

Milestones

2009

July

- Became principal sponsor of MSF Day for 3 consecutive years. Over 22,000 NWDS staff members contributed HK\$300,000 to total donation of HK\$480,000 collected by New World Group who was the largest contributor in the private sector.



September

- Launching ceremony for nationwide rebranding cum Northeastern Region semi-final of "The 1st NWDS Spokesperson" contest took place in Shenyang on 9 September 2009. Corporate rebranding is implemented sequentially in all operational regions, kicking off from Shenyang, the activation city of Northeastern Region.



November

- Accredited as "Asia's 200 Best Under A Billion" by Forbes, the internationally renowned financial magazine for 2 consecutive years.



- FY2008 Annual Report won Honors Award for "Cover Photo/Design: Retail – Convenience & Dept. Store" in 2009 International ARC Awards Competition.



2010

January

- Acquisition of Shanghai Pujian Branch Store as self-owned store with a GFA of approximately 46,000 sq. m., further strengthening Shanghai as the core city.



- Opening of the first brand new 'Living Gallery', Shanghai Baoshan Branch Store, in Shanghai, striding forward an important step for the rebranding program.



- Eastern Region semi-final of "The 1st NWDS Spokesperson" contest took place ceremoniously in Shanghai.

- Imposing CNY decoration with unified theme in five stores of different cities in China, delivering the atmosphere of universal jubilation to customers. Photo competition was also held in line with the large-scale decoration to increase the customer traffic.



- FY2009 Annual Report won Grand Award for "Best of Design: Annual Report", Gold Award for "Annual Report: Overall Presentation – Dept. Store", Gold Award for "Annual Report: Interior Design – Between 130 to 200 Pages" and Honour Award for "Annual Report: Cover Design – Abstract/Graphics" in 23rd International Mercury Awards Competition.



March

- Became one of the enterprises of "Caring Company" in Hong Kong Council of Social Service 2009/10, our effort on outstanding corporate citizenship has been recognized.

April

- With the position of one-stop shopping "Living Gallery", the ninth department store in Shanghai, Shanghai Chengshan Branch Store commenced operation, entering the potential community zone.



- FY2009 Annual Report won Silver Award for "Annual Report: Corporations - Between 101-200 Pages" and Bronze Award for "Annual Report: Photography" in 20th International Astrid Awards Competition.



Milestones



July

- NWDS became the principal sponsor of MSF Day for 4 successive years. NWDS staff members contributed HK\$330,000 to total donation of HK\$410,000 collected by New World Group who was the largest contributor in the private sector.



- Central Region semi-final of "The 1st NWDS Spokesperson" contest took place ceremoniously in Wuhan.
- Deploying the exclusive brand strategy and introducing the symbol of "N-only". Brands and products sold on the counters with the symbol of "N-only" indicates that they are NWDS monopolies within the located district.



May

- The first brand new "Fashion Gallery" of NWDS, Beijing Shishang Store, commenced operation. Themed as "Feminine Club", it targets white-collar elites as the main group of customers.



June

- All stores of NWDS organized "Used book donation campaign". Over 70,000 used books were collected and donated to hillside schools and charitable organizations.



- "The 1st NWDS Spokesperson" National Final concluded successfully, 1st spokesperson was born, and will go to all stores in China to spread the new image of "Enriching Lives · Enhancing Character".



- FY2009 Annual report won Bronze Award for "Overall Annual Report: Retail – Convenience & Dept. Store" in International ARC Awards Competition.
- FY2009 Annual report won Bronze Award for "Annual Report: Retail Industry" in LACP's 2009 Vision Awards Competition.

August

- With a GFA of about 93,000 sq.m., Beijing Store converted from managed store to self-owned store, further enhancing Beijing as the core city.

September

- Grand opening of the fifth department store in Beijing, Beijing Qianzi Store, demonstrating the edge brought by "multiple stores in a single city" strategy.