅。」

明報，2024年8月9日



## POSITIVE ENERGY IN THE AIR 全城發放正能量



### 3-DAY FREE RIDES ON THE "STAR" FERRY

Applause to the 75<sup>th</sup> anniversary of the founding of the People's Republic of China, special events and offers were everywhere.

Thanks to the sponsor The Hong Kong Chinese Enterprises Association, the public enjoyed free cross-harbour rides (between Tsim Sha Tsui and Wanchai; and Central) by The "Star" Ferry from September 30 to October 2.

### 坐天星賀國慶

特別鳴謝香港中國企業協會全力贊助，為慶祝中華人民共和國成立七十五周年，全城於九月三十日至十月二日三天均可免費乘搭來往尖沙咀至灣仔及中環的天星小輪。📷

## WELCOME OUR OLYMPIC HEROES ON BOARD THE "STAR" FERRY

The "Star" Ferry had the pleasure welcoming the Chinese Olympic delegation on board World Star during their stay in Hong Kong in August. The team embarked from Wanchai for a Victoria Harbour ride and applauded by their fans wherever they were. 📷



**碼頭迎接** 國家隊運動員代表團成員乘天星小輪暢遊維港約 20 分鐘，當渡輪抵達尖沙嘴碼頭時，大批遊客在岸上揮手歡迎，有運動員亦揚手示意。 (曾憲宗攝)

明報 · 2024年8月31日

# CELINE 海港城 & FENDI 展新貌 New Looks at Harbour City



Harbour City welcomes CELINE and FENDI which unveiled their new looks recently.

The new concept store of CELINE showcases a unique space spanning over 2,700 square feet across two floors, integrating the brand's aesthetics with special CELINE ART PROJECT.

FENDI's new 3,000-square-foot boutique dazzles on Canton Road showcasing men and women's collections with a contemporary vision of minimalism and a stunning façade mirroring the brand's headquarters in Rome.

海港城雲集世界頂尖奢華品牌，更是區內最重要的購物聖地，最近迎來了 CELINE 和 FENDI 的全新升級精品店。

CELINE 新概念店佔地逾二千七百平方呎，橫跨兩層，以品牌美學理念聯同多位藝術家帶來 CELINE ART PROJECT，呈現別具一幟的空間。

全新 FENDI 專門店佔地逾三千平方呎，以現代簡約主義風格展示男裝和女裝系列，其外牆上奪目的 LED 拱門令人聯想到 FENDI 羅馬總部拱廊。📷





Hotel rebrand redefines hospitality Lifestyle / Travel & Leisure

## Wharf Hotels announces a comprehensive rebranding of Marco Polo Hotels

The brand's transformation showcases a strategic vision based on three pillars – enrich, connect and responsible

In partnership with: Wharf Hotels

Morning Studio editors

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MARCO POLO  
HOTELS



The Continental Club at Prince Hotel, Hong Kong. Designed for work or relaxation, the hotel group's comprehensive rebranding aims to make guests' stays more memorable.

*"Today's and tomorrow's guests are looking for more than just a place to stay," says Thomas Salg, president of Wharf Hotels. "They want inspiring experiences in the form of sights, sounds and tastes, both inside our hotels and out. What we set out to accomplish showcases our commitment to creating a holistic guest experience and lasting value for our stakeholders."*

The Marco Polo Hotels rebranding begins with a new visual identity characterised by a magenta colour that reflects warmth and vibrancy, while the three pillars – **enrich**, **connect** and **responsible** – are at the centre of the initiative.

"Enrich" emphasises aesthetics, comfort and convenience at the hotels' restaurants, club lounges, rooms and suites. Guests can expect elevated dining experiences including collaborations with renowned culinary experts, and dining options based on themed activities. Savvy, a modern day-to-night Italian-inspired restaurant offering shared plates and local specialities, is key to this pillar, and a complement to existing culinary icons such as the award-winning Italian restaurant, Cucina at Marco Polo Hongkong Hotel and Lotus Court at Marco Polo Xiamen Hotel, which offers Cantonese and provincial specialities.



Savvy is a versatile all-day destination that combines a restaurant, bar and lounge at Marco Polo Hotels.

The way people travel has undergone dramatic change in recent years. In consideration of the evolving behaviour of guests, the Wharf Hotels hospitality group has unveiled its own transformation, with a rebranding of its Marco Polo Hotels that incorporates a series of new pillars: enrich, connect and responsible.

The group, which has operated in mainland China, Hong Kong and the Philippines for more than five decades, expects the rebranding to align more closely with its values and deliver an enhanced guest experience.

The rebranding comes alongside an increase in business and leisure travel, where travellers mix business trips with leisure. The trend is particularly prominent in Asia-Pacific, according to a survey of 44 industries across 72 countries

published in the Global Business and Travel Association's *2023 Business Travel Index Outlook*. The study reveals that 42 per cent of business travellers in the region – a proportion that is significantly higher than in other parts of the world – added leisure days to their work trips while staying in the same hotel. The trend is expected to continue as shifts in workplace patterns and preferences converge with the desire for a greater work-life balance.

To address the growing demand for business and leisure travel in Asia, the rebranding of Marco Polo Hotels aims to inspire guests to embark on a journey of discovery.



Sky lobby of Marco Polo Ortigas, Manila



The Verandah at Marco Polo Wuhan. The reimagined property joins the brand's transformation journey.

With properties across Asia including Beijing, Jinjiang and Xiamen in mainland China and Manila and Cebu in the Philippines, Marco Polo Hotels are ideally located within their host cities. The group's second pillar, "connect", encourages guests to discover neighbourhood cultural, entertainment, shopping and dining attractions.

For example, the panoramic Victoria Harbour, the bustling shopping and dining district of Tsim Sha Tsui, and international theatre and music productions at the Hong Kong Cultural Centre are all within walking distance of the Marco Polo Hongkong Hotel, while M+, a global contemporary arts museum is a few minutes away by car. Nestled in the Olympic business district, hotspots near the Marco Polo Parkside, Beijing include the "Bird's Nest" stadium and "Water Cube" aquatics centre, as

well as Yayuncun food street and Jinquan plaza for culinary adventures. Marco Polo Jinjiang, located in Quanzhou, a Unesco World Heritage city, is just steps away from local sights and attractions. Marco Polo Ortigas, Manila is located in the Pasig City business hub known for its walkable streets, parks and restaurants, while Marco Polo Plaza, Cebu, is situated in the upscale neighbourhood of Nivel Hills within easy reach of business, leisure, dining and shopping options.

The third pillar, "responsible", supports a more environmentally friendly approach to travel. Six of the Marco Polo Hotels are part of the Global Hotel Alliance's Green Collection, which aligns the hospitality industry with United Nations Sustainable Development Goals for a clean, healthy and sustainable environment.

### 馬哥孛羅酒店品牌改造

九龍倉酒店於今年第四季宣布旗下馬哥孛羅酒店品牌將全面開展品牌改造。馬哥孛羅酒店的名字受威尼斯商人馬哥孛羅所啟發，是次品牌改造將實現其與時並進的策略願景，並展現品牌積極完善設備的決心，以滿足賓客日新月異的需求。

九龍倉酒店總裁湯姆斯·塞爾克表示：「透過品牌改造及酒店設施完善的過程，我們藉此重新規劃馬哥孛羅酒店的市場定位及發展方向，以充分展現品牌精神，同時回應亞太地區賓客對休閒旅遊的龐大需求。時至今日，旅客不再只單純尋找能住宿的地方，他們更嚮往與別不同的多元旅遊體

驗，並期望能從我們的酒店體驗到視覺、聽覺及味覺所激發的全方位享受。遵循品牌精心構想的目標，我們將致力為賓客提供全面的酒店體驗，並兌現品牌的恆久承諾。」

**飽滿** – 為賓客獻上一場揉合珍饈與驚喜的住宿體驗

**聯動** – 促進多元互動

**責任** – 支持可持續發展措施

是次品牌改造揉合三大全新品牌支柱 – 飽滿、聯動及責任，務求重新定義馬哥孛羅

As part of its efforts towards a greener future, the Marco Polo Hotels group is implementing more efficient energy and water initiatives across its portfolio while working to source more sustainably produced foods, including seafood and locally produced farm products. Additional initiatives include switching from one-use in-room amenities such as plastic water bottles and individual toiletries to biodegradable alternatives; working with local charities and community organisations; and developing and promoting sustainable tourism.

The comprehensive rebranding campaign, beginning with Prince Hotel in Hong Kong, and Marco Polo Wuhan in mainland China, will be introduced in stages this year and in 2025.

羅酒店的品牌核心。同時，品牌更選用全新視覺識別設計，以充滿溫暖感覺且活力抖擻的「洋紅」色，充分突顯品牌特色之餘，更能與賓客的價值觀產生共鳴。

馬哥孛羅酒店全新的視覺識別設計及色彩風格將於這兩年間，分階段於品牌的市場營銷及酒店宣傳材料中呈現於大眾眼前。當中，香港太子酒店及武漢馬哥孛羅酒店更率先以嶄新形象為項目打響頭炮，而集團亦期望於未來數年將酒店設施完善計劃迅速拓展至其他酒店物業，包括完善內部裝潢等項目，務求為賓客提供優質的酒店體驗。✎



# AWARDS & RECOGNITIONS

★★ 獎項與殊榮 ★★

## THE WHARF GROUP

The Third Top Donor 2023/2024 by The Community Chest

### 膺公益金年度最高籌款機構第三名 九龍倉集團回饋社會「創建明天」

九龍倉集團榮膺香港公益金「年度最高籌款機構」第三名，亦為集團連續四年列入「年度最高籌款機構」三甲。香港公益金周年頒獎典禮日前於香港禮賓府舉行，九龍倉集團董事許仲傑從香港公益金會長李林麗輝手中接過殊榮。集團衷心感謝香港公益金數十年來努力不懈為弱勢社



明報 · 2024年10月4日

#### WHARF (HOLDINGS) ANNUAL REPORT



**Silver Award**  
Traditional Annual Report (Property Development)

#### WHARF REIC ANNUAL REPORT



**Grand Award**  
Interior Design  
**Silver Award**  
Traditional Annual Report (REIT)  
**Silver Award**  
Photography

## HARBOUR CITY

Innovative Arts and Entertainment Shopping Mall Award by PressLogic BusinessFocus Award 2024



East Week Hong Kong Service Awards 2024 (Shopping Mall)

Top 10 Shopping Mall & Top 20 Shopping Mall Event, 2023-24 by U Lifestyle and U Magazine



## TIMES SQUARE



**Silver Award:** Best Results - Driven Event  
**Bronze Award:** Best Use of Venue  
Marketing Events Awards 2024 Hong Kong  
WELL Health-Safety Rating Certificate - International WELL Building Institute

## PLAZA HOLLYWOOD

Top 20 My Favorite Shopping Malls Events & My Favorite Kids Shopping Mall, Shopping Mall Awards 2023-24 by U Lifestyle and U Magazine



## MARCO POLO HOTELS

ERB Manpower Developer Awards



## WEL & WCEL



Happy Company 10 Years+ Logo by Promoting Happiness Index Foundation & Hong Kong Productivity Council

## CHANGSHA IFS

**Gold Award**  
2023 CSVB Annual Pioneering Trademix Tweaking Award



**Silver Award**  
2023 CSVB Annual Sustainable Business Benchmark Award



**Silver Award**  
Best Integrated Marketing 2024 Event Marketing Awards

## CHENGDU IFS



**Gold Award**  
(Retail Stores)  
Digital Media Awards China



**Silver Award**  
Best Experiential Marketing, 2024 Event Marketing Awards

## CHONGQING IFS



**Gold Award**  
Best Retail/Mall/Pop-Up Event, 2024 Event Marketing Awards



**Silver Award**  
Best Experiential Marketing, 2024 Event Marketing Awards



**Gold Award**  
Marketing Excellence Experiential, ICSC Global Awards MAXI

## MODERN TERMINALS

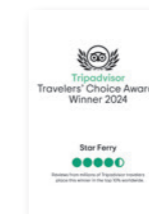


5 Years+ EcoPioneer BOCHK Corporate Low-Carbon Environmental Leadership Awards 2023



Silver Partner & Outstanding Performance (Social) Award Y-Care CSR Scheme 2023-2024

## THE "STAR" FERRY



Winner 2024 Tripadvisor Travelers' Choice Awards



Wastewise & Energywise Certificate (Basic Level)  
Hong Kong Green Organisation Certification



# 30 years WOO WHELOCK GREEN FUND 吳氏會德豐環保基金成立三十周年



吳氏會德豐環保基金

Woo Wheelock Green Fund, established by the Group's Senior Counsel Peter Woo in 1994, reaches the 30-year mark this year. It was the first-ever collaboration between business sector and the government. Each party donated \$50 million to the joint fund to foster research and development of environmental protection, a pioneer move in shouldering corporate social responsibility for the sustainability of Hong Kong.

## 為港可持續發展出錢出力的環保先驅

談財經  
胡孟青

上世紀八、九十年代的香港，經濟騰飛，惟社會普遍仍未具備關注到環保的重要和急切性的遠見。九龍倉 (004) 前主席吳光正在推出吳氏會德豐環保基金時曾說：「香港曾經是非常有利可圖和成功，但這也是有代價的。直到問題近在眼前，你才意識到這個代價，我們的環境狀況證明了這一事實。」指的是香港空氣和水污染問題。世界各地近年頻頻出現極端天氣現象，環保及全球暖化問題已迫在眉睫，情況令人關注。各地政府均採取不同措施，冀減低人類對環境的威脅。

一個城市要做到國際化又要有競爭力，除政治、經濟等層面外，在環保方面的功夫確實不可少。許多企業，尤其是跨國集團，它們在設立營商據點時，除考慮地點、物業質素、租金外，更注重該物業是否取得國際認可的環保認證。香港要吸引外資和搶人才，良好的環境是重要考慮因素之一。

破壞容易建設難，環保工作當然愈早開始愈好。吳光正可說是推動環保的先驅，早於 1994 年即已成立吳氏會德豐環保基金，憑着國際視野和過人的居安思危意識，30 年前已撥捐 5 千萬元推動環保研究！鼓勵及支持有心有能之士推動環保研究工作，該環保

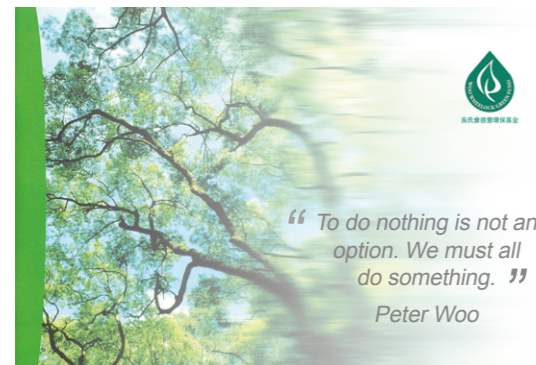
基金原來今年已踏入 30 周年！多年來已有近百個項目獲資助，涉及空氣污染、海洋保育、樹木保育、交通、能源、社區宣傳、廢物、建築廢料、研究和教育等範疇，當中不乏具創意和影響力的方案，為環保工作作出貢獻。

在相關小冊子上看到吳光正的撰文，當時，他有感香港雖然在經濟上取得驚人的增長，但在環境上也付出了不菲的代價。他認為大企業應承擔更多的環保責任，因為它們的成功有賴於此。他又認為，任何環保措施也不可能一夜之間令香港脫胎換骨，成立基金可說是拋磚引玉，一方面為優秀的環保項目提供財政支持，另一方面成為推動社會實現可持續環境的催化劑，希望更多企業仿效，一起保護香港環境的可持續發展。

香港在環保研究與工作的進展，較歐美先進國家仍有距離，除歸咎於政府推行欠力度外，市民的環保意識亦有待提升。正如特區政府擬於 8 月實施垃圾徵費也弄得滿城風雨，沒有民意支持，最後只好暫時擱置！

過去十多年，國際可持續發展準則不斷更新和提高，有關當局也不斷推出新的建議和指引，要求上市公司定期披露其可持續發展和氣候相關的措施及表現。今日香港，很多企業機構都把推動環保的重要性與發展業務並駕齊驅。社會上對 ESG 的認知也漸趨成熟。香港其實可以引以為傲，早於 30 年前，當仍未產生 ESG 這個名字之前，本港企業家已經擁有環境保護的概念，並在實踐中執行 ESG 政策。以會德豐為例，早於 1994 年，香港人熟悉的吳光正先生，當年擔任該企業主席，就成立吳氏會德豐環保基金，創先河與政府的環境及自然保育基金合作，設立首個商界與政府合作的環境保育基金，合共提

AM730 · 2024年8月27日



“To do nothing is not an option. We must all do something.”

Peter Woo

街談巷議

### 香港企業家創 ESG 先河

近年 ESG (環保、社會責任和公司治理的英文簡稱) 大行其道，它是由 2004 年聯合國全球契約首次提出，被視為評估企業經營的重要指標，也是企業獲得客戶與投資人信任的基礎。由於企業在業務發展上無可避免對環境有所影響，ESG 跨時代永續發展，成為全球趨向的新目標。

ESG 意思中的環境保護，包含了氣候變化、污染與廢棄物管理、可再生能源等；社會責任包含了人力資源發展、產品安全責任、持份者的否決權等；公司治理則包含商業倫理、競爭行為、財務系統穩定與透明度等。過去十多年，國際可持續發展準則不斷更新

和提高，有關當局也不斷推出新的建議和指引，要求上市公司定期披露其可持續發展和氣候相關的措施及表現。今日香港，很多企業機構都把推動環保的重要性與發展業務並駕齊驅。社會上對 ESG 的認知也漸趨成熟。

香港其實可以引以為傲，早於 30 年前，當仍未產生 ESG 這個名字之前，本港企業家已經擁有環境保護的概念，並在實踐中執行 ESG 政策。以會德豐為例，早於 1994 年，香港人熟悉的吳光正先生，當年擔任該企業主席，就成立吳氏會德豐環保基金，創先河與政府的環境及自然保育基金合作，設立首個商界與政府合作的環境保育基金，合共提

劉韋璋 資深傳媒人

供 1 億港元資助與環保和保育相關的研究和項目。多年來已有逾百個項目獲資助，涉及空氣污染、海洋保育、廢物處理、樹木保育、交通、能源、建築廢料等研究和教育範疇，當中不乏具創意和影響力的方案。

人們可選擇喜歡的飲食，但你不能選擇呼吸的空氣。環境污染、空氣質素始終是很多外資和人才決定進駐一個地方的重要考慮，因為只有良好的環境才有良好的企業經營。香港能早於 30 年前已經有企業高瞻遠矚率先起步，強化香港對環境保護的推動，穩保外資和人才，鞏固營商環境和聲譽，吳光正應記一功。

香港仔 · 2024年9月3日

## WHARF SPONSORS WUZHIQIAO HEBEI PROJECT 九龍倉贊助無止橋河北鄉村振興改造工程



This summer, Wuzhiqiao brought 40 volunteers from Project WeCan, universities in Hong Kong and Mainland China to Xiaowopu village in Hebei Province for bridge building and facility improvement. Pre-trip activities for the rural revitalisation project including a cooking class and a first aid workshop were arranged to equip participants with basic skills for the eight-day trip. Li Lei, General Manager of Wharf (China) Investment Co Ltd joined the completion ceremony.

Volunteers further widened their horizons with a visit to the Group's joint venture residential project, One LiangMa in Beijing.

九龍倉今年繼續贊助無止橋，四十名來自中、港兩地的義工，包括「學校起動」計劃的中學師生和畢業生、香港科技大學及北京交通大學的同學，前往河北省小窩鋪村八天，協力興建了一條行人便橋並改善村內多項設施。義工們於出發前更參與一系列活動，如烹飪課程和急救工作坊以裝備自己。九龍倉(中國)投資有限公司總經理李雷出席項目竣工儀式。

同學們回港前，除了到北京觀光外，更參觀了集團在當地的合營住宅項目「壹·亮馬」，獲九龍倉(北京)企業管理有限公司北京城市總經理周雙傑接待，進一步認識北京房地產市場概況，收穫甚豐。

Flash-back clip by  
Beijing Jiaotong University  
北交大義工短片總結

### What Student Volunteers Say 學生義工的話

“各參與單位均展現了他們的韌性、同理心，以及無私奉獻的精神，令我雖身處異地與陌生人一起，卻感覺如家般親切。我很感謝途上每一位關心我、教導我的人，你們令我感到世間有情。”

這幾天的經驗讓我獲益良多，不單是旅遊或學習建築和土木，更學習照顧自己和社交。在這段時間認識了不少朋友，從他們身上學習文化及各種知識。





## THE GROUP WELCOMES INTERNS FROM HONG KONG & THE MAINLAND

### 集團支持企業內地與海外暑期實習計劃

The Group fully supports HKSAR Government's "Scheme on Corporate Summer Internship on the Mainland and Overseas". This year, a cohort of six students rolled up their sleeves and embarked on a seven-week internship journey in the Operations and Tenant Service teams at Changsha and Chengdu IFS.

The internship aims at enhancing their job knowledge, equipping them with practical skills and building a foundation for their personal and professional growth.

集團全力支持由香港特區政府舉辦的「企業內地與海外暑期實習計劃」，今年共招募了六位學生，於長沙國金中心和成都國際金融中心的管業運作部和租戶服務部進行為期七週的實習。

計劃旨在讓實習學生增長工作知識，累積經驗，為個人和事業發展打好基礎。



“在租戶服務部的實習歷程中，我對商場與租戶之間建立關係的過程有了更深層次的認識；在管業運作部實習，我學習了怎樣維護商場設施等的常態運行，並親眼見證了商場華麗表像背後團隊的默默付出。工作之餘，我遊覽了都江堰、樂山大佛等名勝，這不僅讓我領略了祖國山河的壯美，也使我對國家的歷史與旅遊業的發展有了更深刻的理解。感謝成都IFS提供的實習機會，不僅拓展了我的專業知識與綜合管理能力，更為我未來的職業道路穩固了基石！”

黃朗悅 Melody, 天津師範大學四年級〈心理學〉

感謝香港特區政府及九龍倉給了我這個難得的實習機會，在實習中，我不僅學到了課本以外的專業知識和技能，還得到了很多實踐機會，令我的工作體驗更充實。

溫穎怡 Ivy, 香港大學SPACE二年級〈工商管理〉

“來到長沙國金中心實習，讓我有勇氣走出舒適圈作更多新嘗試。在長沙生活和工作，我切身體會到國家（特別是中部地域）的最新發展趨勢，為我將來的事業規劃開拓了更多的機遇及可能性。從一開始懷著略為忐忑不安的心情來，到現在卻帶著依依不捨的心情準備離開。這一趟既是奇妙旅程，更是難忘體驗，感謝九龍倉集團給予我機會，也很想藉此機會感謝香港特別行政區政府對此實習計劃的大力支持。”

余錦希 Thomas, 香港大學四年級〈測量學〉



Project WeCan  
「學校起動」計劃

## PROJECT WECAN HAPPENINGS

### 「學校起動」計劃活動回顧

#### 2024 SUMMER INTERNS: KEEP UP WITH THE "30s"!

Project WeCan Job Tasting Programme 2024 was concluded with great success. More than 30 partner organisations offered internship and job shadowing opportunities for nearly 150 students from 41 schools. Students had a glimpse of real working environment as they explore their future career paths.

Wharf provided more than 70 openings for the programme this year. On the first day on board, interns met Stephen Ng, Committee Chairman of Project WeCan Foundation who reiterated the importance of "30s", "Open your eyes, Open your mind and Open your heart" as students continue to learn.

#### 吳天海勉勵實習生「三開」態度儲經驗

九龍倉集團(00004)支持的「學校起動」職場體驗計劃，今年為來自41間中學近150名學生提供實習及影子工作機會，讓他們親身體會真實職場環境，了解自身的職業志向。

今年九龍倉開放了73個職位予參與中學，涉及業務單位包括海港城、馬哥孛羅酒店—香港、現代貨箱碼頭、太平洋會、荷里活廣場、天星小輪、香港美利酒店、時代廣場等。實習崗位和工種範圍廣

泛，涵蓋客戶服務、酒店前台、工程、內部審計、人力資源、企業傳訊等。

九龍倉集團主席兼常務董事及「學校起動」計劃基金會委員會主席吳天海【圖中】，與30多位首天上班的實習生

會面，勉勵同學以「三開」的不朽求知態度——「張開眼睛、張開腦袋、敞開心胸」，好好利用這段時間，向工作夥伴虛心學習，汲取經驗。

實習工作為期2至4星期，今年同時設有職場「影子」實習職位，讓同學跟隨高級行政人員近距離工作1至3天，感受他們的日常工作，互動交流。這項計劃今年已踏入第13屆，合共有超過1800名學生參與。



信報 · 2024年7月24日

#### THANK YOU WECAN PARTNERS 感謝 WECAN 夥伴



In its 13<sup>th</sup> year since inception, Project WeCan could not have been more successful without the staunch support of partners. The Project WeCan Partners' Appreciation cum Sharing Session was held in July where Committee Chairman of Project WeCan Foundation, Stephen Ng, expressed gratitude to the partners for their continued support. Partner representatives also shared success cases and challenges overcome. Special thanks to the Standard Chartered Bank for their venue support.

過去十三年來，有賴各夥伴共同協作，為「學校起動」計劃締造豐碩成果。「學校起動」計劃於七月舉辦了夥伴感謝禮暨分享會，基金會委員會主席吳天海感謝一眾夥伴機構多年來的支持。分享會上，一眾與會者交流心得，迎接新學年的挑戰。特別鳴謝渣打銀行提供場地。



# SUPPORTING YOUTH'S ART DREAM 九龍倉助青年追尋藝術夢

With the mission of "Building for Tomorrow", Wharf provides resources and opportunities to groom the next generation, especially in the art and culture areas.

The results of The Wharf Hong Kong Secondary School Art Competition and The Wharf Art Scholarship Scheme 2023/2024 have been announced. Congratulations to scholarship awardees Evelyn Chan who will study architecture in The Bartlett School of Architecture, University College London, and Shanel Pau who will study arts and technology in Hong Kong Baptist University.



“獎學金令我可以盡情追夢，我會努力讀書，成為更好的自己。”

Evelyn 陳心悅



我會好好學習，希望在藝術方面做到一定成績，將來回饋社會。”

Shanel 鮑森蕾



A sharing of selected entries was held at Wharf's Hong Kong malls, including Harbour City, Times Square and Plaza Hollywood in phases. 精選作品於九至十月期間在九龍倉旗下商場包括海港城、時代廣場和荷里活廣場作分享。

集團秉承「創建明天」的理念，致力提供適切資源及機會培育下一代對藝術的興趣，為推動本地藝術文化發展出一分力。

本年度九龍倉全港中學生繪畫比賽及藝術獎學金計劃的得獎名單已經公布。獎學金得主陳心悅及鮑森蕾將分別入讀倫敦大學學院巴特萊特建築學院及香港浸會大學；陳同學將修讀建築學，鮑同學則專攻藝術與科技。📌





