



SHKP celebrates the 75th anniversary of the founding of the People's Republic of China

新地庆祝中华人民共和国成立75周年



(From left) Legislative Council Member Scott Leung; Federation of HK Chengdu Community Organisations Executive Vice Chairman Vincent Wong; Legislative Council Member Vincent Cheng; Group Executive Director Christopher Kwok; District Officer (Sham Shui Po) Paul Wong; Kowloon Sub-office of the Liaison Office of the Central People's Government in the HKSAR Deputy Director General Guo Chang-yong; Culture, Sports and Tourism Bureau Under Secretary Raistlin Lau; Standing Committee Member of the CPC Sichuan Provincial Committee and Director General of the United Front Work Department Zhao Jun-min; Legislative Council Member Rebecca Chan; the Unified Association of Kowloon West Chairman Kevin Fan; Sichuan Provincial Returned Overseas Chinese Federation Vice Chairman Huang Hao; Kowloon West District All Circles Welcome Panda Series Activities Organizing Committee Chairman Simon Yim and Ocean Park Hong Kong Chief Executive Ivan Wong at the promenade pier in Cheung Sha Wan

(左起)立法会梁文广议员、香港成都社团总会常务副会长王贤讯、立法会郑泳舜议员、集团执行董事郭基泓、深水埗民政事务专员黄昕然、中央人民政府驻香港特别行政区联络办公室九龙工作部副部长郭长勇、文化体育及旅游局副局长刘震、四川省委常委、统战部副部长赵俊民、立法会陈凯欣议员、九龙西区各界协会会长樊敏华、四川省归国华侨联合会副主席黄灏、九龙西区各界“喜迎熊猫系列活动”筹备委员会主席阎小颖及香港海洋公园行政总裁黄嗣辉齐聚长沙湾海滨码头

To commemorate the 75th anniversary of the founding of the People's Republic of China, SHKP organized and sponsored a series of celebrations. These exciting happenings drew extensive participation, invigorated consumer spending and rejuvenated the local economy.

Event hosted in public open space of a private development via public-private-community collaboration

In September, the Group supported community initiatives organized by the Sham Shui Po Residents Association and co-organized by the Sham Shui Po District Office, featuring a photogenic display and a weekend market at the promenade pier in Cheung Sha Wan.

Held in a privately developed public open space across from the Group's TOWNPLACE WEST KOWLOON and SOHO West, the event came to fruition through government-business-community collaboration. The event's success provided valuable insights for the future use of public open space and demonstrated how united efforts can help revitalize communities and stimulate economic growth regionally.

Additionally, the distinctive heart-shaped installation at the pier captivated many visitors who gave their blessings to the motherland. On the night of the Mid-Autumn Festival, the pier was crowded with about 3,000 people celebrating the festive season. The organizer also held a promenade market, showcasing a variety of stalls, including artisanal workshops and game booths, which were well-received by visitors.



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Riding on panda fever to promote Chinese culture

SHKP fully supported the Panda Flair Waterfront Cultural Heritage Exploration exhibition organized by the Federation of HK Sichuan Community Organisations and co-organized by The Unified Association of Kowloon West Limited, the Hong Kong United Youth Association, the Federation of HK Chengdu Community Organisations Limited and the Sham Shui Po District Office.

Twelve panda sculptures, each about 1.8 metres tall, were put up at the promenade pier in Cheung Sha Wan. Crafted by talented designers from Sichuan and Hong Kong, the sculptures represented perfect fusion of traditional Chinese culture and Hong Kong fashion.

Group Executive Director Christopher Kwok stated that SHKP was honoured to collaborate with the government and the community in a series of vibrant celebrations that provided visitors with an exquisite blend of traditional

Chinese culture and Hong Kong's unique heritage, as well as helped stimulate the local economy.

SHKP's other activities to mark the occasion included hosting a National Day light show featuring a celebratory slogan on the façade of the Group's International Commerce Centre; sponsoring the "Meng Xi" InnoTech Promotional Programme, initiated by the Federation of New Territories Youth; co-organizing a photo exhibition showing the achievements of the motherland, hosted by the China News Services Hong Kong Bureau and the Hong Kong Federation of Journalists; and sponsoring a painting exhibition organized by Bauhinia Culture Group, titled "Better Than Ever – Exhibition of Famous Works Celebrating the 75th Anniversary of the Founding of the People's Republic of China". SHKP malls and its loyalty programme The Point also rolled out a series of shopping privileges and spending rewards to boost local spending during the National Day celebrations, thereby boosting the local economy.

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为庆祝中华人民共和国成立75周年，新地日前举办并赞助多项庆祝活动，凝聚欢乐气氛刺激消费。活动吸引了众多市民积极参与，同时提振地区经济。

善用私人发展公共空间 实现官商民合作

集团于九月支持由深水埗居民联会举办、深水埗民政事务处协办的“跃动全港 一切由‘深’出发”活动，在长沙湾海滨码头设置打卡装置和市集。

活动在私人发展的公共休憩空间举办，位置正对集团旗下的TOWNPLACE WEST KOWLOON及SOHO West。本次官商民合作模式，不但为日后社会如何使用公共空间带来参考价值，更重要的是印证了在社会各界通力合作下，能有效提振社区，带动地区经济发展。

此外，码头设置独特的心形装置，吸引众多市民打卡，展现出香港人对国家的祝福。中秋节当晚更吸引超过3,000名市民前来此处共庆佳节，场面热闹。同时，主办机构举办临海市集，现场设有特色商户摊档、手工艺工作坊及游戏摊位，吸引一众市民到场参与。

借“熊猫热”推广中华文化

新地也全力支持“同心熊猫海滨游 非遗文化齐体验”主题展览。活动由香港四川社团总会主办，九龙西区各界协会、香港青年联会、香港成都社团总会及深水埗民政事务处合办。

大会于长沙湾海滨码头设置12款高约1.8米的“同心熊猫”雕塑，服饰分别由四川和香港的设计师创作，完美融合中华传统文化和香港时尚。

集团执行董事郭基泓表示，新地很荣幸持续与特区政府和社会各界合作，通过一系列活动，向市民展示中华传统文化和香港特色文化的有机结合，吸引访客前来留影，提升地区活力，振兴经济。

新地还举办其他国庆庆祝活动，包括在旗下环球贸易广场的外墙展示国庆灯饰及祝贺语、赞助新界青年联会的“梦溪少年谈”国家成就科普计划、协办重量级活动“庆祝中华人民共和国成立75周年暨中国新闻社深耕香港70周年”图片展，及另一瞩目活动“《今朝更好看》庆祝中华人民共和国成立75周年名家作品展”。集团旗下商场和综合会员计划The Point还推出一系列商户优惠及消费奖赏，借国庆和中秋带动本地消费，助力振兴经济。