



## New Town Plaza 40th anniversary celebrations bolster mega event economy



Group Chairman and Managing Director Raymond Kwok (left) and Group Executive Director Christopher Kwok officiate the kick-off ceremony, setting the stage for the pyrotechnic show to celebrate the 75th anniversary of the founding of the People's Republic of China and the 40th anniversary of New Town Plaza  
集团主席兼董事总经理郭炳联(左)及执行董事郭基泓主持启动礼，为烟火汇演揭开序幕，庆祝中华人民共和国成立75周年暨新城市广场开业40载

To celebrate the 75th anniversary of the founding of the People's Republic of China and the 40th anniversary of New Town Plaza, Sun Hung Kai Properties (SHKP) launched a two-month celebration starting November 2024. The festivities aligned with government initiatives to foster a mega event economy, encouraging citizens to stay and spend in Hong Kong while offering tourists unforgettable experiences.

### Hong Kong's first shopping mall pyrotechnic show to boost local economy

SHKP started the celebrations in style with Hong Kong's first-ever shopping mall pyrotechnic show, with 2,024 fireworks bursting forth across the Shatin night sky at the kick-off ceremony.

Adhering to the theme of "Tourism is everywhere in Hong Kong", a carnival was held at the mall, featuring busking performances, face painting, magic and clown shows, captivating a large crowd of citizens and visitors.

The mega celebration was officiated by Raymond Kwok, Group Chairman and Managing Director; Christopher Kwok, Group

Executive Director; and representatives from the Liaison Office of the Central People's Government in the Hong Kong SAR, the Legislative Council, and the District Councils.

At the officiating ceremony, Raymond Kwok said the Group is deep-rooted in Hong Kong and has always contributed to the city's development with efforts closely aligned with government policies. By harnessing its resources and strengths, the Group has joined hands with the government to ignite the mega event economy by rejuvenating the retail industry through an array of exciting celebrations.

"Upholding the unwavering perseverance embodied in the 'Lion Rock spirit', our teams at New Town Plaza have brought new experiences to consumers for decades,

winning the support of both locals and tourists. Looking ahead, our colleagues will continue to unleash their creativity to bring new experiences that promise more unforgettable moments to customers."

During the celebrations, the Group worked closely with its tenants to roll out over 300 shopping privileges.



2

3







(From left) Legislative Council Members Stanley Li and Holden Chow; Deputy Director General of the New Territories Sub-office of the Liaison Office of the Central People's Government in the HKSAR, Zhu Yihua; Legislative Council Member Tommy Cheung; Group Chairman and Managing Director Raymond Kwok; Group Executive Director Christopher Kwok; Legislative Council Members Gary Chan, Michael Tien, Peter Shiu and Connie Lam; and Sha Tin District Council Chairman Frederick Yu attend the kick-off ceremony (左起) 立法会李世荣议员、周浩鼎议员、中央人民政府驻香港特别行政区联络办公室新界工作部副部长朱宜华、立法会张宇人议员、集团主席兼董事总经理郭炳联、集团执行董事郭基泓、立法会陈克勤议员、田北辰议员、邵家辉议员、林素蔚议员、及沙田区议会主席余怀诚出席启动礼

### Thriving hub for multigenerational enjoyment Elevating outdoor spaces for people of all ages

Celebrating its 40th anniversary, New Town Plaza has long been a key landmark for the Group and has grown alongside Sha Tin residents since its opening in 1984, contributing to Sha Tin's status as Hong Kong's most populated district. To stay current, the Group has been carrying out asset enhancement work for the mall, including ongoing exterior renovations. The recent opening of Chill Park on the mall's level three outdoor podium has increased space for leisure and live performances.

As SHKP's and Hong Kong's first large-scale integrated project developed in a transit-oriented development (TOD) model, New Town Plaza was far more than just a large-scale shopping mall and comprised offices, hotels as well as residences. Connected to the MTR station and a major public transport interchange, the project remains

a major integrated hub for living, working, shopping and transport in Sha Tin.

New Town Plaza is dedicated to meeting the ever-changing market demands by introducing new elements, including Hong Kong's first indoor musical fountain in the 1980s, a family-friendly theme park "Snoopy's World", the recently opened large-scale outdoor children's playground "Dino Park" and the pet-friendly "Pets Park". These facilities have contributed to collective memories cherished by both residents and visitors.

Raymond Kwok pointed out that New Town Plaza continues to be one of the most visited shopping malls in Hong Kong. Its convenient location, diverse range of facilities for all age groups and wide range of shops catering for different customer profiles make it an excellent choice for families with members across generations to enjoy quality time together.

### Satisfying consumers' needs with proactive innovations

New Town Plaza has pioneered in enhancing customer experiences with innovative technologies and creative features, meeting the ever-changing needs and preferences in the market.

New Town Plaza was the first SHKP shopping mall that introduced remote queuing for dine-in services through the SHKP Malls mobile app, ending the inconvenience of long queues. It was also among the first batch of malls covered by The Point, the integrated loyalty programme for SHKP malls. The Point members can earn points from spending in the malls and convert them into Point Dollars to spend as cash. To promote the use of electric vehicles, which are both convenient and eco-friendly, members who drive can enjoy contactless parking service and redeem points for SHKP's EV fast-charging service.

Furthermore, in light of the growing public demand for quality outdoor space, the Group looks forward to leveraging its use of outdoor and open spaces at its malls to provide enriching experiences for the community and invigorate the retail industry in the future.

### Exciting festive celebrations to encourage local spending

In this past Christmas, New Town Plaza's "Winter Wonderland" featured a 13-metre-tall Christmas tree in the 20,000-square-foot Chill Park, a 2,000-square-foot indoor ice rink, and a number of photo taking hot spots.

Other exciting events included busking performances and art workshops. New Town Plaza partnered with local illustrator Carmen Ng and students from local schools with 40 years of history in Sha Tin to create the Community Gallery. It depicts Sha Tin's surrounding landmarks and the rejuvenated features of New Town Plaza.







# 新城市广场开业40载 全力推动盛事经济

适逢中华人民共和国成立75周年暨新城市广场开业40载，新地由2024年11月起举办为期两个月的“沙田同心同行40载”庆祝活动，以响应政府推动盛事经济，鼓励市民留港消费，游客尽兴畅玩。

## 首个商场烟火汇演 振兴地区经济

新地在启动礼上，举办全港首个商场烟火汇演，2,024枚烟花在沙田夜空绽放，以别出心裁的形式为庆祝活动揭开序幕。

贯彻“香港无处不旅游”的理念，当日商场更举办大型嘉年华会，包括音乐表演、脸部彩绘、魔术及小丑表演等，成功吸引大批市民和游客，场面热闹。

集团主席兼董事总经理郭炳联及执行董事郭基泓，连同中联办官员、多位立法会议员和区议员主持启动礼，为盛事掀开序幕。

郭炳联在仪式上强调集团植根于香港，一直以实际行动配合政府施政，并利用其资源和优势，主动参与推动经济发展，贡献香港。新地通过举办系列庆祝活动，积极响应政府举办地区盛事的号召，为本地零售市场注入活力。

郭炳联补充：“凭借团队‘狮子山下’自强不息的精神，新城市广场数十年来持续为消费者带来新鲜感，故一直得到市民和旅客支持。未来我们的同事将会继续发挥创意，构思更多新噱头，为顾客送上更多难忘的欢乐时刻。”

庆祝活动期间，集团与商户紧密联系，合作推出逾300项购物优惠。

## 三代同堂休闲热点 持续提升户外空间

作为集团旗下重要的地标建筑，新城市广场喜迎开幕40周年，由1984年开业至今，不仅与几代沙田居民同步成长，更为沙田发展为全港18区中人口最多的地区出一分力。为了与时俱进，集团不断提升设施，并正在进行外墙翻新工程。位于三楼户外空间的Chill Park于近月开幕，以增加休憩空间和可用作现场表演的活动场地。



作为新地以至香港首个以公共交通导向模式发展的大型综合项目，新城市广场除了大型购物中心，也包括办共楼、酒店、住宅等。商场更连接港地铁站及大型公共交通交汇处，时至今日，依然是沙田区内居住、工作、休闲购物和交通换乘的大型综合枢纽。

新城市广场为迎合市场变化，历来不断注入新元素。无论是80年代设置全港首个室内音乐喷泉，引入适合一家大小的主题公园“史努比开心世界”，以至近年开设的大型儿童户外游乐场“恐龙公园”和宠物共融的“宠物同乐园”，皆为香港人及旅客创造了美好的集体回忆。

郭炳联表示，新城市广场作为香港人流最畅旺的商场之一，其便捷的地理位置、场内老少咸宜的设施，以及适合不同年龄层顾客的商户组合，特别适合小孩与家中长辈三代同堂，享受天伦之乐。

## 满足顾客需要 主动求变创新

新城市广场一直担当“先行者”的角色，以创新科技及新颖元素提升顾客体验，满足市场不停转变的需要。

新城市广场是新地首间通过“新地商场手机应用程序”安排餐厅入座的商场，免除顾客在店铺外大排长龙的不便；这里也是首批加入“新地商场综合会员计划The Point”的商场，会员可用消费赚取积分，更可即时当现金使用；为鼓励市民使用电动车，会员驾车更可享受免触式泊车服务，以及用积分换取特快充电服务，既方便又环保。

此外，为满足市民近年对优质户外空间的需求，集团期望灵活使用旗下商场室外和开放空间，为市民创造更丰富的休闲体验，激活零售市场。

## 丰富的节日庆典 吸引市民留港消费

新城市广场于刚过去的圣诞节，特意为市民打造“梦幻圣诞国度”，其中包括于逾1,858平方米（20,000平方呎）的Chill Park内设置13米高巨型圣诞树、于室内设609.6米（2,000呎）飘雪溜冰场，及多个打卡热点。

其他精彩活动包括演唱表演及艺术工作坊，并找来本地插画师Carmen Ng带领与商场一样拥有超过40年历史的沙田区学校师生创作《同行40载社区画廊》，记录沙田周边特色景点及新城市广场的新面貌。