



## APM celebrates 20th anniversary with trend-setting AI robots APM商場慶祝20週年 AI機械人引領零售新潮流



SHKP Executive Director Christopher Kwok (left) and SHKP Executive Director Maureen Fung attended the "AI Robotics Spectacular" at APM  
新地執行董事郭基泓(左)及新地執行董事馮秀炎出席APM「AI機械科技大匯演」

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.

新地旗下觀塘旗艦商場APM喜迎開業20週年，以「AI機械科技大匯演」拉開慶祝序幕。APM成為香港首個商場引入於春晚亮相的AI人形機械人，讓它們來港擔任「AI機械人服務大使」，除帶動人流外，亦為市民帶來全新的購物體驗。

「AI機械科技大匯演」結合觀賞娛樂及互動體驗，機械人展示精心設計的舞蹈及太極表演，更化身商場服務大使與顧客互動交流，將尖端科技無縫融入日常生活中。

AI人形機械人亦曾在新地旗下上海國金中心商場、上海環貿IAPM、南京國金中心商場及北京APM出任商場服務大使，反應熱烈。

新地不僅在零售領域推動AI科技的應用，亦積極支持STEAM教育，鼓勵年輕人認識國家高端科技發展，激發他們對科技的興趣。新地將繼續與本地學界及科技業界深化交流，培育更多本地創科人才。