

START ►
LOCATION IS THE KEY TO WIN

Hong Kong

Sun Hung Kai Centre

Central Plaza

Harbour Centre

Two ifc

ICC

Kowloon Station

Wan Chai

Central

SHKP Office TV Infomercials

Sharing Office Information with You

Millennium City

Kwun Tong

Grand Century Place

Mongkok

Kowloon

With Sun Hung Kai Properties (SHKP) having launched a series of TV Infomercials that focuses exclusively on office properties in Hong Kong, the traditional real estate TV commercials have now witnessed a paradigm shift, which don't focus only on residential properties. Information and trends pertaining to Grade-A office buildings is shared with you.



Mr. Lo presents that Office Life is an integral part of our daily lives. He's now disseminating office building information to all of Hong Kong through the TV infomercials.

Office Life - An Inseparable Part of Everyday Life

Mr. Lo King-Wai, Deputy General Manager, Office Leasing Department of Sun Hung Kai Real Estate Agency Ltd., says, "Office buildings in Hong Kong symbolise the rapid growth of Hong Kong's economy, and they are closely related to our everyday lives. Come to think of it, most of us work at least eight hours a day, the time we spend in the office may be more than that we spend at home. In the TV Infomercials, we have invited the cast of the popular long-living radio drama series, 'Block C, 18/F', to deliver the information on this aspect through the setting of 'Office Life'."

SHKP's Grade-A Office Buildings in Every Corner of Hong Kong

The growth in economy prompts an accelerated demand for Grade-A office buildings. It's therefore imperative that Grade-A office buildings are not limited to core commercial areas like Central, Admiralty and Tsimshatsui, but actually spread out to other districts as well. This, in turn, helps nourish a variety of businesses. Grade-A office buildings are a function of their sizes, facilities and public transport accessibility. As location is no longer a determinant, Grade-A office buildings can be found everywhere in Hong Kong.

SHKP's Grade-A office buildings are located in every corner of Hong Kong, including core districts such as Central, Wan Chai and Causeway Bay, as well as Mongkok, Kwun Tong, Tsuen Wan, Kwai Chung, Shatin and Sheung Shui. All these are well-placed along the transportation network in Hong Kong, Kowloon and the New Territories, with quick access to MTR, Airport Express and KCR. Mr. Lo points out, "Hong Kong is an international city. It's the gateway to China for international enterprises, and vice versa. Hence, a balanced and well-spread office portfolio should grow criss-cross. Besides quality, the network should also be equipped with a sumptuous choice of locations that suit all businesses."

Skyscrapers Symbolising Hong Kong's Growth



Most cities of the world are known by their skyscrapers. They are indeed the landmarks of every megapolis. Hong Kong's historical skyscrapers have made the 'Pearl of the East' shine even brighter.

Subsequent to the Central Plaza in 1992, SHKP developed another shining star - the 420-metre Two ifc - in 2003. The 490-metre International Commerce Centre (ICC) at Kowloon Station, currently under development, will soon upstage it by becoming Hong Kong's highest and the world's third highest building. Together with Two ifc across the harbour, the ICC will compose the next landmark - The Harbour Gateway - lighting up the 'City that Never Sleeps'. Like Chicago and New York having their signature landmarks, the Sears Tower and the Empire State Building, the ICC's Observation Deck will be the signature sight-seeing destination of Hong Kong.

Office Building's 'Beauty from Within' Caters to You

Mr. Lo also stresses on Grade-A office buildings' 'Beauty from Within', as class looks beyond the outward beauty of the buildings. This is precisely why SHKP lays emphasis on building facilities as well as quality management services. Mr. Lo says, "Office Life is not just about what happens within the office. Accessibility, amenities and leisure facilities should be taken into consideration too. We also periodically upgrade the buildings and facilities. Our endeavour is to provide quality Office Life to people working there."

Skyscrapers in Hong Kong

| Year completed | District | Building | Height |
|----------------|-----------------|-------------------------------------|--------|
| 1973 | Central | Jardine House | 178m |
| 1982 | Wan Chai | Hopewell Centre | 216m |
| 1989 | Central | Bank of China Tower | 368m |
| 1992 | Wan Chai | Central Plaza | 374m |
| 2003 | Central | Two ifc | 420m |
| Developing | Kowloon Station | International Commerce Centre (ICC) | 490m |

SHKP's Premium Office Portfolio Keeps Growing

As of today, SHKP's office portfolio includes 17 developments covering approximately 7 million sq ft in Hong Kong. The upcoming projects include star ones like the ICC at Kowloon Station, Millennium City 6 in Kwun Tong and other new development in Kwai Chung. By 2010, SHKP's office portfolio would have covered more than 10 million sq ft, making SHKP one of the largest developers of premium office buildings in Hong Kong.

To watch the SHKP Office TV Infomercials, please visit http://www.shkp.com/html/office_video/index.htm



New Territories

Shatin

Sheung Shui

Tsuen Wan

Kwai Chung

New Town Tower

Grand Central Plaza

Landmark North

Grand City Plaza

Metroplaza

Millennium Trade Centre