

BIZ Office Leasing presents 'Key to Success'

"Right Place for the Right Business"

**BIZ Office Leasing,
Sun Hung Kai Properties**

Right Place for the Right Business

BIZ Office Leasing, Sun Hung Kai Properties' office leasing division, launched a new slogan "Right Place for the Right Business" this year together with a new brand strategy and revolutionary print advertisement, aptly sums up its philosophy of offering tenants not just the right address, but a fully integrated office hub that suits the needs of their business and workforce. This approach is the key to a thriving business in today's competitive environment, and is exemplified in the key symbol ♀ used in the word "BIZ". The design of the symbol has evolved from different stages:

- ♀ A very old variation of the graph for the planet Mercury from ancient Greece which has implied business since time immemorial.
- ♀ The most commonly used sign of Mercury.
- ♀ Based on these ancient symbols, the BIZ logo has been made contemporary and to look like a key.
- ♀ Symbolically, if you are scouting for a great place for your business, the key is here – at a BIZ Office Leasing property.

An Expanding Portfolio

BIZ's premium office portfolio includes 18 properties strategically located throughout Hong Kong, setting new standards in office developments and offering top customer services that exceed expectations. With varied locations come wide choices of size to suit different needs.

Currently the portfolio accounts for over seven million square feet of gross floor area in Hong



International Commerce Centre (ICC) and the twin towers

Kong situated at major transportation hubs, offering ideal locations and easy accessibility.

The portfolio will expand rapidly to more than ten million square feet by 2010. The 118-storey and 490-metre tall International Commerce Centre (ICC), Hong Kong's soon-to-be tallest building and the third tallest in the world, will contribute 2.5 million square feet of Grade-A offices. Located in Kowloon Station, Hong Kong's future cultural, commercial and financial hub, the ICC is set to become BIZ Office Leasing's iconic building on the Kowloon waterfront. In August, Morgan Stanley confirmed to lease ten floors of the ICC in a pioneering move to relocate its Asia Pacific headquarters from Central.

Another premium office development on the Kwai Chung Town Lot 215, located near the Kwai Hing MTR station, will contribute a further 600,000 square feet of Grade-A office space in Phase 1 of its development.

Increasing Presence in China

Coming on line in mainland China is the Shanghai ifc, an integrated commercial complex located in the midst of the Lujiazui financial centre in Pudong, overlooking the Huangpu River. Comparable to the ifc in Hong Kong, the Shanghai



apm shopping mall

ifc will offer sweeping views and superb quality upon its completion. A top-end shopping mall, a hotel and serviced apartments managed by world-renowned hospitality operators come with the project. It will offer 900,000 square feet of office area when the first phase is completed in 2009.

In addition, an integrated complex located on Huai Hai Zhong Road in Shanghai will offer 1,300,000 square feet of office area upon completion in 2010.

Shopping Mall Adds Value and Dimension

The majority of BIZ Office Leasing properties come with shopping malls that offer tenants not just shopping, but dining and entertainment choices that can be fully integrated into their daily office life. The most prominent of these malls are the ifc mall in Central, the apm mall in Kwun Tong and the New Town Plaza in Shatin. From working and dining to shopping and entertainment, everything is available under one roof, making the commercial complex where the office is situated the hub for their daily activities.

BIZ Office Leasing Portfolio:

Hong Kong

- One & Two ifc, Central
- Sun Hung Kai Centre, Wan Chai
- Central Plaza, Wan Chai
- Harbour Centre, Wan Chai
- World Trade Centre, Causeway Bay
- Millennium City 1, 2, 3, 5&6, Kwun Tong
- Grand Century Place, Mong Kok
- Grand Central Plaza, Sha Tin
- New Town Tower, Sha Tin
- Metroplaza, Kwai Fong
- Millennium Trade Centre, Kwai Hing
- Grand City Plaza, Tsuen Wan
- Landmark North, Sheung Shui
- ICC, Kowloon Station (upcoming)
- Kwai Chung Town Lot 215, Kwai Chung (upcoming)

Mainland China

- Shanghai Central Plaza, Shanghai
- Beijing apm, Beijing
- Shanghai ifc, Shanghai (upcoming)
- Huai Hai Zhong Road Complex, Shanghai (upcoming)



Shanghai ifc

