



Kai Shing Managing Director KF Chan (left) and Deputy Managing Director Kevin Chu  
 啟勝董事總經理陳錦輝(左)與副董事總經理朱啟明

## Property management team's commitment to premium quality and innovation

### Kai Shing Managing Director KF Chan and Deputy Managing Director Kevin Chu

**K**ai Shing Management Services (Kai Shing), one of the Group's property management subsidiaries, adheres to SHKP's belief in Building Homes with Heart and is committed to delivering premium property management services. KF Chan and Kevin Chu, the Managing Director and Deputy Managing Director of Kai Shing, said the company upholds the tradition of pursuing quality while striving for innovation to cater to the current needs of its tenants.

#### Embracing innovative technology to meet global trends

Multinational corporations and large mainland enterprises have stringent requirements on offices, including their locations and services. The Group's International Commerce Centre (ICC), managed by Kai Shing, has

effectively catered to the needs of different clientele through its exceptional services. Mr Chan stated that ICC will form a cluster of premium grade-A offices with two projects under construction in West Kowloon, including the International Gateway Centre (IGC) where tenants will start moving in next year and the Artist Square Towers Project. Kai Shing is well-prepared to leverage these opportunities. "The Group's projects in West Kowloon will serve as a crucial gateway for the development of the Greater Bay Area," he said. "We must employ innovative and practical thinking to create a vibrant and diverse business community for the Group and Hong Kong."

Mr Chu added that the ICC is highly sought after by multinational and mainland enterprises, and the upcoming IGC caters to these large corporations with high standards of property management and sustainable

development. "We have proactively leveraged innovative technology to enhance management standards in recent years. For instance, in 2022, we implemented an Extended Reality Facility Management (XRFM) platform in the ICC. The platform integrates multiple technologies, including Artificial Intelligence (AI), the Internet of Things (IoT), Digital Twin models and big data analytics, to improve the efficiency of our property management. The ICC and IGC have received multiple international green certifications and pre-certifications respectively, addressing tenants' demand for sustainability."

#### Hub Management to deliver high quality service

To ensure the IGC and the forthcoming Artist Square Towers Project in West Kowloon maintain the same exceptional management service standards as the ICC, Kai Shing will adopt a Hub Management approach to manage these three projects. Mr Chan explained, "Kai Shing introduced the Hub Management concept to manage nearby projects under a single management team. This approach improves work efficiency and standardizes our services." He said the projects are located in the prime area of West Kowloon and have different tenant and client profiles. This strategy will ensure that consistently high management standards are maintained at the related projects, thereby strengthening Kai Shing's brand image.

#### Gaining insights from Japan and mainland cities

To cater to the rising expectations in the market, particularly from large corporates, the Kai Shing team visited cities such as Hangzhou and Tokyo over the past year to explore the latest technologies and management models applicable in the upcoming IGC and other projects. Mr Chu said, "Many newly constructed skyscrapers in Tokyo come with a viewing platform and other distinctive features. These are worth emulating for the IGC and other upcoming projects. We also visited Hangzhou, one of the national innovative and research hubs, to explore how to integrate the latest technologies into property management."

#### Promotion of smart living through technology-enhanced services

The new management model goes beyond commercial projects. To meet the needs of the young generation and dynamic communities, in 2022, Kai Shing established the WeSpire Living brand to bring in innovative technology to promote smart and healthy living whilst providing professional and efficient property management services. Kai Shing also pioneered the use of Virtual Key and various types of robots in NOVO LAND in Tuen Mun, providing residents with distinctive services and greater convenience.

Mr Chu said that Kai Shing aims to provide attentive services that redefine property management. "Over a million people live, work, shop and enjoy leisure activities in the buildings we manage every day. Upholding SHKP's belief in Building Homes with Heart, Kai Shing aspires to offer Hong Kong residents a living environment filled with warmth, energy and happiness."

#### Building a young team to leverage the strengths of the mainland and Hong Kong

Kai Shing encourages team members to stay curious and broaden their horizons by exploring and learning from different countries and regions. In addition to trips to Tokyo and Hangzhou, Kai Shing staff have also visited Singapore and Shanghai. Mr Chan believes that offering young talent exposure to diverse experiences is crucial for talent retention. He shared that Kai Shing aims to build a property management culture that thrives in both Hong Kong and the mainland and to form a young team that combines the strengths of these two locations. "Currently, our mainland interns undergo a one-year training programme in Hong Kong. Over 200 have been successfully trained so far, and some are now leading major projects on the mainland," he said. In addition to recruiting mainland graduates residing in Hong Kong and talent via the "Top Talent Pass Scheme", Kai Shing collaborates with post-secondary institutions to tap local talent. Mr Chan and Mr Chu are confident that this dynamic team will spearhead innovation and provide quality services for the Group's properties in both Hong Kong and the mainland.





## 承传优质 追求创新

### 启胜董事总经理陈锦辉及副董事总经理朱启明

集团旗下启胜管理服务有限公司(启胜),秉持新地「以心建家」的精神,致力提供卓越的物业管理服务。启胜董事总经理陈锦辉及副董事总经理朱启明表示,团队继承集团追求高素质的传统,同时锐意从多方面不断创新,以满足租户的最新需要。

#### 应用创新科技 迎合世界潮流

跨国或内地大型企业对写字楼的选址和要求向来严格,集团旗下的环球贸易广场 (ICC) 由启胜管理,凭藉卓越的服务,一直满足不同客群的需求。陈锦辉称, ICC 连同两个集团在建中的西九龙项目,包括即将于明年入伙的 International Gateway Centre (IGC), 以及艺术广场大楼,组成优质的写字楼建筑群。启胜已做好准备,充分把握当中的机遇。「集团在西九龙的发展项目,将成为大湾区发展的关键窗口。我们必须以创新和务实的思维,为集团和香港打造一个充满活力和多元化的商业社群 (business community)。」

朱启明补充, ICC 深受跨国及内地企业的欢迎,而即将入伙的 IGC 正好迎合这些对物业管理及可持续发展有要求的大型企业。「近年我们积极运用创新科技提升管理水平,例如 2022 年在 ICC 推行延展实境设施管理 (XRFM) 系统平台,透过多重技术包括人工智能(AI)、物联网 (IoT)、数码分身模型 (Digital Twin) 及大数据分析等,提升物业管理的效益。ICC 和 IGC 两个项目分别获得多项国际绿色认证和预认证,满足租户对可持续发展的诉求。」

#### 采用「中枢管理」 统一提供高水平服务

为了确保 IGC 和未来的西九艺术广场大楼,能够与 ICC 的管理服务水平保持一致,三个项目将采用「中枢管理」(Hub Management) 的方式。陈锦辉进一步解释:「近年启胜引入『中枢管理』的概念,将邻近的项目统合由同一个团队管理,提升工作效率之余,亦可以统一服务水平。」他表示上述项目位处西九龙核心地段,覆盖不同性质的租户和客群,



Mr Chan and Mr Chu believe that the strong recognition of Kai Shing's service quality by the market and the industry is the result of the entire team's collective effort  
陈锦辉及朱启明认为,启胜的服务水平得到市场和业界认同是整个团队共同努力的成果



To broaden the horizons of staff members, Kai Shing arrange visits for them to explore new ideas and technologies to enhance service quality at their managed properties  
为了开阔眼界,启胜会安排员工到世界各地考察,引入新思维和科技,优化服务素质



启胜透过这种管理方式,确保相关项目的服务素质能保持一致的高水平,有助强化自身的品牌形象。

#### 远赴日本和内地城市取经

为了满足市场和大型企业不断提高的要求,启胜团队过去一年走访内地杭州和日本东京等地考察,期望将最新的科技和管理模式引入即将落成的 IGC 及其他项目。朱启明称:「东京不少新建摩天大楼都设有观景台,而且别具特色,很值得 IGC 及稍后落成的项目借鉴。此外,我们亦率团到国家科研重镇杭州取经,探索如何将最新技术融入物业管理之中。」

#### 以科技提升服务 推广智慧生活

启胜不只在商业项目推行崭新的管理模式。为迎合年轻客群及活力社区的需求,启胜于 2022 年成立 WeSpire Living 品牌,以创新科技推广健康及智慧生活,提供专业且高效的物业管理服务,并率先在屯门 NOVO LAND 引入电子钥匙 Virtual Key 和不同类型的机械人,让住客享受与众不同的服务和科技带来的生活便利。

朱启明表示,启胜希望结合科技提供有「温度」的服务,重塑物业管理的定义。「每天有超过一百万人在我们所管理的地方生活、工作和购物玩乐。秉承新地『以心建家』的信念,启胜希望能够为香港人带来有温度、活力及幸福感的生活体验。」

#### 建立年轻团队 发挥内地和香港优势

启胜经常鼓励同事要保持好奇心和开阔眼界,安排他们探索世界,学习不同国家地区的优势。除之前提及前往东京和杭州外,启胜也安排同事到新加坡和上海考察。陈锦辉认为让同事、特别是年轻一代看得更多更远,绝对有助留住人才。他更表示,启胜目标是建立两地通用的物管文化,组成一支糅合香港及内地优势的年轻团队。「现时启胜的内地实习会在香港接受为期一年的培训,至今成功培训出超过 200 名内地实习生,部分已能独当一面,成为国内大型项目的负责人。」启胜除了从「高端人才通行证计划」及「港澳」留学毕业生中招募内地人才,也与香港的专上学院合作,发掘本地人才。二人均期望这支充满活力的团队,能够引领创新潮流,为集团于内地和香港的物业提供优质服务。