



New World China Land is a national property developer with good corporate citizenship. Our active participation in Mainland China's charity campaigns demonstrated that we are an integral part of the community and hold social responsibility as our core value. During the past year, we initiated and organised a wide range of charity campaigns, educational, cultural, and sports events, which enriched community life and contributed in building a caring communities.

CHARITY CAMPAIGN

Guangzhou

Staff from New World China Land in Guangzhou and New World Group in Hong Kong joined together in donation to the relief operations for the devastating Southeast Asian tsunami. Responding to the fund-raising effort headed by the parent company in Hong Kong, our Guangzhou office organised its own "World Without Border" fund-raising campaign in January 2005. Over HK4.2 million dollars was raised from the New World Group staff in Hong Kong and Mainland China to support UNICEF's relief operations.

In July 2005, NWCL's Guangzhou office donated RMB100,000 to the Guangzhou Municipal Charity Association, helping victims to rebuild their homes lost in one of the worst floods hitting Guangdong province earlier in the year.



NURTURING COMMUNITY CULTURE

Tianjin

To commemorate the 10th anniversary of the Group's entry into Tianjin, Tianjin office held a retrospective exhibition in June and July 2005. The dramatic transformation of the city of Tianjin was well reflected in the exhibition, where historic photos and relics from the past era of early 20th century were displayed, together with the achievements of New World China Land in Tianjin's urban redevelopment.

Guangzhou

To thank the residents and local communities for their continuous support to the Group, and to foster local communities relationships, Guangzhou office organised a large scale "Mid-Autumn Festival Cultural Night" in September 2005. Held in Zhongshan Memorial Hall, residents of the six New World communities in Guangzhou had an enjoyable evening where shows being staged were played by either our staff or the residents.

SUPPORTING EDUCATION

Tianjin

In June 2005, RMB80,000 dollars was donated by the Tianjin office to the "New World Education Fund", earmarked primarily for establishing the public Tianjin Huaan Street Elementary School, the first school for temporary residents of Tianjin, in which education services are available to Tianjin locals only. Most of its pupils are underprivileged children from families from countryside now making a living in Tianjin.

Guangzhou

In August 2005, Guangzhou office donated RMB200,000 to support a group of Guangzhou's high school students admitted by universities but were unable to afford the tuition. In addition to our direct donation, posters and pamphlets were posted and distributed to all six New World communities in Guangzhou so as to raise public awareness and to gain support from the owners and residents.



PROMOTING SPORTS

Tianjin

In October 2004, Tianjin office donated RMB800,000 to sponsor the 2004/2005 Women's National Volleyball Championship. In August 2005, we further our support by sponsoring the 2005/2006 National Volleyball Men's and Women's League. These sponsorships create positive impact on the popularity and development of volleyball in Tianjin and the whole country.

Wuhan

In May 2005, Wuhan Changqing Garden hosted an unconventional campaign titled the "Morning/Evening Exercise", luring residents to participate in daily physical exercise. Venues and equipments are made readily available so as to encourage residents to participate. This event successfully instilled exercise in residents' minds, preparing, giving a good foothold for Wuhan Changqing Garden to enlist on "Pioneering communities of supporting sports in China's cities"



ENVIRONMENTAL PROTECTION

Guangzhou

Responding to the acute power shortage in the Guangzhou during the summer peak usage period, Guangzhou office launched the “26 Degree Energy Saving Campaign” in June 2005, whereby all the NWCL offices in Guangzhou have tuned-up their air-conditioning to 26 degree Celsius. In addition, posters advocating residents to adjust their household air-conditioner to 26 degree Celsius or above were displayed in the public areas of all six New World communities in Guangzhou. The campaign was enthusiastically supported by our staff and the residents, creating energy saving communities.

Guangdong Province experienced severe drought and water shortage last year. Supported by the provincial and municipal governments, the Group’s Guangzhou office organised the “Preserving Water for a better New World” community water saving campaign in November 2004, including children painting contest and “Star of Water Preservation” competition. The campaign was enthusiastically participated by owners, staffs and business partners, raising the general public’s awareness in environmental protection.

