



Financial Secretary Henry Tang (third from right) and the Group's Chairman DrYT Cheng (third from left) join representatives from other participating organizations to mark the launch of the Avenue of Stars.

## A Boost to Hong Kong's Tourism

Tourism has been a key job provider in Hong Kong, and is widely recognized as a backbone of the Hong Kong economy. The Group sponsored HK\$40 million for the construction of the Avenue of Stars, Hong Kong's brand-new tourist attraction located along Tsim Sha Tsui Waterfront Promenade.

Featuring floor plaques of Hong Kong's outstanding film industry professionals, sculptures and facilities relating to the local film scene, the unique tourism attraction has proved itself to be a big draw for local and overseas visitors since its official launch in April 2004.

Offering a superb view of the Victoria Harbour, the Avenue of Stars serves as a platform for promoting Hong Kong and its tourism industry by leveraging on the appeal of Hong Kong's movies and film stars. With the support of the film industry, movie-related events are regularly organized at the Avenue of Stars to help boost Hong Kong's international image as a dynamic Asian city with a thriving film industry. The Avenue of Stars also acts as a nurturing ground for the local cultural scene by providing local performers and artistes an easily accessible public performance venue to bring their arts to a wide audience.



The Avenue of Stars has quickly become a well-known popular tourist attraction since its launch in April 2004.

## Voluntary Service

Since its inception in 2001, the Group's voluntary service team has organized and participated in more than 100 charitable events, involving more than 1,000 volunteers and their associates, who together devoted more than 9,000 hours to meet genuine social needs. Projects undertaken during the year included visits to elderly people, life rejuvenation scheme for youths on drug rehabilitation programme and language classes for new arrival children. In recognition of its commitment to serving the society, the team has won the Gold Award for Volunteer Service from the Hong Kong's Social Welfare Department for three consecutive years.



Cheque presentation ceremony for the Group's Easter egg charity sale in April 2004.

## A Better World for Children

The Group and UNICEF launched the "Create a New World for Children" Corporate Alliance Campaign in August 2003 to help improve the welfare of underprivileged children in China. Since then, a number of Group companies have put in place fund-raising channels in support of UNICEF. These include setting up donation boxes to encourage customers to make donation, organizing staff donation programmes and donating portions of sales revenue to UNICEF. In 2004, the Group's China property division organized a cross-border driving event and an Easter eggs charity sale, raising more than HK\$1.2 million for UNICEF's education programme for girls in China.



The Group and UNICEF jointly organized a cross-border driving event in October 2004.

## Employee Care

The Group believes that in an age of rapid knowledge advancement and accelerating competition, developing a motivated, highly skilled workforce is critical to business performance. The Group has in place a competitive staff compensation policy to attract and retain employees. In 2004, the Group launched a management trainee programme aiming to recruit and develop high-calibre individuals for its management team.

A mentor scheme and staff awards programme are organized to help facilitate staff development and recognize the outstanding performance of both frontline and office staff. Training courses and education subsidies are provided to enable staff to upgrade their work skills.

As at 30 June 2004, the Group had over 30,000 employees, a 9% decrease compared to 33,000 as at 30 June 2003. To enhance bonding among staff, the Group encourages employees to take part in company-sponsored staff activities, such as corporate fun day, charity events, community services and staff trips.

## Investor Outreach

The Group attaches great importance to investor communication. During the year, we organized a number of site visits, meetings with the media and investment community and participated in investment forums and overseas road shows. These activities helped keep investors on the forefront of the Group's strategies and development plans.

New World Mobile Holdings Limited became one of the Group's listed companies in July 2004, bringing the total number of listed entities in the Group to five. With growing investor interest in our various listed divisions, the Group will continue to work towards greater corporate transparency.

Our corporate websites are updated to make information available to the public in a timely fashion. During the past year, NWCL and NWTMT revamped their corporate websites to enhance their user-friendliness. In recognition of our efforts in making our annual reports an effective communication channel, annual reports produced by NWCL and NWSH garnered awards in international annual report competitions.



Award-winning annual reports produced by the Group's listed companies.

## Quest for Excellence

The Group is committed to providing better service and enhancing customer satisfaction. Our achievements in improving service quality are reflected in the awards with which its business units were honoured during the year.

**New World China Land Limited** was selected one of China's 18 blue-chip property developers by two major China-based financial newspapers.

**Shanghai Hong Kong New World Tower and Wuhan International Trade & Commerce Centre**, both NWCL's projects, were judged to be "2004 China New Top 10 Landmark Buildings", in a competition organised by the State Council Development Research Centre and Tsinghua University's Real Estate Academy.

**Hong Kong Convention and Exhibition Centre**, managed by the Group's service division, was voted "Asia's Leading Conference Centre" for the second consecutive year by travel agents around the world in the 10th World Travel Awards.

**Urban Property Management Limited** notched the "Best Property Management Agent Award 2003" from the Hong Kong Housing Authority.

**Guangzhou City Northern Ring Road** was named one of the "Most Competitive Enterprise in Guangzhou (2003)" and one of the "Most Creditable Enterprise in Guangzhou (2003)" by Corporate Review Association of Guangzhou City.

**New World Mobility** received Silver Award in the "Services/Retails" category of the EFFIE Awards Hong Kong 2004 for its '2001 Brand Campaign.'

**New World Telecommunications** was honoured as one of the top three Best Asian Competitive Carriers from Telecom Asia Magazine. NWT was the only telecom carrier in Hong Kong winning the award.



Wuhan International Trade & Commerce Centre