

# DressCircle

A K E R R Y P R O P E R T I E S P U B L I C A T I O N

臻善譜





**Cover image:**

New beginnings and a sense of growth convey the coming of spring. As this young Peony, or *Paeonia officinalis*, prepares to blossom during this season, there's anticipation that its deeper qualities will soon be revealed. Only then will its true colors shine through, resonating the same budding hope for the future that the coming new year heralds in.

春回大地，生機處處。正當牡丹花蕾快於春季盛放，它的萬千氣質，使人熱切期待。牡丹綻放的燦爛色彩，就如為新歲帶來期許及送上暖頌祝福。

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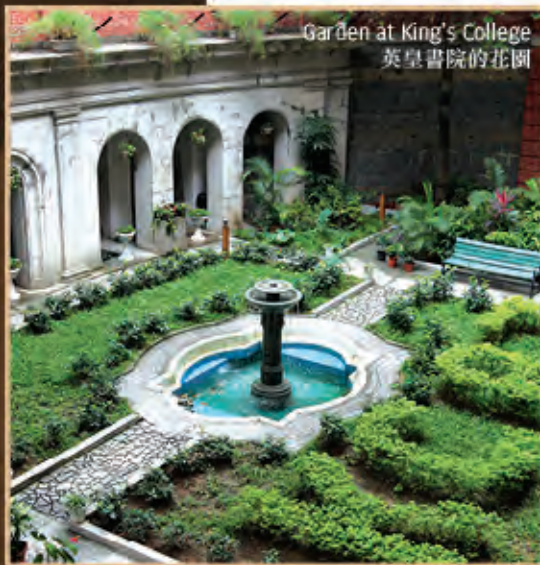
乳酪熱潮

Virtually non-existent in Chinese diets, cheese has actually been around in China sustaining rural communities through multiple generations





The esteemed Hong Kong University.  
聞名遐邇的香港大學。



# A timeless neighbourhood

Ensnconced above in Mid-levels West, Hing Hon Road's tranquil neighbourhood and treasured heritage make for an inviting living environment

The road to Hong Kong's Dress Circle is paved with people going places. As the area known as Mid-levels West gently merges towards Victoria Peak, its location is symbolic: living in such a prestigious area is one of the significant milestones in life.

As part of the famous Mid-levels near Central, this area has long been associated with social status – first a locale of choice for wealthy British during the colonial days, and now a wider mix of well-to-do professionals. Many of Hong Kong's rich and famous have called this area home. Here, residents can enjoy that prestige, in a tranquil, treed environment steeped in local heritage.

In addition to prestige, this cherished green belt offers a more relaxed living environment. A further advantage is easy access to Central. Residents can take a short taxi ride and arrive in their CBD offices within minutes. Proximity to nature, convenience, and prestige: many among society's well-to-do will pay a premium for such a lifestyle.

As one of Hong Kong's original settlements, this is also a neighbourhood brimming with memories. Museums and historical sites provide a quiet contrast to the buzz of city living. The many art and antiques stores lining the quiet streets beckon some relaxed browsing. Here, many a pleasant afternoon may be spent in pleasant reminiscence.

Trees planted long ago form a canopy above, shading the walk. They have stood as silent witness as generations of scholars walk by to begin their student life at Hong Kong's most esteemed seat of learning, and the home of its oldest tertiary institution and esteemed alumni, the University of Hong Kong.



Strolling along, looking up gazing at the buildings, nostalgia exudes from the architecture, an elegant blend of post-colonial and traditional Chinese. A leisurely walk takes in the neoclassical grandeur of university buildings, colonial influences, and historic King's College, all preserved.

The University of Hong Kong, site of some of the oldest and architecturally important buildings in Hong Kong, is the heartland of this heritage. Of particular note are the red brick Edwardian style Lugard halls built in 1913 and demolished in 1992; the Eliot and May halls, built in 1914 and 1915 respectively; the Fung Ping Shan building (1932), now a celebrated museum and art gallery; and West Point Filters Bungalow, built between 1914 and 1919 - all Grade 1 listed buildings. A number of declared monuments and other historic buildings are also conserved within the campus, evidence of how this prestigious university has witnessed the changes to Hong Kong and grown with the city.

Here, too, are heritage tong laus - the walk-up apartment buildings that are to Hong Kong what brownstones are to New York and courtyard houses to Beijing. Existing side by side in an enchanting blend, these buildings give the area its unique DNA.



Rarely can new buildings capture the mood and the inherent essence of a neighbourhood so loved. Kerry Properties aims to achieve this by preserving the memories of Mid-levels West in its upcoming residential development on Hing Hon Road.

The building's location on a quiet, no through road ensures tranquillity for residents, but exhaustive studies by heritage architects found a way to pay homage to the past, through design.

They discovered that countless leaders of business today - the University of Hong Kong alumni - have walked the grand steps past the site, and are designing a street façade that would pay them homage. Architectural features preserved from the tenements will feel warmly familiar.

The design brief seeks to retain the elegance of the tenement housing, in respect of the area's heritage, while interpreting it in a contemporary setting. The aim is that the building should nestle into, rather than impose upon, a cherished traditional neighbourhood.

Just as learning is a lifelong pursuit, so too is the evolution of neighbourhoods. At Mid-levels West, a new chapter is soon to be turned - one where old meets new, east meets west; a quality lifestyle begins and its legend continues.







## 流金歲月

靜處於西半山之上，興漢道的寧靜社區環境與珍貴的歷史背景，展現著令人神往的生活品質。

鄰近中環的半山區伸延至太平山頂一帶，一向是高尚社會地位的象徵，居於如此尊貴優越的地段，可說是人生中夢寐以求的成就。

早在殖民地時代，西半山已是英國富豪首選的安居之地，時至今日，更聚居了不同背景的專業人士，不少香港富商名流以此地區為家。在這寧靜綠化的環境裡，加上歷史文物林立，映襯著濃郁的老香港情懷，令人羨慕的生活盡在不言中。

這裡不單綠林處處，令人心曠神怡，與中環亦只是咫尺之遙，居民乘搭的士也不過是短短數分鐘的車程。這個獨特地點既接近大自然，坐享方便的同時亦絕不失尊貴，難怪成為城中才俊所追求的生活據點。

作為香港的原居地之一，這裡到處洋溢昔日香江情懷，靜立著的博物館與歷史建築，與繁囂的都市形成強烈的對比。街上多間售賣藝術品與古玩的小店，讓人不自覺放慢腳步細意欣賞，隨時樂上整個下午。

這裡不乏植根路邊的古木，默默地為行人遮陰，它們更見證著一代又一代的莘莘學子，在香港的最高學府——香港大學裡的求學生涯。沿途漫步而行，抬望那糅合後殖民時期與傳統中國風格的建築物，如設計宏偉並富新古典主義的大學主樓、帶殖民時期建築設計風格與歷史悠久的皇仁書院等，無不散發著濃濃的懷舊氣息。

香港大學裡建有不少香港古老與別具象徵意義的歷史建築。值得一提的有採用英國愛德華式建築風格，以紅磚砌成外牆的傳統建築物，包括建於1913年的盧迦堂（後於1992年拆卸）、1914年的儀禮堂及1915年的梅堂。而建於1932年的馮平山樓，現已化身為著名博物館與藝廊。除此以外，更有建於1914年至1919年間的西環濾水廠工人宿舍等，均已被列入為香港一級歷史建築。大學校園內的其他法定古蹟及歷史建築亦獲得悉心保存，與這所著名一級學府一同見證著香港的變化與成長。如同紐約的Brownstones和北京的四合院所具備的代表意義，你也可在這裡找到屬於香港獨有的唐樓，一棟棟並排展現著這區獨一無二的個性。

要透過全新的建築物去捕捉一個地區的神髓絕非易事，而嘉里建設更希望透過興漢道的全新住宅發展項目，保留西半山昔日的種種情懷。

這個項目所處的寧靜位置確保住客能享有高度的私人空間，而建築師匠心獨運的設計亦充份表現出對歷史遺產的重視。他們發現，原來眾多的港大校友都一一踏過這裡的階梯，成為今日獨當一面的企業領袖。為此，他們採用特別的街頭設計，希望走在這條特別建築路上的他們，既感到熟悉又窩心。項目的設計旨在保留該區的優雅傳統，並以現代格局呈現，務求能夠融入這片備受珍愛的地方。

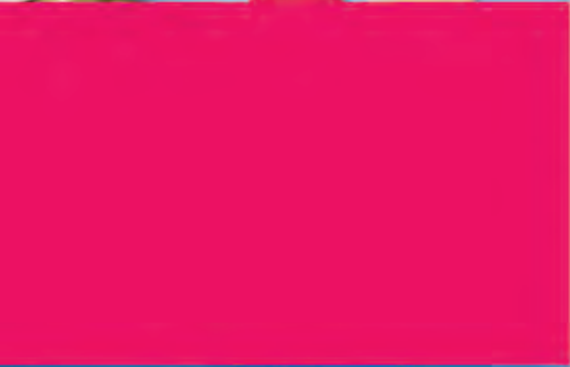
正如學習乃終身追求，社區演變亦然。在西半山新舊交織東西共融，全新的優質生活即將開展。



# The pursuit of happiness

Happiness can come from different sources, and caring for the environment has proven particularly effective in boosting one's well-being





Where lies the path to happiness? According to ancient wisdom, from both East and West, true happiness does not come from fleeting joyful moments, but from a deeper, heartfelt caring for each other, and the environment.

As the Chinese proverb says, if you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help somebody. And the English proverb: if you want to be happy for a year, plant a garden. If you want to be happy for life, plant a tree.

It's an idealistic philosophy, of course. Sometimes we struggle, and no one can expect to feel perfectly happy all the time. But happiness, with the pleasant emotions and light-hearted mood it evokes, is life's most cherished goal. Aristotle described it as "the highest good". We owe it to ourselves to strive for it. But how?

A person may feel happy, individually, and see happiness around them. What about the wider community? Or even the whole country, or the world? The tiny Himalayan Kingdom of Bhutan may have been onto something when it dropped the developed world's accepted economic norm of Gross Domestic Product (GDP) as a benchmark of progress, replacing it with a measure of the Gross National Happiness (GNH) of its people. Why not? Bhutan's model is based on the citizens' relationship with the environment, connection with community, enjoyment of leisure time, and sense of cultural and national belonging. It all boils down to quality of life: could that not be a true measure of success?

Much research has been done to pinpoint the drivers of happiness and, thinking back to the ancient wisdom, it is perhaps not so surprising that environmental awareness is a common theme.

According to research out of the US, people who follow ecologically responsible habits such as recycling, switching off lights they aren't using and reusing paper, plastic bags and aluminum foil are happier than those who don't practice conservation. Consuming locally grown, organic foods also boosted their sense of wellbeing, the study found.

One scientist, who has studied the correlation between nature and human happiness, explains: "when we connect with nature, we experience more positive emotions, more life satisfaction, and a greater connection to the people around us".

Experts in the UK have also found that exposing a child to nature, through time spent immersed in greenery and explaining the reasons behind conservation, will cultivate a desire to protect it. By experiencing nature, we feel connected to it, they explain. This is inherently positive, they conclude: "Engaging in helping and pro-social behaviour makes people feel better - it literally lights up the pleasure centre of the brain".

## 樂活無憂

許許多多的事情可以令人快樂，而原來關注環境更可讓人感到舒暢寫意，樂在其中。

如何追尋快樂？東西方的傳統智慧均指真正的快樂，並非來自稍縱即逝的歡樂時光，而是來自自身對人和環境發自內心的關懷。

中國諺語有云：「想得到一年的快樂，便繼承財富；想得到一輩子的快樂，便應幫助別人。」英語諺語則稱：「想追尋一年的快樂，不妨在花圃種種植物；如果想一生都快樂，便應種植一棵樹。」

快樂可喚起正面情緒及放鬆心情，是我們生命中的重要目標之一。但是，誰又可無時無刻都感到開心愉快？或問，究竟怎樣才能獲得快樂呢？

當人感到愉悅時，便會留意到身邊快樂的事情；但將之推及到社會、國家、甚至是世界層面又如何？位於喜馬拉雅山的小國不丹，摒棄了世界主流採用的國民生產總值（GDP）來衡量國家的發展成就，並以國民快樂指數（GNH）取而代之。不丹採取的衡量模式以國民與自然環境及社區的關係、能否享受閒暇、對國家及所屬文化的歸屬感為

依歸。這些標準與國民生活質素息息相關，以此作為衡量國家發展成就的標準自然合情合理了。

過去不少研究曾致力找出令人愉快的元素，而正如傳統智慧所指，較佳的環保意識可以讓人感到自在快樂。根據美國的研究指出，支持環保的人比較快樂，他們樂於進行廢物回收，習慣隨手關燈，並會重用紙張、膠袋及錫紙等；研究亦發現，購買本地種植及生產的有機食品亦會提升快樂的感覺。

一位研究自然和人類快樂關係的科學家指出，當我們處身大自然中，便會產生更多正面情緒，對生活感到滿足，以及與周圍的人有更緊密的聯繫。而英國專家亦發現，讓兒童多留在自然環境裡，並向他們解釋保護環境的重要性，有助培養下一代的環保意識。專家稱通過體會大自然，我們會覺得與自然界有連繫，絕對是一種正面的想法：「貢獻社會令人感覺愉快，也令大腦的快樂中樞更活躍。」



There are joyful elements, too. We can also have fun while striving to be happy by following these recommended mood-boosters:

1. **Hug a puppy:** Or play with a kitten, to release feel-good hormones. Even keeping a photo of a cute animal on your desk will improve mood and increase productivity, according to Japanese research.
2. **Smile at a stranger:** Just the simple act of smiling or laughing can make us feel happier. A smile for a stranger can improve your mood, and theirs.
3. **Eat chocolate:** Chocolate triggers the pleasure centres in the brain, and it also tastes so good. So reward yourself and indulge – in moderation, of course.
4. **Smell a flower:** The very act makes us slow down – an achievement in itself. But flowers are also nature's pick-me-ups, calming and relaxing.
5. **Observe nature:** Looking at trees, listening to birdsong, watching a butterfly – all make us feel “in the moment”, vibrant and alive.
6. **Jump around:** Get happy-making endorphins pumping fast with some on-the-spot exercise – your workmates may even join in.
7. **Go green:** Even simply wearing the colour green, or using a green pen or mug, can make us feel better, psychologists say.
8. **Express gratitude:** Saying thank you makes us appreciate what we have, and with this comes a deeper sense of happiness.
9. **Let it go:** Is there any value in harbouring negative feelings? As Oscar Wilde once said: “Always forgive your enemies – nothing annoys them so much”.
10. **Focus on fun:** Run with children, laugh out loud, wear that outrageous item of clothing – who really cares?

The overriding consensus, though, is that it pays to think happy, with all the obvious benefits that a positive attitude brings. For we can chase happiness, or we can choose happiness – it's up to us.

很多事情都會令人感到快樂，而在追求快樂的過程中亦充滿樂趣。以下是一些可以令心情愉快的小點子：

1. **抱抱小狗：**或與小貓玩耍，釋放快樂的荷爾蒙。根據日本的研究指出，簡單如在桌上放一張可愛的動物照片，亦有助改善情緒，提高工作效率。
2. **向陌生人微笑：**只是微笑或大笑已可以令人感到快樂，向陌生人微笑亦可改善大家的情緒。
3. **吃朱古力：**朱古力能觸發大腦的快樂中樞，且滋味無窮。不妨偶爾放縱一下，慰勞自己，只要適可而止就好。
4. **聞聞花香：**這種令人放慢節奏的行為本身已可令人快樂；花亦可提神、平和及放鬆情緒。
5. **觀察大自然：**觀賞樹木、聆聽鳥語、看看蝴蝶均可讓人感到活在當下，充滿生氣和活力。
6. **盡情起跳：**原地運動可令產生快樂感覺的氨基酸更活躍，快與您的同事們一起動起來吧！
7. **親親綠色：**心理學家稱，穿綠色衣服、用綠色的筆或杯等已可令人感覺更好。
8. **心存感激：**對別人感恩亦令自己感到滿足，深層快樂感覺由此而生。
9. **放下執著：**偏執於負面思想有何價值？正如奧斯卡王爾德曾經說過：「一定要寬恕敵人；最讓敵人惱怒的莫過於此。」
10. **盡情嬉戲：**與孩子一起跑步、開懷大笑、偶而穿上設計及色彩誇張的衣服，有何不可？

最後，別忘記保持正面思想，因為積極的態度好處良多。記著一點：我們可以嘗試追求快樂，亦可直接選擇活得快樂，一切盡在我們掌握之中。



Splendid scenery of West Lake.  
西湖美景甲天下。



## Hangzhou's captivating charm

Ranked as one of the most scenic cities in China, Hangzhou has been likened to a “paradise on earth”. Or, as the famous Chinese saying goes: above there is heaven, below is Hangzhou.

The natural beauty of this ancient capital, set within a halo of mountain greenery sweeping down to a necklace of picturesque lakes, is legendary. When European explorer Marco Polo first came to Hangzhou in the 13th century, he declared it the most beautiful and elegant city in the world. Beyond words, the oneness of spirituality and nature evident in

Hangzhou's unique landscapes has inspired countless artists, poets and writers. In one account, the city even features in the ideal Chinese life, where “to be born in Suzhou is to be born beautiful or handsome, to live in Hangzhou is to live in a city of great natural beauty and wealth.”

The splendid West Lake, covered in summer with lotus leaf and the bright pink lotus flower, is the most famous location of all. In tribute, the World Heritage Committee has inscribed the West Lake Cultural Landscape of Hangzhou, comprising the West Lake and surrounding hills, on UNESCO's World Heritage List.



An alluring fusion of majestic scenery and untapped potential make Hangzhou truly a city to behold

Thanks to careful stewardship through the ages, Hangzhou, the capital of Zhejiang province, remains one of China's best-preserved destinations. Rich in cultural heritage, it is a place where people still enjoy life by listening to a Shaoxing drama in a tea house, the stories of the elders nurturing the new generations.

As well as preserving ancient custom and culture, the people of Hangzhou have held firm in the belief that education is key to an individual's future, and a nation's destiny – hence, the city has a well-developed educational system. Numerous

authoritative writers, poets, and artists from Hangzhou have walked up to the world stage.

Through the years, the city has achieved a delicate balance of growth as a prosperous metropolis, while preserving its natural heritage. Today Hangzhou is a modern city in a classical Chinese setting. Easily accessible to Shanghai – less than an hour away by high-speed train – it is a most desirable place to live in. In the past decade, the pleasant living environment of Hangzhou has earned the city a United Nations Human Habitat Award – an International Garden City Award.







Zhijiang in particular, named one of the 12 national leisure and travel spots, is a favourite place to live. Within their own locale, residents can sip Longjiang tea and taste Hangzhou cuisine at Meijiawu Tea Culture Village, and be inspired by the architecture, design, art and animation at the China Academy of Art, Xiangshan Campus. West Lake Golf and Country Club, the largest in the region, is described by players as “quiet and serene”. It offers a great game of golf, so close to the city. Enchantment awaits at the culturally-rich theme park, Song Dynasty City, while new thrills are on the horizon with the construction of Hangzhou’s own ocean park, being established with the aim to preserve the natural ecology and provide education on environmental protection.

The city’s ability to attract overseas and domestic investment, securing many of the top 500 companies, is also well documented. For five consecutive years, The World Bank has named Hangzhou China’s best city for overall investment environment, while Forbes magazine named it the PRC’s top commercial city. The municipality’s progressive socio-economic development has witnessed a rise to second place among all the capitals of China’s provinces, and in the top six for competitiveness overall.

Hangzhou is not only cherished by residents and a magnet for investment, but also an internationally acclaimed tourist destination. With the city’s glamour, charm and natural attractions, Hangzhou was ranked in a New York Times list of places to go in 2011.



West Lake  
西湖



A busy street in Hangzhou.  
杭州繁華街道。



Artist's rendering of Parkview Residence.  
設計師筆下的樺楓居。

Kerry Properties, known locally as the leading developer in the Hangzhou area, anticipated this growing demand. Parkview Residence, the group's first project in Hangzhou, situated in northern Xiacheng District has been proving popular with buyers since its launch. They see the convenience of living near a transportation hub, close to major highways and the future metro line, the impressive school network, and the upcoming developments that will further enhance a quality lifestyle in Hangzhou.

As the group expands its property portfolio in Hangzhou, another large-scale development is coming up soon. In a premier location adjacent to West Lake, work has already commenced on a mixed-use property of some 2.1 million square feet which will bring to the city a luxury hotel, Grade-A offices, premium apartments, and a substantial retail mall. Completion is targeted for 2015.

In addition, the group has recently been successful in acquiring five more prime lots. The three residential and two commercial sites in the West Lake district's Zhijiang Resort Area are contiguous, lending themselves to a future large residential project with ancillary commercial facilities. All the fundamentals are there: city convenience, proximity to mountain greenery and the famous Qiantang river, and an established market demand for upscale property in Hangzhou.

Already much is happening to further enhance the lifestyle in this pretty "heaven on earth" – with so much still to come, Hangzhou is indeed a city of plenty.

## 明山秀水在杭州

匯聚古都風韻與摩登氣質的靈動之城，杭州當之無愧。

古語有云：「上有天堂，下有蘇杭」。杭州，是中國最富盛名的風景名城之一，擁有「人間天堂」之美譽。

杭州被群山環繞，坐擁西湖曼妙景致，秀麗風光令人嘖為觀止。難怪歐洲探險家馬可·勃羅在13世紀初次造訪後，亦在遊記中形容杭州為「世界上最美麗華貴之天城」。杭州的自然風光與靈秀之氣，為歷代無數文人逸士帶來豐富靈感，堪稱代表古代文人理想生活的發源地，像白居易就曾稱頌「杭土麗且康，蘇民富而庶」，表明蘇州及杭州共有的富與美。

城中最著名的，莫過每逢夏季開滿粉色蓮花、荷葉片片的西子湖。聯合國教科文組織世界遺產委員會更將西湖十景及其周邊自然山水風光列入其世界文化景觀遺產名錄。位處浙江省省會，杭州幸得歷朝歷代的精心維護，時至今日依然是中國面貌最為完整的古城之一。它亦是一座文化名城，居民依舊鍾情於茶樓品茗聽戲，尤其是發源於紹興的越劇，仍在杭州歷久彌新。杭州市民熱衷保護古剎及傳統文化，同時亦堅信教育對個人及國家前途具有重要意義，因此，杭州具有完備的教育體系，造就眾多本土作家、詩人及藝術家，在國際舞台上大放異彩。

杭州致力平衡城市發展與保護自然景觀方面，成就卓越，讓她成為保留著傳統中國景致的現代都會。由杭州出發搭乘高鐵前往上海，車程僅需半小時，加上風景怡人的居住環境，於十多年前已贏得了「聯合國人居獎——國際花園城市獎」，令這裡成為大家夢寐以求的理想居所。

杭州的之江旅遊度假區更是12個國家級旅遊開發區之一，誠然是吸引人們擇居的熱點。市民可在附近的梅家塢茶文化村淺嚐龍井茶細嚼杭幫菜，或於中國美術學院象山校區感受建築、設計、藝術及動漫製作的魅力。同樣地，區內規模最大的西湖國際高爾夫鄉村俱樂部，被高

球愛好者譽為「安寧靜謐」，這裡距離城市中心僅咫尺之遙，卻能為人們提供頂級的高爾夫競技場地。除此以外，南宋皇城大遺址公園生動地展現著南宋時期民居、商業以及禮儀文化的特色風貌，而正在興建的杭州極地海洋公園，則是保護自然生態和提供環保教育的絕佳場所。

經濟方面，杭州成功吸引了包括世界500強在內的國內外投資企業。世界銀行連續五年將杭州評為「中國最佳投資環境城市」，而《福布斯雜誌》則將杭州評為「中國最佳商業城市」。杭州日益蓬勃的社會經濟發展，亦使其在中國所有省會城市中綜合排名第二，城市競爭力排名第六位。此外，杭州更以其自然風光及文化魅力躋身著名旅遊城市之列，於2011年更榮登《紐約時報》「全球最值得推薦的目的地名單」之中。

嘉里建設預見杭州的發展潛力和市場需求，集關於杭州城北下城區核心地段的首個住宅項目「樺楓居」，推出後旋即受到眾多買家的推崇。「樺楓居」臨近交通樞紐及主要幹道，備有顯赫的學校網絡以及日臻完善的商業配套設施，優質生活一應俱全。

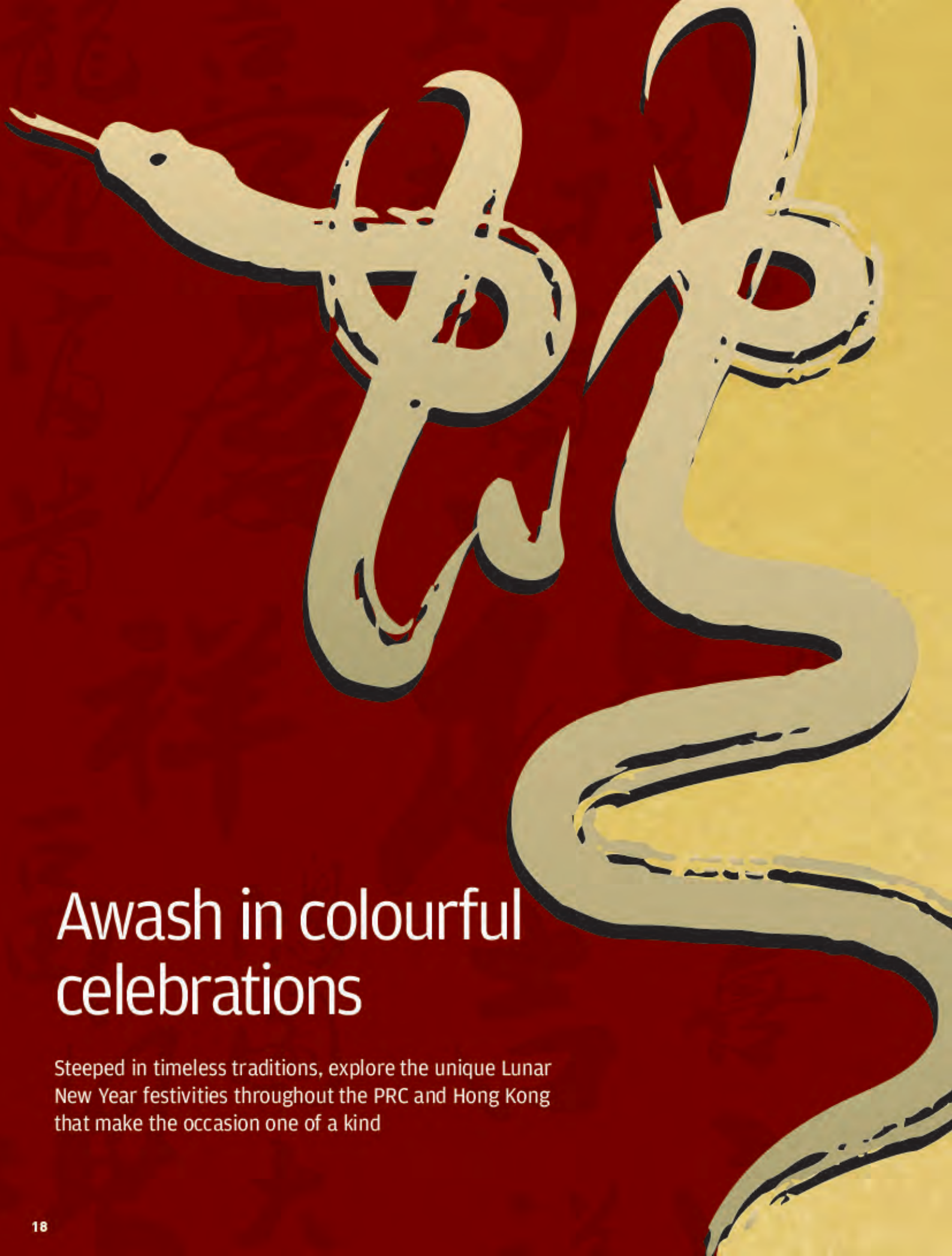
隨著集關於杭州的物業投資不斷擴展，另一個大型項目亦已開始動工。該綜合發展項目面積約210萬平方尺，包括豪華酒店、甲級寫字樓、精品住宅及大型商場，坐落於西子湖畔之絕佳位置，並預計於2015年竣工。

此外，嘉里建設最近亦成功競投得五塊優質地皮。該三塊住宅用地及兩塊商業用地位處之江國家旅遊度假區內的核心地段，並將會發展成為一個極具潛力和具備完善配套的大型項目。該項目兼具城市生活的便利，同時不失山林之美，背靠著名錢塘江，加上當前杭州市場對高端物業的需求，發展條件可謂得天獨厚。

杭州的生活品質已經悄然提升，配合未來美好的發展遠景，這個「人間天堂」的潛藏豐厚，成就無可限量。



Artist's rendering of Hangzhou Kerry Centre  
設計師筆下的杭州嘉里中心



# Awash in colourful celebrations

Steeped in timeless traditions, explore the unique Lunar New Year festivities throughout the PRC and Hong Kong that make the occasion one of a kind

Of all the cultural festivals celebrated worldwide, perhaps none is so universal as Lunar New Year. Also known as Spring Festival, the dawn of a new lunar cycle is celebrated wherever in the world there are Chinese communities.

Unlike the Western new year, which has a fixed calendar date of January 1, a lunar year is determined by cycles of the moon, and therefore the dates are movable. It coincides with the new moon occurring in late January or February, with this year starting on February 10, 2013. The cycle is systematic and mathematical: each year relates to an animal, according to the 12 signs of the zodiac. The coming year is the Year of the Snake.

The festival has many varying regional traditions, linked by a common thread: Lunar New Year is a community event. People living and working far away will travel great distances during the week-long holiday to reconnect with relatives and friends, a practice known as “new-year visits”.

Food features in these gatherings: as a banquet hosted by businesses for esteemed clients and colleagues; gift baskets of fruits or sweet treats (bite-sized “treasures” signifying happiness and long life); or family feasts, lovingly prepared and shared.

Depending on where you are, the celebrations may take different forms. Travel to Kanas Lake in Xinjiang – the PRC’s deepest freshwater lake, with a depth of 188 metres, and join the descendants of Ghengis Khan to mark the occasion with horse racing on the lake’s frozen surface. Colourful activities and local performances, such as archery and wrestling add to the festivities. As one reveller noted, Xinjiang during new year is “a place full of energy” – its unique attractions and natural landscape enthralling.

In Lanzhou city of Gansu Province, a traditional temple fair features traditional crafts like Kungfu and shadow puppets, along with the regional music, Lanzhou drumming. This is a great opportunity for an authentic experience – the music passed on by the locals’ ancestors is a true representation of Chinese culture.



Top: Drumming festivities in Lanzhou.

Bottom: A traditional colourful parade in the Mainland.

上：蘭州鼓樂慶新春。

下：色彩繽紛的新年巡遊。



Shenyang traditional folk dancing.  
瀋陽傳統民族舞蹈。



Craft work in Shenyang.  
瀋陽的巧手工藝。



A wishing tree in Hong Kong.  
香港的許願樹。

In Wuzhen, Zhejiang, people celebrate with food. Tourists from across the country bring their favourite dishes and share them on a long table at a scenic location. Also known as the Baijiayan banquet, the event starts on the first day of Lunar New Year. These days, various flavours of dishes and specialties are offered on the long street to express the better living of residents, attracting tourists both from home and abroad.


New year felicitations are always heralded by the hanging of decorative pictures and cut-outs around homes, shops and offices. The images convey people's jubilation and their expectation for the coming year. The decorations seen in urban areas are now mostly mass-produced, but in four locations – Tianjin, Suzhou, Weifang and Hebei – the authentic folk hand-craft of nianhua, or wood cut, is preserved. Here, traditional artisans skilfully outline their design, cut the wood blocks, applying colours to them and mounting the picture, each permeating with a pronounced local flavour.

At the ancient Longhua Temple in Shanghai, at the stroke of midnight on new year, a giant bell rings out 108 times – the number believed to dispel all evils that bother mankind. Wealthy individuals pay hundreds of dollars for each providential strike. Beijing's Temple Fair is the place to be in the capital, with carnivals, Peking Opera, acrobatics and tea culture displays to enchant revelers.

New year visitors to Chengdu will be treated to one of the most spectacular lantern festivals in the PRC, a tradition dating back to the Tang Dynasty in 711. Shenyang celebrations are steeped in tradition, offering dragon dances, fireworks, a lantern fair, and displays of traditional folk dancing and craftwork. Hangzhou locals mark the beginning of the new lunar year with the same traditions that are observed across the country: gifts are exchanged between friends and family, and festive activities take place in streets across the city. Festive cuisine such as jiaozi (rice dumplings) are prepared and enjoyed.

Especially in Hong Kong, Lunar New Year is also viewed as the time to make wishes come true. According to a custom that goes back centuries, Hongkongers would write their new year wishes onto joss paper tied to an orange, and throw them towards a branch of a Wishing Tree. It was believed that if the orange and paper successfully hung onto one of the tree branches, their wishes would come true. Today, in a more environmentally-conscious tradition, revellers can go to Lam Tsuen in the New Territories to post their wishes on a wishing board, or throw them with an imitation orange into an imitation tree.

As we prepare to welcome the Year of the Snake, let's hope the coming 12 months are fortuitous for many.



## 多姿多采慶新春

中港兩地處處歡度農曆新年，齊來體驗獨一無二的傳統節日情懷。

在世界眾多節慶中，最具規模的非中國農曆新年莫屬。農曆新年又稱為春節，是一個全球華人同慶農曆新年的大節日。

春節與西方新年不同，並非固定在每年的1月1日。每年春節由月亮運行週期而決定，日期也隨之而變化，通常為一月末至二月之間，而2013年的正月初一則為2月10日。中國人以十二生肖來紀年，十二生肖代表十二種動物，而來年則是蛇年。

儘管不同地方的春節習俗五花八門，但共聚歡慶則是所有地方的共通之處。人們會千里迢迢趕回家鄉，利用一周的假期走訪親友，這一習俗稱為「拜年」。此外，節慶食物絕對是春節聚會不可或缺的重要元素，無論親朋聚會抑或商務宴請，人們不僅享受美食，更會互贈果籃或各類糕點，為彼此送上祝福。

大江南北的人們過春節的方式各有特色，例如在中國最深的淡水湖喀那斯湖湖區，成吉思汗的後人以在結冰的湖面上賽馬來歡慶新春，而他們也會進行射箭摔跤等的傳統活動，為新春慶祝錦上添花。難怪有人曾描述道，春節的新疆活力四射，迷人的美景和獨特的人文景觀令人流连忘返。

在甘肅蘭州，您可以在傳統廟會上領略傳統功夫和觀賞皮影戲等傳統項目，而最吸引人的則是本地戲曲蘭州鼓子，這類民間曲藝代代相傳，誠然是中國文化傳承的絕佳例證。來到浙江溫州，當地人崇尚以食迎春。八方來客帶來自己的拿手好菜擺放在鎮中繁華街道上方一長桌之上，與眾同樂，亦即是人們所指的「百家宴」。宴席從大

年初一開始，在之後的幾天裡，擺放在長桌上的饕餮盛宴向人們昭示這裡的生活蒸蒸日上。

春節不可或缺的還有裝點各處的剪紙年畫，人們以此表達過年的喜悅和對來年的期盼。如今城市中商店售賣的春節裝飾大多是量產的，但天津、蘇州、濰坊和河北等地仍舊完好地保留了傳統的年畫和版畫技藝。工藝高超的技師可以嫺熟地完成打稿、刻板、上色以及裝裱等工序，一點一滴都透出濃濃的地方特色。在上海，龍華古寺會在除夕之夜敲鐘一百零八下，據說這樣可以辟邪消災，富戶人家則甚至會為敲鐘一次而一擲千金。回到北京，新春廟會絕對不可錯過，接踵摩肩的人們趕來參加集市，欣賞京劇、雜耍和茶藝表演，好不熱鬧！

如果在成都度歲，起源於西元711年盛唐的元宵節一定讓您畢生難忘。而在瀋陽，人們觀舞龍、賞焰火、逛燈會，更會有源自東北地區的走場類曲藝和地方戲的「二人轉」表演，很具特色。南下杭州，這裡與國內其他地方一樣，人們會走親訪友互贈佳禮，街頭巷尾處處張燈結綵，家家戶戶都會包餃子度歲。

在香港，許多人相信農曆新年是誠心許願的好時機。數百年來，香港人會將願望寫在綁著橘子的許願紙上並拋到許願樹上，如果許願紙能夠掛在樹枝上，相信願望便會成真。現在由於考慮到環保，大家到新界林村時，會將許願紙掛在木架上，或者選擇用綁著人造橘子的許願紙拋到人造許願樹上，祈福祝願。

在蛇年即將到來之際，讓我們衷心期許所有人來年萬事順意，吉慶滿堂！



Shenyang Imperial Palace railings.  
瀋陽故宮欄杆及石雕。



# National treasure

The captivating city of Shenyang is remaking its image from industry titan to a blossoming green city of the future – and Kerry is right in the middle of the action

The culture of a society can be a window to the past, and a roadmap to its future. Little wonder, then, that the world is so enchanted by China, one of the oldest civilisations, and also one where ancient culture and traditions are remarkably well preserved.

With 2,300 years of history, Shenyang is a national treasure. Shenyang Imperial Palace, a royal residence of emperors of the Ming and Qing dynasties (15th to 20th century), has even been declared a World Heritage Site. UNESCO (United Nations Educational, Scientific and Cultural Organisation), which heritage-listed the palace in 2004, describes its 114 buildings as a “remarkable architectural edifice” offering important historical testimony to the Qing Dynasty, and the cultural traditions of the northern Chinese people. Designed with Han architecture featuring living rooms on central stages (originated from the fact that people of the Manchu ethnic group love to live on stages) it is also an extremely rare example of this ancient culture – Shenyang Imperial Palace is the only existing royal palace in China outside of the Forbidden City in Beijing.

The Mansion of General Zhang, now a museum honouring one of China’s revered folk heroes; the West Lake of Xinmin, a stunningly pretty lake afloat with lotus flowers; the relics of Xinle from a New Stone Age village; the mausoleum of Emperor Tai Zong of the Qing Dynasty and his wife – all are just some of the historic sites in Shenyang with important links to Chinese culture.

Shenyang is renowned for its natural attractions, too. Parks and gardens around the city bloom with a huge array of seasonal colours, ranging from flowering cherries in the spring, to dramatic fall colours in the autumn. Scenic Beiling Park contains many historic buildings, trees and lakes, while Shenyang Botanical Garden showcases thousands of plants native to the region.

For a city built on history, Shenyang also shows remarkable foresight. Long before China opened up, the city known as “the home of two emperors” was quick to realise its geographical advantage in terms of proximity to future markets. During the early days of modern China, Shenyang was one of the specially assigned key manufacturing and heavy industry hubs, known as the “Elder son of the Republic of China” and “the Asian Ruhr”.

Foreign investors took note, and since the 1930s, Shenyang has attracted companies from near and far, who built research centres, manufacturing bases, and regional headquarters.



(Top to bottom):  
Shenyang Imperial Palace,  
Shenyang Dazheng Dian,  
Shenyang Botanical Garden  
上至下：瀋陽故宮；瀋陽大正殿；瀋陽世博園

But times change, and of late, this one-time industrial titan has re-focused on a clean, green, and more sustainable economy built on services and technical advancement. Shenyang has been named a “National Environmental Protection Model City”, “National Forest City”, and entered the top 10 of China’s 100 best cities for two consecutive years. It is also among the top 10 most competitive cities in China.

The changes are evident. Citizens returning after having moved away have been heard to remark on Shenyang’s “eggshell-blue sky” and pollution free air.

These environmental protection efforts are attracting even more foreign investment. The city’s rising status in the global context is evidenced by a growing presence of major multinational companies, and the establishment of IT, electronic, finance and service sectors. Such high-value sectors have brought more talent to bolster the growing population. It’s been calculated that Shenyang is now home to 800 research institutes, more than 30 colleges and universities, and some 550,000 technical professionals.

Consumption is going upscale, too. Shenyang now has one of the country’s greatest concentrations of luxury vendors and retail space, making it the third-largest market for luxury goods in China. According to expert research, the city’s position as the premier shopping destination for northeast China, and the rising income of its population, bodes a strong future for the retail market “particularly on Taiyuan and Zhongjie Street, the city’s most popular shopping area, and in the Golden Corridor area, the emerging luxury shopping district”.

The Golden Corridor is the city’s newly developed region, and the core element of its strategic development plan. Stretching from Beiling Park in the north to the Hun River, the corridor creates a new investment hot spot attracting investment in Grade A office and retail development, and a residential sector where prices are expected to appreciate as wealthy buyers are attracted to high-end properties in the city.

At the heart of this prosperity, in a prime location of the Golden Corridor, is Shenyang Kerry Centre. The blueprint of this upscale mixed-use project encompasses all that experts say is needed to meet future demand: a Shangri-La Hotel, Grade A offices, serviced apartments, an upscale shopping mall and luxurious residences. In total, more than 1.8 million square meters of space is provided, with phase one set for completion in 2013.

The residential component, Arcadia Court, offers direct access to Shenyang Kerry Centre, and proximity to the city’s green parks. Attached to a private park, it is the place where parents can stroll in the evening, teaching their children the name of each tree. A network of schools nearby ensures their future education.

According to the development plan of Liaoning Province, Shenyang will be developed as a top-class city, advancing as a modern manufacturing base, while preserving China’s cultural heritage. Shenyang indeed is a city where progress, green living and heritage go hand in hand.



Artist's rendering of Shenyang Kerry Centre.  
設計師筆下的瀋陽嘉里中心。



Art structure in a Shenyang street.  
瀋陽街頭的藝術裝置。



Shenyang cityscape.  
瀋陽市貌。

Shenyang Changqing Bridge  
瀋陽長青橋



## 國寶之城

迷人的瀋陽已從一座工業城市蛻變成備受矚目的未來之都，而嘉里建設正積極參與其中。

一個社會的文化可以讓我們窺探其過去及展望未來。擁有5,000年歷史的中國，同時其古老的文明與傳統也得到了精心的保存。

瀋陽具有2,300年的豐厚歷史，堪稱國寶。2004年，聯合國教科文組織將曾是明清兩朝皇家行宮的瀋陽故宮列入世界遺產名錄，並稱其114幢房屋為「卓越的建築瑰寶」。瀋陽故宮是中國除北京故宮外唯一保存完好的明清皇宮建築群，清晰地展現了清朝皇家風貌，並反映了當時中國北方民族的文化傳統。瀋陽故宮的建築特點之一，是居所均建於高台之上，這是源於滿族人喜好居於台崗之上的生活習慣，而留存至今的類似建築實例屈指可數。

瀋陽遍佈與中國歷史環環相扣的名勝古蹟，其中包括現在作為展示中國民族英雄事蹟博物館的張氏帥府、因荷花開滿塘而著名的新民小西湖、新樂遺址博物館以及清太宗盛京昭陵。瀋陽的自然景觀同樣頗富盛名，城中各處的公園在春天裡繁花似錦，秋日裡則五彩斑斕。北陵公園裡湖水植物與園中歷史建築交映生輝，而在瀋陽世博園中更可以看到數千種本地植物。

歷史悠久的瀋陽同樣展現出過人的前瞻性。早在國家尚未改革開放時，這座被譽為「兩皇之鄉」的城市便意識到其坐擁通達市場的地理優勢。瀋陽最初被規劃為裝備製造及重工業基地，「共和國長子」和「東方魯爾」便由此得名。大批外國投資者於1930年代湧入瀋陽，並紛紛建立研發中心、製造基地以及區域總部。

隨著時代的變遷與發展，這個曾經的工業重鎮正轉向服務業和高科技等領域，並致力投入清潔環保，推動城市可持續發展。瀋陽已被命名為「國家級環境保護示範城市」和「國家級森林城市」，同時更連續兩年躋身中國百強城市的前十名，也是中國最具競爭力的十大城市之一。瀋陽的變化有目共睹，曾經外流回歸的人，無不稱讚這裡湛藍的天空和清新的空氣。

在環境保護方面的投入為瀋陽贏得了更多的外商投資，愈來愈多的世界知名企業選擇落戶此地。隨著於資訊產業、電子、金融及服務業等領域的顯著成就，瀋陽的國際知名度也獲得提升。這些高增值產業還吸引了大批人才進駐。現時城中有逾800家科研院所，超過30所高等學府以及55,000多名各類科技專業人才。

與此同時，經濟發展帶動了消費增長，瀋陽匯聚了眾多全球奢侈品牌及零售商，是中國第三大奢侈品消費城市。最新的研究指出，作為東北地區的領軍商業城市，瀋陽不斷增長的消費人群將帶動零售市場的發展，特別是太原街中街等傳統商圈及黃金走廊等新興奢侈品商圈將受益頗豐。

作為開發新區，瀋陽金廊是瀋陽發展戰略的核心之一。此區北起北陵公園，南至渾河，聚集了眾多甲級寫字樓及商業地產項目，隨著高收入一族的入住，其住宅項目亦具有可觀的升值潛力。

瀋陽嘉里中心便坐落於瀋陽金廊的頂級地段，整個建築群的規劃將滿足未來發展的多種需求，其中包括香格里拉酒店、甲級寫字樓和酒店式公寓，以及高級商場等奢侈品零售區域。項目一期預計2013年竣工，總建築面積約180萬平方米。

項目的住宅部份——雅頌居可以直通瀋陽嘉里中心，周邊的綠地公園亦近在咫尺。社區內還擁有私家花園，父母可以與孩子在其中漫步，教導他們識別園中草木，而區內優秀的教學資源也為孩子的教育提供了保證。

根據遼寧省的發展規劃，省政府不僅將提升瀋陽為現代製造業中心，在發展的同時亦將妥善保護傳統歷史文化，力爭經濟、環境與文化齊頭並進，致力打造成為一流都市。



# A lifestyle of joy

From Chinese banquets and al fresco dining to international cuisines, the new Lions Rise Mall is the perfect place to meet and eat with family and friends





Diners can sample delightful vegetarian sushi.  
 食客可選擇菜譜上的素食壽司。



Food is glorious: it nourishes, sustains, soothes. We eat to sate hunger, but the process is so much deeper. The breaking of bread, the passing of a rice bowl or sharing of a platter bears a significance transcending time.

Mealtimes are a time to connect with the people who are important in our lives. Conversation seems to naturally flow when good friends gather for good food. Social bonds grow stronger. No wonder dining out has become so central to our societal structure.

Meeting for meals in restaurants that are close to home, and offer fresh, healthy, sophisticated dining choices in a pleasant environment make dining out even more enjoyable. How appealing it would be to have such choices within your own neighbourhood.

People once crossed the harbour because living in Kowloon was more affordable. Now that East Kowloon is being revitalised as Hong Kong's CBD2, the new centre of commerce, retail and quality residential areas, the dynamics have changed. Visionary master planning has seen the development of more spacious apartments with upgraded facilities, notably Lions Rise in Wong Tai Sin, and Bayview in To Kwa Wan, both by Kerry Properties. Open space is being created for sport and community recreation, while MTR rail networks have been enhanced, and shopping malls created.

Amid this gentrification of Kowloon, it was clear that the people wanted more restaurant choices. The arrival in Wong Tai Sin of a brand new shopping mall offering affordable luxury is good news indeed. With its premium location close to Wong Tai Sin MTR and quality F&B outlets, Lions Rise Mall further enriches the neighbourhood ambience for residents, visitors and office workers in the area. This new addition to the neighbourhood offers an unrivalled choice of venues for relaxation and lifestyle enjoyment, beautifully complemented by its unparalleled convenience for everyone.

Covering over 120,000 square feet, the stylish mall seamlessly brings together gourmet restaurants and an international supermarket, arts and education centres and lifestyle goods. A feature of the mall's indoor/outdoor design is its innovative al fresco dining, in tune with the lifestyle preferences of today's sophisticates.



Magician brings family fun to the mall.  
 魔術師的表演為一家大小帶來歡樂。



A sumptuous Cantonese cuisine dish.  
 精美可口的粵菜菜式。

Al fresco dining is one of life's most pleasant experiences. Surely little can be better than sharing a meal in the open air, savouring good food and good company, in pleasant natural surroundings. Such a treat is highly sought after in Hong Kong – now, the new Lions Rise Mall brings this al fresco dining experience to East Kowloon. From the restaurant's elevated terrace, enjoy this relaxed dining concept as you look out to the greenery of surrounding parkland and activity on the neighbourhood sports ground. In the evening, the mood turns to one of romance with the rare treat of dining under the stars. A totally new concept for the area, but so in tune with international trends – al fresco dining shows the progressive thinking behind this most modern mall.

The restaurant mix introduces a star-studded line-up of cuisines, infusing the area with new taste sensations, at an affordable price. The fresh, healthy, vegetarian choices at Gaia Veggie Shop will delight everyone who cares about what they eat. Light, wholesome and delicious, this is food with a feel-good factor.

A classy new arrival on the Cantonese cuisine scene is V Cuisine, a stylish restaurant offering a modern take on traditional favourites. From daily dim sum to special occasion banquets, the great food is matched by the ambience afforded by stylish decoration and refreshing street views. Savour the memories of dishes prepared in the authentic way, in a neat and tidy setting which feels so inviting.

Fancy European cuisine for a change? Saizeriya serves up healthy and delicious Italian cuisine at reasonable prices. Ingredients imported from Italy and Australia feature in the restaurant's famous salad, spaghetti, pizza and meat dishes. A self-service drink bar further enhances the friendly atmosphere of this popular eatery.

These days it can also be enjoyable to cook and entertain at home. The sizeable units of Lions Rise, Kerry Properties' stylish residential development right above the mall, offer spacious rooms with most-wanted design features. In their well-equipped kitchens, cooking is a dream. How convenient it is to pop downstairs to Market Place by Jasons, a high-class supermarket for all your daily needs. Well-known in Hong Kong for its quality meats, fish, cheese, product and a full range of Western-style groceries, this is the place to stock up on all the ingredients, and even restock the wine cellar. For a quick snack with an Asian flavour, pop in to 759 Store.



Colourful treats for everyone on offer.  
色彩繽紛的糖果，令人難以抗拒。



Supermarket offering a fresh selection of fruits and vegetables.  
超級市場為住客供應新鮮的蔬果。

We all like to look our best, and Ingrid Millet of Paris provides a full range of beauty treatments so close to home. Be pampered here by a well-loved brand renowned for being kind to the skin. Gorgeous French products, expert therapeutic treatment, luxurious surroundings – who could imagine that in Wong Tai Sin?

From a full Chinese banquet to a simple snack, the new Lions Rise Mall's dining options have something for everyone, being both accessible and affordable. The community has been waiting for this.

By elevating the community's living environment through spacious residential unit developments and a shopping/dining leisure mall with the right tenant mix, Kerry Properties adds affordable luxury to a perennially popular residential district. These investments are all about lifestyle, and consistent with the government's comprehensive plans to energize Kowloon East, Hong Kong's emerging second business district of the future.



## 樂享生活滋味

由傳統中式宴會佳節，到時尚的露天餐廳，以至各式環球美饌，全新落成的現崇山商場是與摯愛親朋碰面歡聚，共享美食的絕佳選擇。

食物既能滋養及延續生命，更可撫慰心靈，令人感到滿足。我們進食是為了果腹，但背後意義又豈止於此？由撕一片麵包到分享一道美食，這個過程的每一環，深具意義。

與摯友親朋共享用膳的時光，是彼此分享交流的良機。好友聚首，滿桌佳餚，自有講不盡的話題，人際關係也就此建立。難怪出外用膳已成社會文化的一部份。

能在居所附近找到合適的餐館，在怡人的環境下享受新鮮健康的食物，而且選擇包羅萬有，這樣的體驗當然愜意。試想像如此美事就在咫尺之遙，會是何等稱心？

以往九龍予人的印象是各種生活所需均比較實惠，但隨著九龍東正打造為香港第二個核心商業區，集商業、購物與優質住宅區於一身，情況亦隨之改變。高瞻遠矚的城市規劃銳意開發空間更寬敞的住宅及更趨完善的設施，當中具代表性的項目包括嘉里建設的兩個項目：黃大仙的現崇山與土瓜灣的港匯灣。區內設有運動、康樂文娛用地，以及購物商場，配合港鐵網絡同步提升，生活質素與日俱升。

正當九龍區日漸成為中產人士的理想居所，他們自然希望坐擁更多的飲食選擇。此時在黃大仙正好出現一個全新的購物商場，帶來既優質而費用合理的選擇，自是一大喜訊。毗鄰黃大仙地鐵站的現崇山商場，薈萃環球優質美食，為區內注入不一樣的格調。這位區內的新成員，帶來了極其豐富的選擇，讓人暢享優閒，加上其交通便利，更顯優越。

這品味商場佔地逾12萬呎，由各式餐廳到特色超市，藝術教育中心到林林總總的生活時尚產品，可謂應有盡有。商場更有區內少有的露天餐廳，緊隨現今生活時尚的潮流。

在戶外雅座用膳愜意悠然，在自然氣息中與滿座高朋共享佳餚，實是人生一大快事。這種享受在香港需求漸殷，如今，現崇山商場已將戶外雅座的體驗帶進了九龍東。食客安坐於餐廳的平台雅座，便可眺望綠油油的公園和運動場，享受怡然一刻。到了晚上，更可在星光

下沉醉於浪漫氣氛中。露天用膳在區內是屬新的構思，同時亦緊貼著國際潮流，體現出這座現代商場背後的創新理念。

場內餐廳滿是星級之選，以相宜價錢帶來嶄新的味覺享受。大自然素食是清新、健康的素食之選，是關心飲食健康之人的佳音。這新派素食健康之餘更能感動味蕾，讓人感覺煥然一新。高級粵菜酒家彩品軒，為傳統菜式添上耳目一新的口味。由日常點心到一席盛宴，在這裏的華貴裝潢與怡人景觀襯托下，讓人食慾大增。單看碟上擺設精緻的食物，亦已教人垂涎。

想轉轉口味一嚐歐洲菜？薩莉亞意式餐廳有健康、味美而且價錢大眾化的意大利菜。薩莉亞精選由意大利和澳洲入口的食材，不論是沙律、意粉、薄餅以至扒類，均是享負盛名。餐廳更採用自助式水吧，感覺多麼的平易近人。

除了外出用膳，在家中親自下廚也可趣味盎然。現崇山商場之上，就是偌大寬敞的現崇山住宅單位。這項嘉里建設旗下的格調住宅項目，空間實用，廚房設備齊全，讓煮食亦變成樂趣。品味超市 Market Place by Jasons就在屋苑之內，生活所需一應俱全。這家超市在本港素有美名，專售優質魚、肉、芝士，還有包羅萬有的西式食品雜貨，不管哪種食材，甚至各式佳釀，這裏早已為你搜羅。假使想一嚐亞洲小食的滋味，則非到759阿信屋不可。

愛美乃是天性，可幸現崇山的住客可以不假外求，到英格蜜兒應用各式美容護理服務。這個以護膚馳名的品牌，定能透過來自法國的優質產品及專業的治療護理，讓你在豪華高貴的環境之中，給肌膚得到呵護備至的護理。試問誰又會想到，這一切竟可盡在黃大仙之中？從中式盛宴到可口零食，現崇山商場以大眾化價錢，滿足了所有人的需要，而這正是區內居民夢寐以求的生活模式。

寬敞舒適的住宅單位，配以集購物飲食休閒於一身的品味商場，嘉里建設提升了區內的居住環境，從而為這住宅區增添大眾化的生活享樂。這些投資都是以生活品味為本，同時亦配合了政府起動九龍東成為未來第二個商業區的規劃。



# The sustainable way forward

Practical measures implemented by SMEs in Hong Kong not only boost their competitiveness but also leave a lasting green footprint

Lau Fau Shan fish farm using power-efficient ponds.  
位於流浮山的漁場已採用高能源效益的養魚池。





**D**id you know that enough sunlight reaches the earth's surface each minute to satisfy the world's energy demands for an entire year? Clean and inexhaustible sun energy itself is an unlimited resource, let alone the potential from wind and other alternative energy sources.

What this tells us is that nature gives us the tools for survival – we just need to learn to use them sustainably.

With a small amount of effort we can give nature a boost. If jogging on the spot for just 30 seconds could provide the power for a one-hour smartphone conversation, would you do it? If you could save time cooking the meal on a stove that is faster and cheaper to run, would you choose it?

A step-powered generator might seem fanciful, but the technology is already there, in commercial production today. In theory, anyone who works out at a gym or has rehabilitation therapy could potentially be boosting our city's power supply. Try it out for yourself as one of the interactive displays CLP has established for the public at Yuen Long and Sham Shui Po.

In the past, humankind's very survival was dependent upon an unwritten code of living in accordance with nature. It took a planet in crisis to spark the current awareness, but at last now we do know what ancient generations implicitly understood: that sustainability is the only way forward.

We all know that by reducing our carbon footprint we are helping protect the environment, although the results may not be so easily seen. SMEs in particular might think that their contribution to global warming is not so significant, but in fact being environmentally pro-active has many tangible benefits, including boosting competitiveness.

Of particular advantage for smaller companies, the cost savings can be significant. Even the simplest measures like switching to low-energy lighting, and installing more energy-efficient equipment, can reduce operating expenses.

Since going greener, Hong Kong's first eco-friendly fish farm has been saving money on every power bill. Here's how:

Each year the Lau Fau Shan farm produces 70,000 giant groupers, a premium-grade table fish. The fish are grown in indoor ponds, which is already a more sustainable method than catching them in the wild. But such a plant is also power-hungry: the water needs to be constantly pumped, filtered, and heated, and its lighting needs are great.

An energy audit revealed a number of more efficient solutions. For example, sometimes the fish sleep – when they're not swimming, the water doesn't need to be pumped so hard. Hong Kong's climate is variable – the ponds' heating needs differ from summer to winter.

Measures recommended and subsequently implemented include installing variable speed drives for water pumps and air blowers to drive circulation and inject fresh air into the ponds. The optimal water temperature for raising groupers is between 26 and 30°C – the addition of a heat pump system enables the temperature to be regulated more easily. Following the installation of solar panels, the fish farm now generates some of its own power.

As a result, the farm's overall energy use has been cut by 20 per cent, and its carbon emissions reduced by 75 tonnes a year. The proprietor is happy to have found meaningful ways to pursue his sustainability goals. Operating in a low-carbon natural environment "not only enables giant groupers' growth,

Thermometer ensures energy-saving air conditioning temperature.  
溫度計裝置確保節能空調的溫度控制。



but also significantly lowers our energy and operational cost and makes us more sustainable," he said. The staff are also supportive of these energy-saving measures, the farm owner said, adding that he would continue to look for ways to be a more environmentally-friendly business.

The proprietor of a laundry shop chain in Hong Kong found several ways to improve energy efficiency. By switching to more efficient light fittings, the owner cut two-thirds of his stores' electricity use in lighting. Setting the air conditioning at 25°C, with the fan on the highest setting, also saved energy while maintaining a flow of cool air in the workplace.

The business owner feels a responsibility to preserve the environment, and is also happy that these energy conservation measures also save him money. As a result, his employees have become more environmentally aware, too. The proprietor also believes that through these efforts, his company has earned a reputation for supporting the environment.

In both cases, the energy audit was conducted by CLP Green Plus, a service designed to help Hong Kong businesses, NGOs, schools and to improve their energy efficiency. After identifying areas of possible savings, tailor-made solutions are suggested.

Energy-efficient LED lights used in a laundry shop.  
洗衣店採用能源效益較高的發光二極體燈。



At its green solution showcases at Sham Shui Po and Yuen Long, the utility company demonstrates through interactive displays the energy-saving and alternative energy generating products and technologies which are now available in the marketplace. Both are open during normal office hours.

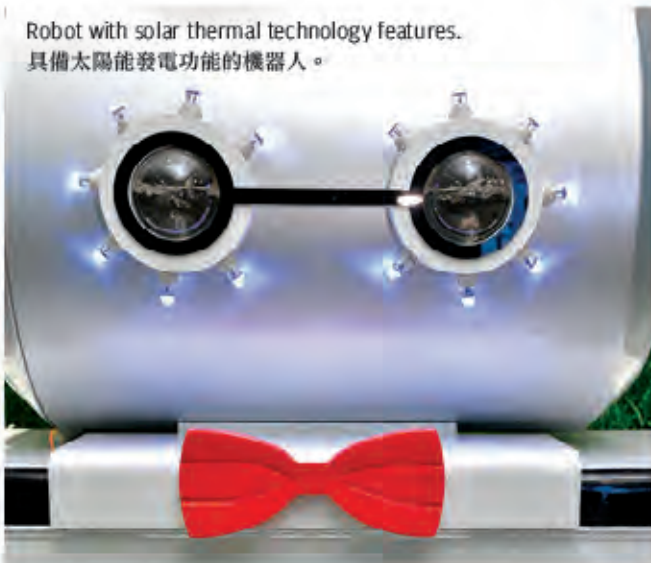
Real-life case studies show how trade-specific solutions can be applied to particular industries, as well as shops and schools. The savings in terms of both energy use and carbon emissions are measured for easy comparison.

Business-owners and NGOs can also test how the solutions would work in their own environment. Would an LED light be bright enough in a jewellery shop? Bring along a diamond and compare. Can a wind turbine work in a light breeze? Try out the new models to see how.

Nothing is sold here; no products or brands are promoted. The aim is simply to present greener options, so the corporate community can decide for themselves.

But it's certainly food for thought. If businesses can contribute to environmental protection, present a greener corporate image and save money in the process, what's not to like?

Robot with solar thermal technology features.  
具備太陽能發電功能的機器人。



Wind turbine  
風力發電機



## 邁向可持續未來

本地中小企透過實行各項環保措施，有效提升公司的競爭力，為保護環境作出長遠的貢獻。

你知道嗎？每分鐘照射到地球表面的太陽能量，原來可滿足全世界一整年的能源需求。太陽能是一種源源不絕的潔淨能源，取之不竭，配合風力及其他替代能源，潛力可觀。

既然大自然已經賦予人類的生活所需，而我們需要做的，就是以可持續方式善用這些資源。

只要是小小的一步，也可為大自然出一分力。例如，只需原地踏步30秒，便可產生足以供智能電話通話達一小時的能量；又或選擇以更具能源效益的爐具入廚，便可省卻時間和金錢。這些小改變，你願意實行嗎？

踏步發電機看似有點異想天開，但其實這種技術已成功研發並投產。無論是在健身中心，或是復康治療中心的踏步運動，都可以同時發電。中華電力已在元朗及深水埗設立互動展覽中心，率先讓公眾體驗這些嶄新技術。

古人的生活依循自然規律，日出而作，日入而息。他們只取所需，過量不取。如今地球環境出現危機，終令我們明白到先祖世代代持守的理念：令地球資源能夠可持續發展是唯一的策略。

儘管成效未必顯而易見，但減少碳排放確實有助環境保護。中小型企業可能會認為，他們對全球暖化的影響並不重大，然而事實並非如此，推動環保可帶來不少實質效益，當中更包括提高企業的競爭力。

對小型公司來說，最大的得益便是可大幅減低成本。即使只是改用節能照明裝置或安裝更具能源效益設備等簡單的措施，已能節省營運開支。全港首間環保魚場就是透過採取一些簡單措施，節省電費開支。

這間位於流浮山的魚場，每年養殖的龍躉數量達70,000條。在室內魚池內養殖這種高級海鮮，已較在海上捕撈更符合可持續發展原則。然而，魚場的水池須不斷泵水、過濾及保溫，加上大量照明裝置，因此耗電量極高。

透過計算魚場所需要的能源後，專家為東主提出了多項更有效的節約措施，例如魚在睡眠時會靜止不動，水流便可以減慢，而魚池溫度亦需因應夏、冬兩季的天氣變化而作出調節。

聽取了專家的建議，魚場落實推行的措施包括為水泵及氣泵裝設

變頻器，以加強水流及為魚池注入新鮮空氣。養殖龍躉的理想溫度是攝氏26至30度，加設電熱泵便易於調節溫度。在安裝太陽能板後，亦可為魚場供應部份電力。

藉著推行上述措施，魚場每年的整體用電量下降了20%，其碳排放量亦減少75公噸。魚場負責人喜見有關措施能達到可持續發展的目標，他說：「在低碳的自然環境下經營，不但可令龍躉生長更快，也能大大節省能源及成本，令魚場以可持續發展的方式營運。」他亦表示員工非常支持這些節能措施，並會繼續尋求方法，令業務更符合環保原則。

本港一間連鎖洗衣店的老闆亦實行多個方法，務求提升能源效益。透過改用節能照明裝置，店舖的照明用電量減少了達三份之二；將空調溫度設於攝氏25度，並把風扇的風力調到最大，這樣既可節約能源，又能保持工場空氣流通。洗衣店的老闆認為自己有責任保護環境，並很高興能透過這些節能措施，節省經營開支，而員工亦因此更注重環保。此外，他的公司也可藉著支持環保，建立良好聲譽。

上述兩間公司的能源審計工作，均由中電「綠倍動力」計劃負責進行。這項計劃旨在協助本港的企業機構、非牟利團體及學校提高能源效益，並在確定可節省能源的地方後，為他們度身訂造節能方案。中電在深水埗及元朗設立環保展覽中心，於辦公時間內開放，並以互動方式展示多款市場上的節能及能源效益產品及技術。場內展示了各種適用於特定工商行業的節能方案，如何在不同行業、商店及學校實際運作，同時亦為他們計算可節省的能源耗用量及碳排放量，以便作出比較。

商戶及非牟利團體亦可親身體驗節能方案在本身經營環境的成效。想知道發光二極管燈在珠寶店是否有足夠亮度，你大可帶同鑽石進行比較；如果想看看風力渦輪能否在微風中運作，中心內亦有多款新型號可供試用。

展覽中心並無產品或服務出售，也沒有任何推廣宣傳，目的僅只於向企業機構展示各種環保方案，讓他們自行挑選。然而，更值得我們深思的是，如果企業在為保護環境作出貢獻之餘，亦可展現良好的環保形象及節省金錢，何樂而不為？

CLP Green Plus Resort showcasing innovative green measures.  
中電「綠倍動力」環保展覽中心展出創新環保方案。





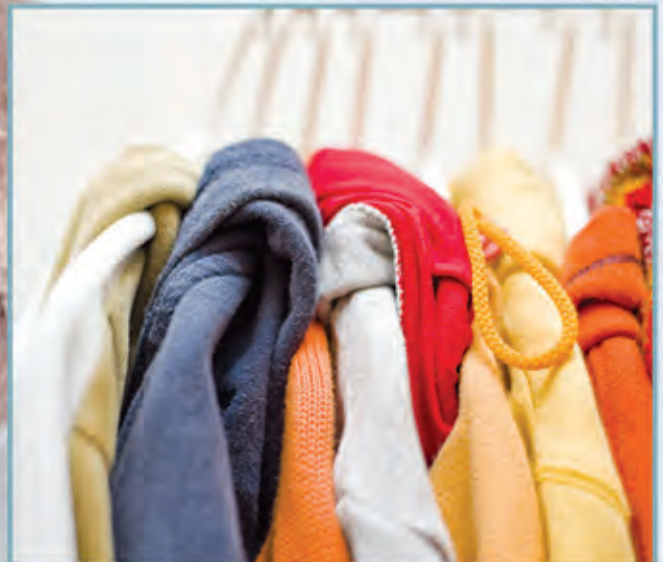
## Donation destinations

Where do donated goods go? Discover the charitable journey our unwanted items take towards becoming another person's most wanted

In Hong Kong, shopping is a favourite pastime. But the more we buy, the more places we have to find to put it. Even in the most spacious of homes, this can mean accommodating more than we need or want, or parting with some possessions to make way for the new.

In these environmentally-enlightened times, we may no longer feel comfortable just dumping the superseded. Why add to landfill, when people, either here or overseas, are glad of the things we no longer need?

Whether planning a spring clear-out, readying the wardrobe for the new season's fashions, or leaving Hong Kong for another posting, our unwanted goods can be another's most wanted. Charities in Hong Kong gladly accept everything from large items of furniture to wearable clothing to small electrical items. So before you throw it, please consider stowing it, into a recycling bin or collection point so that someone else can benefit.



The value our cast-offs can have for society was realised by a Hong Kong-based Australian couple collecting warm clothes and bedding following a devastating flood in China. So prolific were the donations that what was thought to be a one-off project ended up as a global NGO.

Crossroads Foundation, founded by Malcolm and Sally Begbie, is one of the few charities which accept larger items such as furniture: bunk sets, double beds, sideboards and sofas. Also wanted are office and school furniture, superseded computers and laptops, and any electrical items – large or small – printers, telephones, and televisions. Rice-cookers, fans and heaters are particularly useful for Hong Kong homes.

In Hong Kong, goods donated to Crossroads are reassigned to the needy including orphans, women in crisis, the elderly, and refugees. Around half of the items travel around the world for distribution wherever they are needed. School books for hill tribe children in the Philippines, cooking pots for East Timor and musical instruments for blind youth in Vietnam have all been contributed by the people of Hong Kong.

Organisations supported by Crossroads also provide aid to people in crisis, including the rescue of Thai girls at risk of sexual exploitation, and provision of day care for orphans in war-torn Uganda.

If you have baby things you no longer need, Mother's Choice would welcome them with open arms. The charity provides loving, nurturing care for babies and children needing permanent homes, and for single girls and their families facing crisis pregnancies. Such is the need in Hong Kong that, for every baby accepted into the charity's Child Care Home, another is turned away.

Over the years Mother's Choice has helped place over 1,400 children into loving adopted homes, including many with special needs. The charity has also inspired and trained sister organisations in India, China and Cambodia.

To care for these infants, second-hand baby items are gratefully received. Capsule car seats, and everyday feeding and bathing items, as well as new nappies and bath products are always needed.



Oxfam accepts new and second-hand high quality goods, from an enthusiastic public and celebrities, which are then sold by volunteers through the Oxfam Shop. Goods which can command a premium further help in the organisation's fight against poverty and humanitarian projects around the world. Clothing, handbags, shoes and accessories are staples in this programme.

Twice a year, Oxfam's Designers Label Week sells high-end clothing and accessories at a substantial discount. Fashionistas who are regular donors use this as an opportunity to refresh their wardrobe, a recycling initiative that raises much-needed funds.

Both corporate and private donors support the Salvation Army's Recycling Programme. Donated goods are sorted and either distributed to the needy, or sold in Family Stores in Hong Kong and Macau. The net proceeds go to Salvation Army community projects, including aid for the home alone elderly, street sleepers, ex-prisoners and social security recipients.

The disadvantaged people of Hong Kong and overseas also benefit from donations to Friends of the Earth. In this cooler weather, demand for thicker clothes is higher. Garments are channelled to hospitals and social service NGOs. The charity's recycling programme also diverts waste from landfills and provides employment in Hong Kong, so the benefits of donating are magnified.

The only stipulation for donating unwanted goods to charity is that the clothing be clean, and appliances in working order.

As we approach the Lunar New Year, it is Chinese custom to clean out the house, to "sweep out the old in order to usher in the new". What better time to give our surplus a new lease on life?

Used electronics, clothing and books, etc. can all find a happy second home through charities.  
慈善機構樂意把我們捐出的舊電子產品、衣服及書籍等送到有需要人士的手上。

## 捐得其所

可曾想過我們捐贈的舊物何去何從？透過慈善機構的協助，它們或已成為另一個人渴望已久的寶物。

香港人熱愛購物。買得愈多，佔據的空間也愈多。為了迎接新添置的美物，即使家居寬敞，也得想辦法處理多餘物資和積存舊物。

隨著大家的環保意識愈來愈高，我們在丟掉舊物前或會重新思考，避免製造垃圾污染。其實，如果我們知道在遠方或本地的人正用得著這些我們眼中的廢棄之物，何必還要把它們丟往堆填區裡呢？

其實，無論是春季大掃除、收拾衣櫥迎接新裝、或是預備離港工作，這些舊物很可能是他人所需要的。由大型傢具、小型電器、以至整潔的二手衣服，一些本地慈善機構均樂意回收。因此在棄置舊物之前，不妨考慮將它們妥善包裝，然後投入環保回收箱或送交舊物收集點，惠及他人。

在香港定居的一對澳洲籍夫婦，一直認為棄置的物資對他人其實仍然很有價值，就在華北發生嚴重水災之際，他倆廣徵樂善衣物與床上用品並送往當地應急，是次籌募的成功，令這原本只是一次性的捐助行動，發展成為後來的一個全球性非牟利組織。

這對熱心助人的夫婦就是十字路口基金會 (Crossroads Foundation) 的創辦人 Malcolm 及 Sally Begbie。Crossroads Foundation 是香港少數願意接收大型舊物的慈善機構，所收集的包括雙層床、雙人床、地氈和沙發等傢具，亦接收辦公室和學校的二手傢具、舊桌上電腦、手提電腦，或任何大小電器用品如打印機、電話、電視機等等。而家用必需品如電飯鍋、風扇和電暖爐等，也在接收之列。這些物品會轉送給孤兒、婦女、老人或難民等有需要人士。基金會會將一半的捐贈物分發世界各地，送到有需要的人手中，例如，港人捐贈的教科書會送到菲律賓山區兒童、煮食鍋送到東帝汶、樂器送到越南失明青少年等。而受助的機構亦會幫助危難群眾，包括救助遭受性剝削的泰國女孩，以及在受戰火蹂躪的烏干達提供日間託管設施和服務，照料當地孤兒。

假如你有一些不再需用的嬰兒用品，母親的抉擇歡迎你隨時捐贈。這機構為未獲永久家庭照顧的嬰兒和兒童提供一個充滿關愛的環境，加以悉心照料，並協助未婚婦女及其家人面對意外懷孕的種種難題。香港對這方面的服務需求殷切，然而由於機構的資源有限，屬下的幼兒之家往往只能接收約一半的求助個案。多年來，母親的抉擇已成功為 1,400 多名兒童安排領養家庭，當中包括不少有特殊需要的孩童。此外，機構也為印度、中國和柬埔寨的姊妹機構提供培訓，鼓勵他們以相同宗旨服務他人。

母親的抉擇歡迎任何人士捐贈二手嬰兒用品，讓機構有充足物資照顧受助嬰兒。嬰兒車、日常餵食沐浴用品、新尿片與嬰兒沐浴露等，都是他們經常需要的物資。

樂施會亦接受市民捐贈全新或二手的優質物品，包括衣飾、手袋和皮鞋。這些物品會在樂施會義工營運的樂施商店義賣，所得款項將用於樂施會全球扶貧工作與人道救援項目。該會每年亦會舉行兩次「名牌義賣周」籌款活動，以低價出售高檔名牌衣飾，崇尚潮流的人士可藉此定期捐出衣飾，既響應環保又能為樂施會籌募經費，一舉兩得。

至於救世軍的循環再用計劃，則一直深受公司機構與私人捐贈者支持。物資經分類後，部份會直接贈予有需要人士，其餘則在港澳兩地的救世軍家品店義賣，收益淨額將用於救世軍的社區計劃，以協助獨居長者、露宿者、釋囚及領取綜援人士等。

另一個志願機構地球之友的受惠者則遍及本港與海外的弱勢社群。時值冬天，寒衣的需求亦相對增加。他們會將收集到的二手衣物轉送醫院或非政府社福機構。此外，地球之友回收計劃則將棄置物品回收再造或再用，減少堆填區的廢物量之餘，亦為香港製造更多就業機會，令舊物捐贈別具意義。

捐贈多餘物資予慈善機構的條件只有一項：衣裳必須清潔，電器則可正常運作。所謂「去舊迎新」，年近歲晚正是中國人為家居進行大掃除的時候。現在就趁機捐出多餘的物品，讓它們得以重生吧！

## List of most wanted items

- Small household electrical items and superseded but functioning computers (Crossroads Foundation)
- Second-hand baby items including seats, bibs and towels, as well as new nappies, wipes and pacifiers (Mother's Choice)
- Clothing, either new or used in clean condition (Salvation Army)
- Designer label fashion, shoes, handbags and accessories (Oxfam)
- Warm winter clothing (Friends of the Earth)

## 需求殷切的物資

- 小型家庭電器、運作良好的舊電腦 (十字路口基金會)
- 二手嬰兒用品，包括椅子、口水肩和毛巾、新尿布、嬰兒潔膚濕紙巾、奶咀 (母親的抉擇)
- 整潔的新舊衣物 (救世軍)
- 名牌時裝、皮鞋、手袋和配飾 (樂施會)
- 保暖冬衣 (地球之友)





# Trekking to a brighter tomorrow

Through uplifting activities and encouraging perseverance, the Trekkers Family Enhancement Scheme helps underprivileged families build foundations for a brighter future

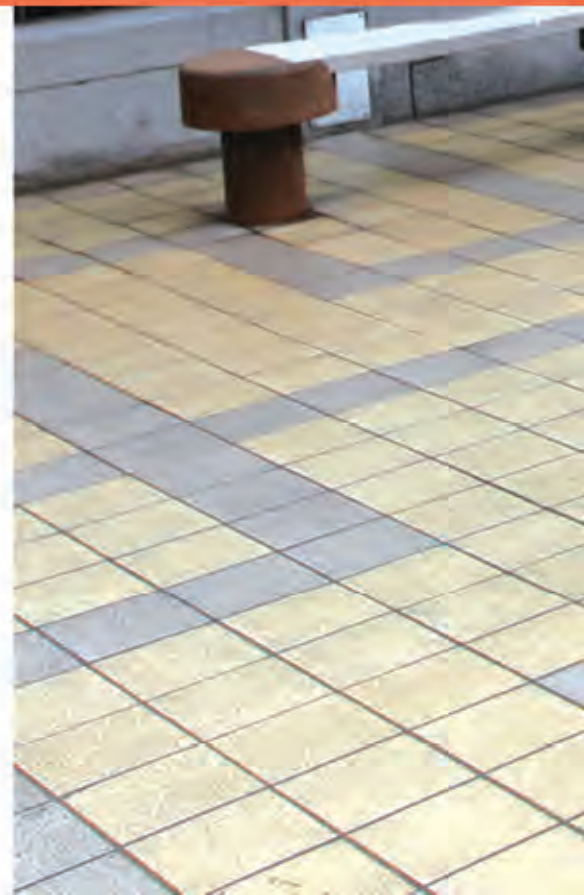
Imagine being only six, and already feeling the odd one out. Sometimes, it doesn't take much. For a little girl in her second year at a Tung Chung primary school, struggling with her alphabet – when her peers could recite it since kindergarten – was a big deal. Her teachers knew that being behind in such rudimentary literacy was a major obstacle to the child's education. But to a six-year-old trying to fit in, all she knew was that she was different. All she needed was some gentle encouragement. Before long, with special attention, the child had learned her ABC, gained confidence, and was able to participate in class. The Little Trekkers Learning Club helped speed up this breakthrough.

Little Trekkers was launched in early 2012 as part of the Trekkers Family Enhancement Scheme, an initiative of the Kerry Group Kuok Foundation. The aim is to help lower-income families in Hong Kong break free of the poverty cycle.

It's needed because not all children start life on an equal footing. With education comes opportunities and choices. If only every child could have this.

The Chinese have a saying that "those who persist will succeed". Two hundred families in a Tung Chung public housing estate were invited to take part in the pilot, selected because this is an area where many hard-working families can barely make ends meet. In the context of this scheme, every participant is a trekker: a person who, if they keep walking, will eventually arrive at their destination.

Why start with after-school learning help? Because strong families flourish in the same way a tree does – on a solid foundation. Literacy is the basis of education, and from there, new shoots can grow.







“ I'm so thankful for the care and opportunities brought to me by the Trekkers Family Enhancement Scheme. ”

A migrant mother enjoying her first job placement

「 行者家庭自強計劃關心我，讓我得到工作機會，我真的非常感謝他們。」  
一位新移民母親對她的第一次工作滿懷喜樂



“Through Little Trekkers activities, my daughter has become more cheerful and eager to learn.”

The parent of a Little Trekkers participant

「小行者學園的活動讓我的女兒開朗了，現在的她還對學習充滿熱誠。」

一位小行者的家長說



Education is just one part of a holistic approach to overall well-being: health, employment, and environmental harmony are covered, too – all interconnected, and radiating from family, which lies at the heart.

Taking care of homework is the first priority for the Little Trekkers. Busy parents may not have the time or skills to help with this, but tutors and volunteers do. They help the children learn English, too.

But academic achievement is not the only focus. The aim is also to broaden young horizons. Beyond the classroom, Tung Chung's Little Trekkers explore the world through a range of fun activities, connecting with nature, experiencing culture, and mixing with other children from different backgrounds.

Their tutors see consistent, incremental improvements. Homework is done faster, and with fewer mistakes. Small steps, yet major life milestones.

And just as it takes time for progress to bear fruit, it is important to start helping the children of these families at a young age. The Tung Chung pilot takes a long-term view, its outcomes to be measured after 15 years. Ideally, by that time, the families participating will be healthier, better educated, and more financially secure. They should also be environmentally pro-active, and be giving back to their own community.

All initiatives of the scheme are designed to envelope the whole family, leading them as a strong unit towards a better future. Consider the isolation felt by a 35-year-old migrant mother who was new to Hong Kong, but could not speak any Cantonese. She had two children, and had never held a job. Her life changed direction when, under the Trekkers employment umbrella, she was placed as a room attendant trainee at one of the hotels within Shangri-La Hotels and Resorts, within the same corporate family as Kerry Properties Limited and Kerry Foundation. Within a month, the woman was happily working but, more importantly, was enjoying her new-found exposure to the outside world. She had even begun learning English. The couple's two children attend the Little Trekkers programme, which frees up the parents' time allowing them to work.

The Trekkers Family Enhancement Scheme is a mode of community partnership, involving NGOs, educational institutions, volunteers, and companies such as Shangri-La Hotels and Resorts, who offer their expertise.

The Kerry Group Kuok Foundation was established to address the uneven distribution of opportunities by cultivating a caring heart for nature and for one another. All of its projects are sustainable and replicable. The hope is that others may follow this model to help more communities in need. In this spirit, the foundation is happy to share its experience.

Since its establishment in 2007, the foundation has developed 12 bases in rural China, one in Hong Kong and one in Beijing. From water management projects and vital hygiene initiatives in remote mainland villages, to organising a farmers' co-operative in Hubei; from literacy and computer training to adults denied an education, to treating children with congenital heart disease, the foundation and its partners strive to improve lives in local communities. Each project bears in mind the bigger picture: small steps to a great purpose.

## 信有明天

「行者家庭自強計劃」透過舉辦支援活動積極鼓勵及協助弱勢家庭建立更美好的明天。

試想像，一個只有六歲的小孩，卻已經感到與周遭格格不入。有時候，我們眼中的小事卻已經是其他人的遺憾。

在東涌一間小學裡，有一個二年級的小女生老是記不住26個英文字母，而她的同學早在幼稚園時期已能好好背出。這件事對她來說，可是天大的問題。她的老師也明白，在發展早期落後於人，對孩子的教育是一個重大的障礙。但對於一個年僅六歲又努力想融入同學圈子的小女孩而言，她知道的，只是自己跟別人不同。而她所需要的，是友善的鼓勵。只是需要多一點點的關顧，小女孩沒有多久便學會了ABC，而且更重拾信心，踴躍參與課堂。這一切令人鼓舞的事，都有賴「小行者學園」的協助。

小行者學園於2012年初成立，屬於「行者家庭自強計劃」的其中一環。「行者家庭自強計劃」由嘉里集團郭氏基金會創辦，旨在協助香港收入較低的家庭突破跨代貧窮。有教育才有選擇的機會，但並非所有小孩起跑的步伐都一樣。而小行者學園的目的，正是讓每個小孩都有較平等的學習機會。

中國人常說：「有志者，事竟成」，箇中道理亦適用於這個有意義的行動。計劃邀請了來自東涌一個公共屋邨的200家庭作先驅。而選擇東涌為服務對象的原因是，這裡有不少家庭都營役辛勞，生活卻東襟見肘。這個計劃的宗旨是，每位參與者都是行者，正是「為者常成，行者常至」。意思就是勇於實踐的人，才有可能獲得成功；不倦前行的人，才有機會到達目的地。

為什麼要從教育著手？因為無論家庭還是樹木，他們成長的過程都一樣，就是從穩健的根基開始。讀寫能力是教育的根基，有了這個基礎，幼苗當可茁壯成長。這只是整個完善計劃的一部份，除此之外還有衛生、就業及愛護環境幾個方面，每一環都以家庭為本，彼此息息相關，務求協助他們締造美好生活。

功課輔導是小行者學園的首要重任。家長為口奔馳，未必能抽時間、或者也沒有能力照顧孩子的功課，導師和義工可協助指導孩子完成功課，更會教授英文。

但學業上的表現亦並非這項計劃的唯一目的。小行者學園的目標，是要擴闊孩子的視野。在課堂以外，小行者還參加各類有趣的活動，從中與大自然融合，學習各種文化，學習與其他不同背景的孩子相處。

孩子做功課快了，出錯減少了。導師看到這些持續的進步，都深感欣慰。雖然這些都只是小小的一步，但卻也是人生重要的里程碑。

如果果實需要假以時日才見收成，扶持孩童成長也得從小開始。「行者家庭自強計劃」放眼將來，並將檢討計劃成效的時間設於15年後，希望屆時參與的家庭都活得更健康，受過更好的教育，財政上亦更穩健。此外，他們更加積極參與環保，而且已經對社會予以回饋。

這計劃的各個項目照顧整個家庭，引領他們團結互助，邁向更好未來。設想一下，一個35歲、連半句廣東話也不懂的新移民母親那種孤獨無助。她，育有兩個子女，從未曾外出工作。在計劃於就業方面的協助下，她的人生方向開始有所轉變。她有機會到與嘉里建設和嘉里集團郭氏基金會同系的香格里拉酒店集團旗下一間酒店，擔任房務部練習生。在短短一個月內，這位母親不但能愉快地工作，更重要的，她喜歡與外間世界的接觸，甚至還開始學習英語。而她的兩名子女亦有參加小行者計劃，這亦讓他們的父母得以撥出時間外出工作。

「行者家庭自強計劃」是以社區夥伴的模式運作，參與的非政府機構、教育團體、義工以及像香格里拉酒店集團等公司，都會一一奉獻他們的專門知識。嘉里集團郭氏基金會致力培養對自然和對其他人一顆關懷的心，旨在解決機會不均的問題。基金會的所有項目均可持續發展，而且易於仿效，希望其他人也可跟隨這種模式，惠澤社群。本著這種精神，基金會十分樂意將經驗與人分享。

自2007年成立以來，基金會已在中國偏遠地區設立了12個基地，另外在香港和北京亦各有一個。從水資源管理項目、偏遠村民的衛生計劃，到組織位於湖北省的農民合作計劃；從讓沒有機會接受教育的成年人讀書識字甚至學習電腦，到治療患有先天性心臟病的兒童，基金會與其夥伴都是以改善地方社區的生活為本。每一個項目都秉承著一個宗旨：每一小步都是向偉大的目標邁進。





# Ride like the wind

Hong Kong's riding schools and scenic outdoors allow riders of all ages to saddle up and experience the joy of horse riding



Memories of a special holiday are not easily forgotten. Sometimes, they can even be life-changing. For one Hong Kong executive who returned from a tropical island resort remembering an idyllic day spent exploring the beach on horseback, it led to an unexpected new hobby. He'd never ridden a horse before that day, but back in Hong Kong, a city surprisingly abundant in its wide open spaces, equestrian opportunities abound.

The connection between horse and humans is as old as civilisation itself. Since these noble animals were domesticated over 5,000 years ago, they have served mankind for both work and leisure.

Traditionally in Europe, horse riding is the sport of choice among high society. Just as thoroughbred racing is called the sport of kings, so too is equestrian known as the pursuit of the aristocratic. In the British Royal Family – the most aristocratic of all – generation after generation have shared a profound passion for horses. Steeds from the Royal household drawing ceremonial carriages feature in the pomp and ceremony of every important occasion. The Queen's Diamond Jubilee in 2012 was marked by a procession of some 1,600 soldiers on horseback.

Among the reasons so many people take up horse riding, the special bond between horse and humankind is often cited. Riders will say that horses seem to inherently understand them, and are sensitive to even the most subtle eye and body movements. They can decipher and respond to the rider's visual and auditory cues. Horses are also highly social animals who respond well to praise, so the feelings of an enjoyable outing on horseback can be mutual for both the mount and rider.

Trainers also say that teaching horse riding – being outdoors with animals they love and seeing a student progress – is among the most satisfying of jobs you can think of. They admire the fact that a horse is smart, and usually shows the willingness to work with the rider. When both are in synch, a smooth ride ensues.

Learning can be daunting at first, but along the way life lessons are absorbed: patience, persistence, and the value of discipline and staying alert are skills experienced horse riders have perfected.

It's a fun way to fitness as well. Don't think that the animal is doing all the work – there is a lot of leg work involved for the rider. In fact, an hour of horse riding can burn up more calories than an hour in the gym.

Hong Kong, with its long equestrian history, is an ideal place to learn. Apart from having one of the most scenic racetracks in the world in Happy Valley, the city is home to riding schools of international repute, and endless country lanes for leisurely trail-riding. Saddling up in Hong Kong is fun, healthy, and sociable – a sport which can be enjoyed by people of all ages and skill levels, including beginners.





Hong Kong has three public riding schools - in Tuen Mun, Lei Yue Mun, and Pok Fu Lam, all managed by the Hong Kong Jockey Club – plus a number of private equestrian academies. Enthusiasts can ride in the heart of the city, or immersed in tranquil greenery. Through the charity Hong Kong Riding for the Disabled, children with disabilities are afforded the same opportunities.

Lessons usually last for 30 minutes, to avoid tiring both the horse and rider. How long it takes to learn is entirely dependent on the individual.

Beginners are encouraged to wear tight jeans and heeled boots to help prevent accidents. Safety helmets are a must, and usually available for rent. As the learner progresses, they may buy riding boots, breeches and jodhpurs, along with gloves and leg chaps to prevent chaffing.

Riders say that horse riding is like driving a car: in the driver's seat (or saddle), you are in total control. The difference with riding is that you and your horse become one. Both need to understand each other with the rider in charge telling the horse where to go, and whether to walk, trot, canter or gallop away.

The Hong Kong businessman who has recently taken up the sport says that what fascinated him that day in Bali was not just being on a horse, but being able to ride along the beaches, trot through the padi fields seeing buffaloes, and exploring the small villages watching little kids playing with their dogs, ducks, and chickens. "Here in Hong Kong, I hope to be able to do this one day, hacking through Tuen Mun and Yuen Long," he said.

And memories of his holiday adventure leads to dreams of the next one. Says the executive: "When I go on my next holiday, it won't be just the usual shopping, eating and laying by the pool or beach. Rides along beaches or the countryside will now be pencilled in. There are many horse riding packages in most of the holiday destinations in the region. And I have already researched on where I can ride when I go to Australia, UK, Europe and the US. This way, I can get to see places that I have never seen before."

So to be part of an aristocratic sport that is also great fun and lets you enjoy the great outdoors, saddling up in Hong Kong awaits.

Explore the great outdoors on horseback for a refreshing experience.  
在馬背上欣賞戶外的風光，令人感到煥然一新。





## 馬上馳騁

本地的騎術學校及令人心曠神怡的戶外景致，讓不同年齡的騎者享受騎馬的真正樂趣。

精彩的假期回憶不但令人難忘，有時候甚至會為生活帶來重大改變。

一個剛從熱帶島嶼度假回港的行政人員，腦海裡仍常常想著旅程中騎著馬在沙灘漫步的美妙情景。更令他想不到的是，這次的難忘體驗竟造就機會，讓他發掘了一項新嗜好。在這趟旅程之前，他對騎馬是一無所知。回到香港，才發現現在這座不乏廣闊戶外空間的城市裡，要享受馬術樂趣一點也不困難。

人類和馬匹之間的連繫跟人類文明一樣源遠流長。自從5,000多年前這種高貴動物被馴化，馬匹便一直在人類的工作和休閒生活中佔一席位。

傳統上，騎馬是歐洲上流社會的消閒活動。跟被稱為「王者運動」的純種馬競賽一樣，馬術亦是貴族追求的玩意。英國皇室世世代代均熱衷於賽馬與馬術，所以每逢重要場合及慶典，總會看見以皇室駿馬拉動的禮儀馬車。就以2012年慶祝英女皇登基60週年鑽禧紀念為例，當天的盛大巡遊便有多達1,600名士兵騎馬參與，場面非凡。

常聽到喜歡騎馬的人說，這運動吸引之處，就是人馬之間的特別連繫。騎者說馬匹彷彿明白他們所想，即使是對最微妙的眼神和身體動作仍能意會。馬兒不但可以詮釋及回應騎者的視聽線索，同時亦善於社交及回應來自騎者的讚美。因此，一趟愉快的策騎體驗，可謂人馬同樂。

騎術導師亦指出，這份工作既能夠讓他們處身戶外及與喜歡的動物為伍，誠然是一種享受。而能夠見證著學員的騎術不斷進步，更為他們帶來無比的滿足感。馬兒是聰明的動物，牠們通常都樂意與騎者合作，當人馬心意相通時，騎者便可從容策馬，盡情馳騁。

學習騎馬的過程最初可能比較艱辛，但掌握了這門技巧卻會一生受用。難怪經驗豐富的騎者往往具備過人的耐性、毅力、紀律及警覺性。騎馬亦是一種充滿樂趣的健身方法。在策騎的過程中，千萬別以為只有馬匹在運動，其實騎者的雙腿亦忙個不停。不說不知，策騎一小時比在健身房裡運動同等時間消耗更多卡路里。

香港的馬術歷史頗為悠久，在這裡學習騎馬可以說是最理想不過。除了風景優美的馬場以外，這裡亦是享譽國際的騎術學校的所在地，更有無數郊野小徑可供馬匹悠閒漫步。總括而言，在香港騎馬是有趣而健康的社交活動，適合任何年齡及技術水平的人（包括初學者）參加。

現時，除了幾間私人馬術學院外，本地亦有三間公眾騎術學校，分別位於屯門、鯉魚門及薄扶林，全部均由香港賽馬會管理。愛好者可於市中心或在翠綠林木間享受騎馬樂，不乏選擇。另外，透過慈善團體香港傷健策騎協會的協助，傷健兒童亦有機會學習策騎。

為避免馬匹與騎者過度勞累，每節課堂一般約30分鐘。至於要多久才能學有所成，則因人而異。導師建議初學者可穿著緊身牛仔褲及靴子，增強保護。所有學員必須配戴安全頭盔，一般均可於學院租用。隨著策騎技術日漸進步，學員亦可考慮添置騎馬靴、馬褲、手套及皮褲等裝備，避免磨損皮膚。

騎者形容，騎馬就像駕駛汽車：坐上駕駛席（即馬鞍），你就是總指揮。而騎馬的不同之處，就在於人馬必須合一。雙方必須相互了解，由騎者指示馬匹往哪裡去，緩步前行、快步、慢跑抑或疾馳而去。

回說前文那位愛上騎馬的行政人員。當日在峇里島上令他神往的不只是騎馬，而是能夠策馬漫步沙灘，走過片片稻田、與水牛會面、探索小村莊、看小孩子與他們的狗兒、小鴨和小雞玩樂的悠閒。他說：「我希望有一天也可以在香港做同樣的事情，或許騎著馬在屯門及元朗到處郊遊。」

這次完美的假期體驗，令他開始思考下一個旅程目的地。他說：「我在想，下一個假期絕不會只是一般的購物、飲食、或到海灘享受日光浴的旅程。現在我已著手計劃要到海灘或郊外策騎，區內許多度假勝地均有騎馬旅程的旅遊套餐選擇。我已搜集了有關在澳洲、英國、歐洲及美國騎馬的資料。這樣一來，我更可以到我從未踏足過的地方一遊。」

要體驗策騎的樂趣，就在香港躍上馬鞍，體驗這種貴族運動，投入大自然的懷抱。



# Say cheese!

Virtually non-existent in Chinese diets, cheese has actually been around in China sustaining rural communities through multiple generations

Love and marriage, horse and carriage - some things just seem to go together. In many parts of the world, wine and cheese are another natural pairing. Even in China, where until recently these European delicacies barely made an appearance, palates are starting to embrace them.

It began with wine, a beverage virtually unknown a decade ago among the Chinese people, who now represent the world's fastest growing wine market. Cheese has been slower to take off, due in part to lactose intolerance, but mainly because dairy has never featured in the typical Chinese diet. But that is changing, too. Industry research suggests that China's cheese market doubled from 2005 to 2010, in line with an overall growing consumption of dairy products.

This challenges a widely-held assumption among mainlanders that dairy is somehow bad for their health, or the more general view that Chinese simply don't like the taste of

cheese, yoghurt, butter, and other milk products. Research by professional services firm KPMG counters with the assertion that the rising consumption of dairy in China is in fact a trend supported by growing health awareness. "Both urban and rural households are starting to pay more attention to health and starting to view milk and milk products as a component in their basic diet," the researchers found, adding that when visiting a dairy farm in Chongqing in 2006, then Premier Wen Jiabao was heard to remark about his dream that every Chinese, including children, could eat 0.5 kilograms of dairy products every day.

What many don't know, though, is that cheese is not unknown in China. Cheese-making has sustained some rural communities for generations, nourishing local families, and contributing to their livelihood.

One example of how cheese-making is helping to combat poverty in remote areas exists in the small mountain town of



Langdu in western Yunnan Province. Here, local villagers set up the area's first cheese factory using the pristine, high-quality milk of Tibetan yaks – an animal native to their area. Every morning, after milking, farmers carry the milk to a factory where, five hours later, their first batch of a mild, haloumi-style cheese is produced. Tourists can visit the factory directly or enjoy it at a resort hotel in nearby Zhongdian.

The Bai people, in north-west Yunnan, have been making cheese for centuries. The local delicacy of “milk cakes” - the Western equivalent of cheese – is made with goat's milk. One variety comes out as a long narrow sheet called “ru shan”, which is crispy after deep frying (like haloumi) or can be melted like mozzarella. Another, called “ru bing”, is made in a block, heavy and tasty, which goes well with tomato salad. Produced and consumed in a similar method to cheese, the slices can be warmed on a grill, spread with jam, or eaten on their own. A typical breakfast here consists of pancake, fried goat's cheese with Chinese ham, and scrambled eggs.

Even in Beijing, a Heilongjiang native makes cheese. All sorts of French-style cheeses are produced from the milk of local cows, and sold at community markets. Inspired by the

response so far, the entrepreneur behind the venture – a Chinese local who studied the manufacturing process from Parisienne masters – is now starting to make goat's cheese.

In Hong Kong, a growing appreciation of cheese is evident in the specialty cheese shops opening up, and various festivals celebrating wine and cheese. One Dutch cheese master who has opened a gourmet cheese store in Central believes it's an untapped market. “We think Chinese people are very open to Western products, especially those with a story,” he said, noting Holland's 800-year history of cheese production.

Hong Kong and mainland people are eating cheese the way Europeans do: straight from the tasting plate, accompanied by wine, and perhaps a slice of fruit. But they're incorporating cheese into cooking, too. Pizza, pasta, fondue – even the ubiquitous grilled cheese sandwich – are making an appearance in homes and on hotel menus across China. Perhaps, as expected by Liu Yang, who runs a small French cheese factory on the outskirts of Beijing, cheese to the Chinese will become like wine and coffee: “there will be two to three years of slow development, and then all of a sudden, consumption will shoot up.”



Tibetan yaks  
西藏牦牛



Yunnan farmers cutting cheese.  
雲南奶農切制芝士。



## 乳酪熱潮

印象中，芝士從未打入中國的飲食文化之中；但事實上，芝士早在中國出現，而且更是世代相傳。

好比愛情與婚姻、馬匹與馬車—這世上有些東西，天生就是一對。就如在世界很多地方，葡萄酒與芝士也是一對絕配。即使是中國這個近年才剛開始流行歐洲美食的國家，鍾愛芝士的食家也大不乏人。

這個潮流由葡萄酒帶動，十數年前，中國人對之還不甚了了，但如今，中國已是全球增長最快的葡萄酒市場。芝士市場的發展則相對較慢，可能是由於乳糖不耐症的出現，但更重要的相信是傳統的中式飲食根本從未讓乳製品入饈。但跟葡萄酒一樣，這現象也開始有所轉變。業界調查顯示，中國芝士市場與奶類產品的消耗增長一致，由2005年至2010年已增長了一倍。

這多少衝擊了內地人以為乳製產品或對健康有害的坊間流傳。還有普遍認為，中國人就是不喜歡芝士、酸乳酪、牛油和其他奶類製品的味道。專業服務公司畢馬威的調查結果與一般人的觀念大相徑庭，調查指中國的奶類製品消費日增，其背後動力正是來自人們對健康的日趨關注。調查指出：「不論城鄉，人們都愈來愈關注健康，並將奶類和奶製品視為基本飲食的一部份。」調查補充，於2006年，時任國家總理的溫家寶視察重慶一個乳牛養殖基地時曾經提及，自己有一個夢，讓每一個中國人，首先是孩子，每天都能喝上一斤(0.5公斤)奶。

事實上，很多人也有所不知，其實中國人對芝士並不陌生。製造芝士早在不少鄉區世代相傳，無數家庭更賴以為生。雲南省西部一個名為浪塔的小山區，正是藉生產芝士脫貧的好例子。當地村民開設了區內首家芝士工場，以土生的西藏犏牛的精質牛奶生產芝士。牧民每朝擠取新鮮牛奶後，便會立即送到工場；五小時之後，首批淡淡的、

類似哈羅米的芝士便會製成。遊客不但可直接到工場參觀，亦可留在附近的中甸市的度假酒店內細意品嚐。

雲南省西北部的白族人，製造芝士更已達數個世紀之久。當地的土產「乳餅」亦即西方的芝士，乃以羊奶製成。其中一種呈長條狀的乳餅稱為「乳扇」，經油炸後香脆可口(像哈羅米芝士)，亦可熔成像馬蘇里拉芝士一樣。另一種「乳餅」則是一大塊重重的，配以番茄沙律風味極佳。乳餅不論製造過程或食法都與芝士相似，既可在烤爐上加熱、伴以果醬，亦可直接進食。烤餅、中式火腿炒羊奶芝士再配上炒蛋，便成了當地的傳統早餐。

即使在北京，亦有一位黑龍江人在造芝士。他以當地的牛奶生產各款法式芝士，再賣到菜市場。這位生產商師承巴黎多位芝士大師，在參考市場反應後，他現在更開始向羊奶芝士進軍。

而在香港，不但芝士專門店有如雨後春筍，還有多個打正旗號以葡萄酒和芝士為主題的節慶，足證芝士的受歡迎程度。一位荷蘭芝士大師在中環開了一家芝士專門店，他深信這市場還有無限潛力。「我們認為，中國人對西方產品抱十分開放的態度，特別是那些歷史悠久的產品。」他特別補充，荷蘭的芝士，已有800年的歷史。

中港兩地的人都偏好歐洲式的芝士食法，即伴以葡萄酒或者是一片水果，原汁原味的直接吃。與此同時，他們也喜歡以芝士入饈，不論薄餅、意粉、火鍋還是烤芝士三文治，在中國各地的家庭或酒店裡，都洋溢著芝士的香氣。或許就像北京城郊一間小型法式芝士工場的老闆Liu Yang指出，芝士在中國應該會像葡萄酒和咖啡一樣：「頭兩三年，起步會較慢，但一夕之間，便會風行全國。」



Just as the best seats in the house are called the dress circle, so too is the best of the Kerry spirit embodied in this magazine, similarly and appropriately titled *Dress Circle*. Our concern for the environment, our reverence for heritage and the glories of the past, our affection for culture, our appreciation of the finer things in life, our corporate adventures – all contribute topics towards the making of this fine magazine. *Dress Circle* is our commitment and our gift to you. We hope you enjoy it.

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