



## APM celebrates 20th anniversary with trend-setting AI robots APM 商场庆祝 20 周年 AI 机械人引领零售新潮流



SHKP Executive Director Christopher Kwok (left) and SHKP Executive Director Maureen Fung attended the "AI Robotics Spectacular" at APM  
新地执行董事郭基泓(左)及新地执行董事冯秀炎出席 APM「AI 机械科技大汇演」

To celebrate its 20th anniversary, the Group's flagship shopping mall APM in Kwun Tong kicked off its festivities with the "AI Robotics Spectacular". APM has become the first shopping mall in Hong Kong to introduce AI humanoid robots, which gained popularity at the Spring Festival Gala TV show, as "AI Robot Service Ambassadors," offering visitors a brand-new shopping experience with increased foot traffic.

The "AI Robotics Spectacular", which combined entertainment and interactive experiences, featured meticulously designed dancing and Tai Chi performances by robots. These AI robots also served as shopping ambassadors, seamlessly integrating cutting-edge technology into daily life.

AI humanoid robots had also served as service ambassadors at SHKP's Shanghai IFC Mall, Shanghai IAPM, Nanjing IFC Mall and Beijing APM, receiving overwhelming response.

In addition to adopting AI technology in the retail sector, SHKP is actively promoting STEAM education, encouraging young people to explore national developments in advanced technologies and sparking their interest in science and technology. SHKP will continue to deepen collaboration with local academic and tech sectors, nurturing more young professionals for the field.

新地旗下观塘旗舰商场 APM 喜迎开业 20 周年，以「AI 机械科技大汇演」拉开庆祝序幕。APM 成为香港首个商场引入于春晚亮相的 AI 人形机械人，让它们来港担任「AI 机械人服务大使」，除带动人流外，亦为市民带来全新的购物体验。

「AI 机械科技大汇演」结合观赏娱乐及互动体验，机械人展示精心设计的舞蹈及太极表演，更化身商场服务大使与顾客互动交流，将尖端科技无缝融入日常生活中。

AI 人形机械人亦曾在新地旗下上海国金中心商场、上海环贸 IAPM、南京国金中心商场及北京 APM 出任商场服务大使，反应热烈。

新地不仅在零售领域推动 AI 科技的应用，亦积极支持 STEAM 教育，鼓励年轻人认识国家高端科技发展，激发他们对科技的兴趣。新地将继续与本地学界及科技业界深化交流，培育更多本地创科人才。