

## Brand recognition

New World China Land is one of the “2004 Blue-chip Real Estate Corporations of China”



New World China Land's Assistant General Manager Mr Ambrose Fan (Far Right), at the blue-chip real estate presentation ceremony held in Beijing



Our efforts to bring people better homes and better lives have earned us a strong reputation, reflected during the year in the awards and honours presented on us by the community.

In early February 2004, NWCL was voted one of “Ten Favorite Property Developer Brands in Guangzhou” by the people of Guangzhou in an award organised by Guangzhou’s largest newspaper, *Guangzhou Daily*.

In July 2004, the Group was named winner in “2004 Blue-chip Real Estate Corporations of China” award organised by two national newspapers *Economic Observer* and *Beijing Youth Daily*. We are the only Hong Kong-based developer among a group of 18 awardees.

In September 2004, in a research sponsored by the State Council’s Development Research Centre and Tsinghua University’s Real Estate Research Institute, Shanghai Hong Kong New World Tower and Wuhan New World International Trade & Commerce Centre, our commercial complexes in the two cities, were judged to be “2004 China New Top 10 Landmark Buildings”, making the Group the only developer to have two projects awarded in this research.