

BRAND VALUES AND ESSENCE

Unsurpassed Quality and Long Term Value

No matter what product or services we are offering, "Quality" is always at our heart. Our continuous adherence to excellent quality has won NWCL long term reliable reputation in the market. We choose the best location in town to develop world-class properties with quality property management services. Our determination in providing the best contributes to preserving our property value in the long run.

Comprehensive Property Development

We develop wide ranges and types of properties to cater for varying demands on sizes and functions from different market segments. Our dedicated professionalism in our approach to projects and wide embracing experiences enable us to handle the stringent demand of multi-product lines with ease.

Building City and Corporate Citizenship

We value corporate citizenship and are actively involved in continuous development of the society. We commit ourselves to long term urban redevelopment projects, and participate enthusiastically in national charity programs, demonstrating our good corporate citizenship, which inspires the locals to join us in creating a more harmonious society.

Localised Hong Kong Brand

As a Hong Kong grown and well recognised brand, we can fully apply our advanced and wide embracing property development experience in Hong Kong to the property development in Mainland China, and build properties appropriate to the needs of the city. We value local concepts, marketing techniques and culture; adopt staff localisation, and as a result, we become an integral part of the local community.

Reliability and Reputation

With over 30 years of experience in property development and 20 years of investment experience in Mainland China, we are undoubtedly a matured and reliable developer with outstanding reputation in complying with local market rules and government regulations.