

Destinations of convenience

Today's busy executives are turning to the convenience of mixed-use properties, where a true balance of life and work can be met



What a day! Savouring the sense of achievement, the executive smiles to himself as he relaxes at last, cocktail in hand, to reflect on the day's events.

After months of negotiations, the deal is sealed. He had conceived the concept, driven its progress and today took part in the signing ceremony. He thrives on all the different stages of doing business, but this day, when it all comes together just as planned, is always special.

Around him, the bar is buzzing with the laughter and conversation of executives just like him, satisfied with their achievements, and refreshing themselves for the next busy day ahead. Here, in the early evening hours, it's an environment that's good for the soul. And to think that, just five minutes earlier, these men and women had been seated at desks in their offices, finalising the last tasks of their schedule for the day. Then, it was all business. Now, it's pure relaxation. Soon, there'll be an exquisite dinner. And just upstairs is home.

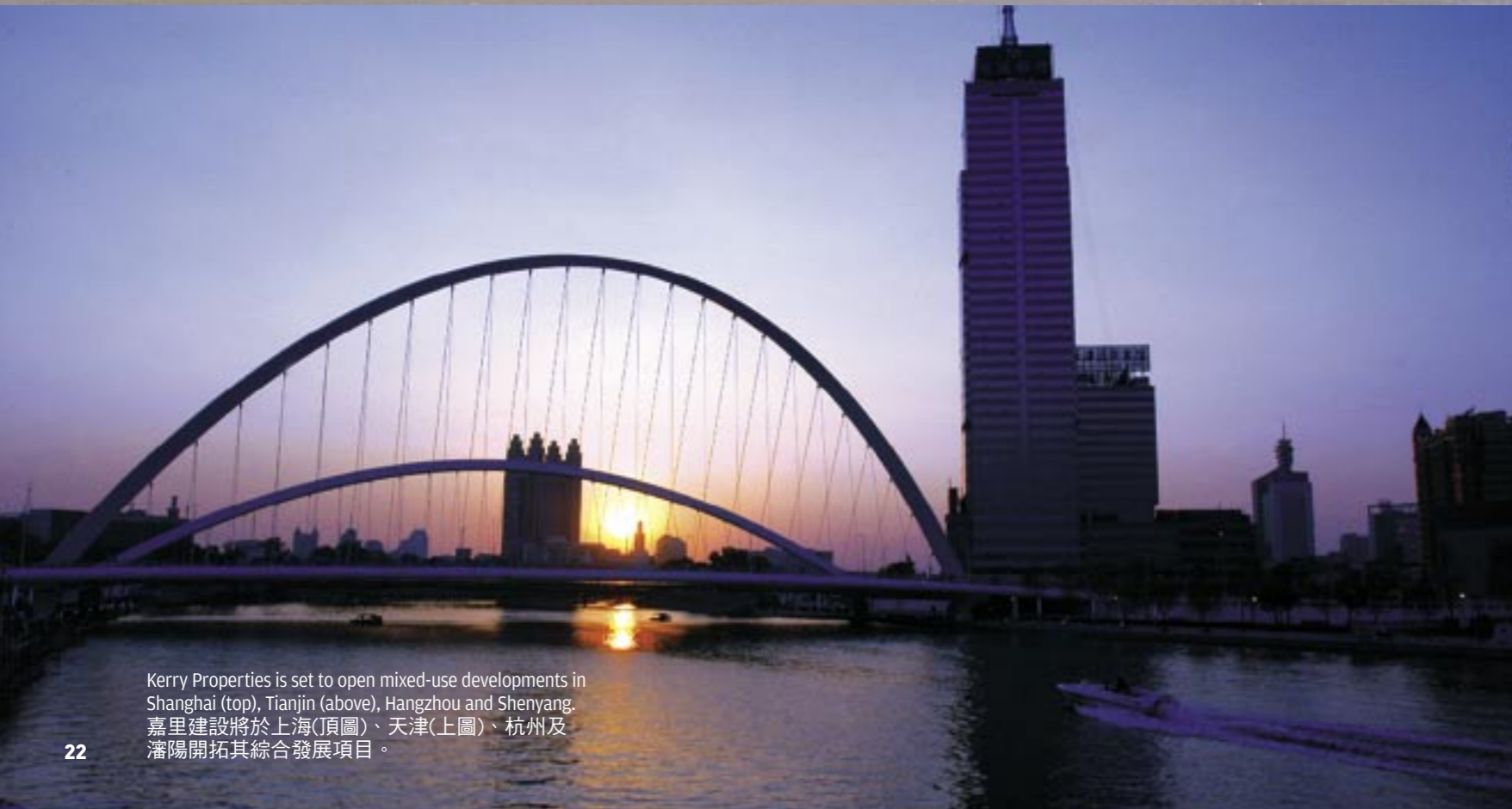
That's the beauty of a quality mixed-use environment. A good one is so convenient and well connected that it enables business to operate efficiently, while also nurturing both body and mind. It's also the reason why so many companies are choosing to locate their offices and executives in a premium, mixed-use development expertly run by a trusted management team.

Mixed-use developments have evolved in response to the realities of modern day business. Visionary developers understand that time is precious. That to perform at their peak, executives require every resource for doing business to be instantly available at their fingertips. They know that they will need state-of-the-art boardrooms for conducting important meetings and, because business often doesn't stop after hours, that fine restaurants must be provided for entertaining clients and partners.

Executives need to know that, while they work, their family is safe and well-cared for in a secure, comfortable home environment. And that the smallest detail will be no trouble at all, right up to important issues such as keeping a good balance between work and lifestyle. Of course, having everything conveniently located right on the busy executive's doorstep is the best detail of all.



Main picture: Stylish developments will complement their surroundings. Left: West Lake in Hangzhou
主圖：時尚的建設與周遭環境相融在一起。左：杭州的西湖。



Kerry Properties is set to open mixed-use developments in Shanghai (top), Tianjin (above), Hangzhou and Shenyang. 嘉里建設將於上海(頂圖)、天津(上圖)、杭州及瀋陽開拓其綜合發展項目。

Mixed-use developments are no longer a figment of the imagination or an ideal to aspire to. Existing and upcoming mixed-use developments from Kerry Properties demonstrate that with the right dedication, commitment and teamwork, these projects can reach fruition and fulfil completely their intended purpose.

Building mixed-use developments is no easy task. It requires the dedicated skill and craftsmanship that only the best property developers can deliver. On top of this, developers need to have the wherewithal to secure enough land needed for mixed-use sites, and have the experience and knowledge of a team of staff capable of completing such a complex development.

Without this sort of dedication, commitment and teamwork, mixed-use developments would not exist today.

Kerry Properties has taken all these considerations into account in the planning of its mixed-use developments. The concept is a key strategy in the future direction of the leading property group, because it simply works so well.

On top of this, by joining hands with the Shangri-La Group, the company is able to work with the premier brand of hotels in Asia, providing the best in luxury to its residents.

The company has a reputation for excellence in every aspect of its endeavours, and Shangri-La, its hospitality management brand, is respected across the world. All the mixed-use developments bearing the Kerry/Shangri-La brand tick all the boxes in terms of facilities, service and management expertise. The Beijing Kerry Centre is one, and others are under development in prime locations in Shanghai, Hangzhou, Tianjin and Shenyang.

Mixed-use projects in Shanghai include Kerry Everbright City Phase II, Jing An Kerry Centre and Kerry Centre, Pudong Shanghai, a neighbourhood under active development to become a new business hub.

Kerry Properties builds in prime locations so it is easy to get to everywhere and find everything you need. With a well-planned mix of offices, accommodation, shops, restaurants, hotel and leisure facilities, Kerry Properties' mixed-use developments offer the ultimate in convenience.

Companies based in these developments have the latest office and meeting room facilities, alongside lifestyle services, to meet the highest demands. Executives and their families can live a privileged lifestyle in the residents' tower, and dine out in the finest restaurants without having to leave their building.

Business travellers can access everything required to prepare for their meeting, shop for gifts, and still have time to relax and freshen up in their room before dinner.

Leisure travellers will feel right at home, being pampered by the legendary Shangri-La service excellence. And, after a long day of sightseeing, they can enjoy a magnificent dinner without having to go anywhere.

As a growing number of people start to see and feel the real benefits of mixed-use developments there is no doubt that the future of business and living will take place within them.

商住共融 優質人生

好不容易又一天。這位高級行政人員經過一整日的忙碌，終於可以鬆一口氣，喝一口雞尾酒來為當天取得的成績乾杯。數月來的談判終於好事成真，從構思到落實他投入了不少心血，今日簽約的一刻確實難忘。

在酒吧內周遊的是其他談笑風生的高級行政人員，同樣在慶祝生意達成，或在繁忙的明天來到前輕鬆一下。試想像，這班呼風喚雨的商界才俊五分鐘之前還坐在辦公桌前埋頭苦幹，現在卻可以放下工作，吃過晚飯之後便可回家休息，此情此景，全部於咫尺之內發生。

以上就是綜合發展項目的美妙之處。優質的綜合發展項目能讓選址其中的機構順暢運作，同時亦為行政人員提供身心的照顧。因此，不少公司已將辦公室及行政人員一併遷入管理出眾的高級綜合發展項目之內。

綜合發展項目與時並進，具遠見的發展商深明時間的寶貴，機構的高級行政人員要時刻取得最佳表現，必須以最完備的資源以作配合，商業世界爭分奪秒，先進的會議室當然不可缺少，同時亦要兼備各式食肆來款待客戶及商業夥伴。

若希望行政人員能安心地工作，他們的家人亦需獲得安全及細心的照顧，家居環境當然要舒適。工作及生活品味要取得平衡，最細微的生活小節也要留意，所有條件能共處於一項綜合發展項目之內當然最理想不過。

綜合發展項目已不再是空中樓閣，嘉里建設即將或已投入服務的綜合發展項目，展現出明確目標、投入發展及群策群力所得出的成果。綜合發展項目的策劃並非易事，發展商必須具備相當的知識和技術，再配合所需發展的土地，以及一班擁有豐富相關經驗的同事方能成事。

嘉里建設在發展綜合發展項目時審慎考慮以上因素，這種成功的發展模式現已成為集團的主要發展策略，加上由香格里拉這家人所共知的高級酒店品牌來為住客提供服務，就更相得益彰。嘉里建設在每一方面均追求卓越，加上全球公認的酒店管理品牌香格里拉，嘉里與香格里拉合作的綜合發展項目無論在設施、服務及管理均首屈一指，北京嘉里中心就是一例，其他正在興建的項目，位處上海、杭州、天津及瀋陽的優質地段。

嘉里於上海的綜合發展項目包括嘉里不夜城第二期、靜安嘉里中心及浦東嘉里中心，其中浦東的飛快發展使其成為新的經濟中心。

嘉里建設的項目全部座落於優質地點，交通方便，辦公室、住宅、商店、餐廳、酒店及休閒設施一應俱全。同一個項目之內，公司租戶可使用最先進的辦公室及會議設備，以及時尚生活的服務，而行政人員及其家人則可享受優美的居住環境及優質食肆，商務旅客的起居飲食及商務需要亦同樣照顧周到。

至於遊客亦可享受著名香格里拉酒店無與倫比的服務，觀光一天之後可於餐廳飽餐一頓，不假外求。

越來越多人已深深體會綜合發展項目帶來的種種好處，未來的優質商住模式正在逐步體現。