



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

Kai 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.



承傳優質 追求創新

啟勝董事總經理陳錦輝及副董事總經理朱啟明

集團旗下啟勝管理服務有限公司(啟勝)，秉持新地「以心建家」的精神，致力提供卓越的物業管理服務。啟勝董事總經理陳錦輝及副董事總經理朱啟明表示，團隊繼承集團追求高質素的傳統，同時銳意從多方面不斷創新，以滿足租戶的最新需要。

應用創新科技 迎合世界潮流

跨國或內地大型企業對寫字樓的選址和要求向來嚴格，集團旗下的環球貿易廣場 (ICC) 由啟勝管理，憑藉卓越的服務，一直滿足不同客群的需求。陳錦輝稱，ICC 聯同兩個集團在建中的西九龍項目，包括即將於明年入伙的 International Gateway Centre (IGC)，以及藝術廣場大樓，組成優質的寫字樓建築群。啟勝已做好準備，充分把握當中的機遇。「集團在西九龍的發展項目，將成為大灣區發展的關鍵窗口。我們必須以創新和務實的思維，為集團和香港打造一個充滿活力和多元化的商業社群 (business community)。」

朱啟明補充，ICC 深受跨國及內地企業的歡迎，而即將入伙的 IGC 正好迎合這些對物業管理及可持續發展有要求的大型企業。「近年我們積極運用創新科技提升管理水平，例如 2022 年在 ICC 推行延展實境設施管理 (XRFM) 系統平台，透過多重技術包括人工智能(AI)、物聯網 (IoT)、數碼分身模型 (Digital Twin) 及大數據分析等，提升物業管理的效益。ICC 和 IGC 兩個項目分別獲得多項國際綠色認證和預認證，滿足租戶對可持續發展的訴求。」

採用「中樞管理」 統一提供高水平服務

為了確保 IGC 和未來的西九藝術廣場大樓，能夠與 ICC 的管理服務水平保持一致，三個項目將採用「中樞管理」(Hub Management) 的方式。陳錦輝進一步解釋：「近年啟勝引入『中樞管理』的概念，將鄰近的項目統合由同一個團隊管理，提升工作效率之餘，亦可以統一服務水平。」他表示上述項目位處西九龍核心地段，覆蓋不同性質的租戶和客群，啟



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. 為了拓闊眼界，啟勝會安排員工到世界各地考察，引入新思維和科技，優化服務質素



勝透過這種管理方式，確保相關項目的服務質素能保持一致的高水平，有助強化自身的品牌形象。

遠赴日本和內地城市取經

為了滿足市場和大型企業不斷提高的要求，啟勝團隊過去一年走訪內地杭州和日本東京等地考察，期望將最新的科技和管理模式引入即將落成的 IGC 及其他項目。朱啟明稱：「東京不少新建摩天大樓都設有觀景台，而且別具特色，很值得 IGC 及稍後落成的項目借鑑。此外，我們亦率團到國家科研重鎮杭州取經，探索如何將最新技術融入物業管理之中。」

重塑物業管理的定義。「每天有超過一百萬人在我們所管理的香港生活、工作和購物玩樂。秉承新地『以心建家』的信念，啟勝希望能夠為香港人帶來有溫度、活力及幸福感的生活體驗。」

建立年輕團隊 發揮內地和香港優勢

啟勝經常鼓勵同事要保持好奇心和拓闊眼界，安排他們探索世界，學習不同國家地區的優勢。除之前提及前往東京和杭州外，啟勝也安排同事到新加坡和上海考察。陳錦輝認為讓同事、特別是年輕一代看得更多更遠，絕對有助留住人才。他更表示，啟勝目標是建立兩地通用的物管文化，組成一支糅合香港及內地優勢的年輕團隊。「現時啟勝的內地實習生會在香港接受為期一年的培訓，至今成功培訓出超過 200 名內地實習生，部分已能獨當一面，成為國內大型項目的負責人。」啟勝除了從「高端人才通行證計劃」及「港漂」留學畢業生中招募內地人才，也與香港的專上學院合作，發掘本地人才。二人均期望這支充滿活力的團隊，能夠引領創新潮流，為集團於內地和香港的物業提供優質服務。

以科技提升服務 推廣智慧生活

啟勝不只在商業項目推行嶄新的管理模式。為迎合年輕客群及活力社區的需求，啟勝於 2022 年成立 WeSpire Living 品牌，以創新科技推廣健康及智慧生活，提供專業且高效的物業管理服務，並率先在屯門 NOVO LAND 引入電子鑰匙 Virtual Key 和不同類型的機械人，讓住客享受與別不同的服務和科技帶來的生活便利。

朱啟明表示，啟勝希望結合科技提供有「溫度」的服務，



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. 陳錦輝及朱啟明認為，啟勝的服務水平得到市場和業界認同是整個團隊共同努力的成果