

Corporate citizenship

"New World SLAMDUNK US Basketball Training Camp" brought sports cultural exchange to Guangzhou.



Performers gave their best effort in Wuhan Changqing Garden Community Culture festival



With an extensive portfolio encompassing major Chinese cities, New World China Land is a major property developer in China. True to our core value of advancing social responsibility, we endeavour to play our part as a good corporate citizen by leading in a wide range of community events and projects. In the past year, we launched a number of initiatives in the areas of sports, education, culture and charity, to help enrich community life and spread the message of care and compassion.

PROMOTING SPORTS

During the year, our regional offices hosted a number of events to promote sporting events and sports participation in the community. Such events included the sponsorship of the Pre-world Cup qualifying match between China and Malaysia in Tianjin, held a two-day event featuring performances of Chinese World Champions and athletes in gymnastics, judo, martial arts and cycling in Xintang and a one-week basketball training camp conducted by the reputable US basketball training camp "SLAMDUNK" for the youngsters of New World Oriental Garden and Park Paradise during summer holiday. These echoed the spate of new interest in sports activities shown by the Chinese populace, following Guangzhou's successful bid to host the 2010 Asian Game and Chinese team's spectacular performance in the Athens Olympics.

NURTURING COMMUNITY CULTURE

Enriching cultural experience is a key theme in bringing large-scale community events to our properties.

In June 2004, Wuhan Changqing Garden was host to open the Second "Annual Wuhan Community Culture" festival, organised by the municipal cultural bureau to promote cultural activities in large communities. The property was also the first contest venue for a month-long competition featuring artists in singing, dancing, drama and fashion show.

SUPPORTING EDUCATION

Recognising education for children is a major concern of young one-child families, which form a key resident group in our properties, NWCL launched a number of new education-related projects during the year, building on a distinguished track record of providing first-class school facilities for our communities.

A little girl in Park Paradise eager to make her donation in Guangzhou's UNICEF photo exhibition



In Huiyang Palm Island Resort, UNICEF Children's Education Ambassador Ms Charlie Young and UNICEF Ambassador for Poverty Alleviation Ms Karen Mok received the donation cheque on behalf of UNICEF



CARING FOR CHILDREN

Taking further its "Create a New World for Children" corporate partnership with UNICEF, New World China Land launched a number of charity events in the year to raise funds for underprivileged children in China's rural areas.

Under the sponsorship of Huiyang Palm Island Resort, "Wish for a New World for Children" territory-wide Easter Egg Charity Sales was kicked off in Hong Kong in April 2004, raising over HK\$230,000 for UNICEF. In addition to supporting the Easter egg sales, people expressed their good wishes to Mainland children in needs with their hand-written wishing cards.

In October 2004, our Guangzhou office launched a UNICEF photo exhibition and coordinated six of our properties in the city to launch a fund-raising campaign to raise public awareness of UNICEF's work for children. Setting up donation boxes and organising charity sales were part of a series of campaign activities to rally residents and staff behind UNICEF's worthwhile causes.

In October 2004, a "Passing Love Fundraising Carathon" Hong Kong-Guangdong cross border charity event was organised, in which a fleet of over 20 cars travelled from Hong Kong to Shenzhen New World Yi Shan Garden and Huiyang Palm Island Resort. The three-day event raised over HK\$1 million for UNICEF.