



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
集團主席兼董事總經理郭炳聯(左)及執行董事郭基泓主持啟動禮，為煙火匯演揭開序幕，慶祝中華人民共和國成立75周年暨新城市廣場開業40載

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.





(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) 立法會李世榮議員、周浩鼎議員、中央人民政府駐香港特別行政區聯絡辦公室新界工作部副部長朱宜華、立法會張宇人議員、集團主席兼董事總經理郭炳聯、集團執行董事郭基泓、立法會陳克勤議員、田北辰議員、邵家輝議員、林素蔚議員、及沙田區議會主席余懷誠出席啟動禮

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.



新城市廣場開業40載 全力推動盛事經濟

適逢中華人民共和國成立75周年暨新城市廣場開業40載，新地由2024年11月起舉辦為期兩個月的「沙田同心同行40載」慶祝活動，以響應政府推動盛事經濟，鼓勵市民留港消費，遊客盡興暢玩。

首個商場煙火匯演 振興地區經濟

新地在啟動禮上，舉辦全港首個商場煙火匯演，2,024枚煙花在沙田夜空綻放，以別出心裁的形式為慶祝活動揭開序幕。

貫徹「香港無處不旅遊」的理念，當日商場更舉辦大型嘉年華會，包括音樂表演、臉部彩繪、魔術及小丑表演等，成功吸引大批市民和遊客，場面熱鬧。

集團主席兼董事總經理郭炳聯及執行董事郭基泓，連同中聯辦官員、多位立法會議員和區議員主持啟動禮，為盛事掀開序幕。

郭炳聯在儀式上強調集團植根於香港，一直以實際行動配合政府施政，並利用其資源和優勢，主動參與推動經濟發展，貢獻香港。新地透過舉辦連串的慶祝活動，積極響應政府舉辦地區盛事的號召，為本地零售市場注入活力。

郭炳聯補充：「憑藉團隊『獅子山下』自強不息的精神，新城市廣場數十年來持續為消費者帶來新鮮感，故一直得到市民和旅客支持。未來我們的同事將會繼續發揮創意，構思更多新噱頭，為顧客送上更多難忘的歡樂時刻。」

慶祝活動期間，集團與商戶緊密聯繫，合作推出逾300項購物優惠。

三代同堂休閒熱點 持續提升戶外空間

作為集團旗下重要的地標建築，新城市廣場喜迎開幕40周年，由1984年開業至今，不僅與幾代沙田居民同步成長，更為沙田發展為全港18區中人口最多的地區出一分力。為了與時並進，集團不斷提升設施，並正在進行外牆翻新工程。位於三樓戶外空間的Chill Park於近月開幕，以增加休憩空間和可用作現場表演的活動場地。



作為新地以至香港首個以公共交通導向模式發展的大型綜合項目，新城市廣場除了大型購物中心，也包括寫字樓、酒店、住宅等。商場更連接港鐵站及大型公共運輸交匯處，時至今日，依然是沙田區內居住、工作、消閒購物和交通轉乘的大型綜合樞紐。

新城市廣場為迎合市場變化，歷來不斷注入新元素。無論是80年代設置全港首個室內音樂噴泉，引入適合一家大小的主題公園「史諾比開心世界」，以至近年開設的大型兒童戶外遊樂場「恐龍公園」和寵物共融的「寵物同樂園」，皆為香港人及旅客創造了美好的集體回憶。

郭炳聯表示，新城市廣場作為香港其中一個人流最暢旺的商場，其便捷的地理位置、場內老少咸宜的設施，以及適合不同年齡層顧客的商戶組合，特別適合小孩與家中長輩三代同堂，享受天倫之樂。

滿足顧客需要 主動求變創新

新城市廣場一直擔當「先行者」的角色，以創新科技及新穎元素提升顧客體驗，滿足市場不停轉變的需要。

新城市廣場是首間新地商場透過新地商場手機應用程式安排食肆入座，免除顧客在店舖外大排長龍的不便；這裡亦是首批加入新地商場綜合會員計劃 The Point的商場，會員可用消費賺取積分，更可即時當現金使用；為鼓勵市民轉用電動車，會員駕車更可享受免觸式泊車服務，以及用積分換取特快充電服務，既方便又環保。

此外，為滿足市民近年對優質戶外空間的需求，集團期望靈活使用旗下商場室外和開放空間，為市民創造更豐富的消閒體驗，激活零售市場。

豐富的節日慶典 吸引市民留港消費

新城市廣場於剛過去的聖誕節，特意為市民打造「夢幻聖誕國度」，當中包括於逾20,000平方呎的Chill Park內設置13米高巨型聖誕樹、於室內設2,000呎飄雪溜冰場，及多個打卡熱點。

其他精彩活動包括演唱表演及藝術工作坊，並找來本地插畫家Carmen Ng帶領與商場一樣具超過40年歷史的沙田區學校師生創作《同行40載社區畫廊》，記錄沙田周邊特色景點及新城市廣場的新面貌。

