

Brand Values and Essence



UNSURPASSED QUALITY AND LONG TERM VALUE

No matter what products or services we are offering, "Quality" is always at our heart. Our continuous adherence to excellent quality has won long term reliable reputation in the market. We choose the best locations in town to develop world-class properties with quality property management services. Our determination in providing the best contributes to preservation of asset 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 and wide embracing experiences in project planning and execution have enabled 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 local community. We commit ourselves to long term urban redevelopment projects, and participate enthusiastically in national and local charity programmes. Our act of good corporate citizenship has inspired the locals in joining us to create a more harmonious society.

LOCALISED HONG KONG BRAND

As a Hong Kong based and well recognised brand, we fully apply our advanced and wide embracing experience in Hong Kong to property development in Mainland China, while at the same time develop projects that meet the needs of the city. We value local concepts, we understand market operation and culture through extensive staff localisation, and as a result, we become an integral part of the local community.

RELIABILITY AND REPUTATION

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



PROPERTY PORTFOLIO

BY TYPE

	SQ.M.
Development projects	26,684,442
Investment properties under development	195,927
Completed investment properties	1,706,874
Hotel properties under development	50,223
Completed hotel properties	172,891

BY LOCATION

Total	28,810,357
Beijing	1,892,925
Tianjin	413,525
Jinan	222,798
Shenyang	4,125,992
Dalian	279,861
Anshan	814,408
Shanghai	1,077,885
Wuhan	2,578,707
Chengdu	3,405,275
Changsha	1,211,342
Guiyang	4,489,879
Guangzhou	3,594,437
Pearl River Delta	2,067,473
Haikou	2,575,043
Other regions	60,807

Total

28,810,357

BY USAGE

Residential	18,449,070
Commercial	3,588,200
Office	1,072,025
Hotel	562,240
Carpark	5,138,822

Total

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