



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

新地慶祝中華人民共和國成立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)立法會梁文廣議員、香港成都社團總會常務副會長王賢訊、立法會鄭泳舜議員、集團執行董事郭基泓、深水埗民政事務專員黃昕然、中央人民政府駐香港特別行政區聯絡辦公室九龍工作部副部長郭長勇、文化體育及旅遊局副局長劉震、四川省委常委、統戰部部長趙俊民、立法會陳凱欣議員、九龍西區各界協會會長樊敏華、四川省歸國華僑聯合會副主席黃灝、九龍西區各界「喜迎熊貓系列活動」籌備委員會主席簡小穎及香港海洋公園行政總裁黃嗣輝齊集長沙灣海濱碼頭

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.



為慶祝中華人民共和國成立 75 周年，新地早前舉辦並贊助多項慶祝活動，凝聚歡樂氣氛刺激消費。活動吸引眾多市民積極參與，同時提振地區經濟。

藉「熊貓熱」推廣中華文化

新地亦全力支持「同心熊貓海濱遊 非遺文化齊體驗」主題展覽。活動由香港四川社團總會主辦，九龍西區各界協會、香港青年聯會、香港成都社團總會及深水埗民政事務處合辦。

善用私人發展公眾空間 實現官商民合作

集團於九月支持由深水埗居民聯會舉辦、深水埗民政事務處協辦的「躍動全港 一切由『深』出發」活動，包括在長沙灣海濱碼頭設置打卡裝置和市集。

活動在私人發展的公眾休憩空間舉辦，位置對正集團旗下的 TOWNPLACE WEST KOWLOON 及 SOHO West。是次官商民合作模式，不但為日後社會考慮如何使用公共空間帶來參考價值，更重要是印證在社會各界通力合作下，能有效提振社區，帶動地區經濟發展。

此外，碼頭設置獨特的心形裝置，吸引不少市民打卡，展現出香港人對國家的祝福。中秋節當晚該處更吸引超過 3,000 名市民到來共慶佳節，場面熱鬧。同時，主辦機構舉辦的臨海市集，現場設有特色商戶攤檔、手工藝工作坊及遊戲攤位，吸引一眾市民到場參與。

大會於長沙灣海濱碼頭設置 12 款高約 1.8 米的「同心熊貓」雕塑，服飾分別由四川和香港的設計師創作，完美融合中華傳統文化和香港時尚。

集團執行董事郭基泓表示，新地很榮幸接連與特區政府和社會各界合作，透過一系列活動，向市民展示中華傳統文化和香港特色文化的有機結合，吸引訪客前來留影，提升地區活力，振興經濟。

新地亦舉辦其他國慶慶祝活動，包括在旗下環球貿易廣場的外牆展示國慶燈飾及祝賀語、贊助新界青年聯會的「夢溪少年談」國家成就科普計劃、協辦重量級活動「慶祝中華人民共和國成立 75 周年暨中國新聞社深耕香港 70 周年」圖片展，及另一矚目活動「《今朝更好看》慶祝中華人民共和國成立 75 周年名家作品展」。集團旗下商場和綜合會員計劃 The Point 亦推出一系列商戶優惠及消費獎賞，藉國慶和中秋帶動本地消費，助力振興經濟。

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.