



# 英皇集團(國際)有限公司 Emperor International Holdings Limited

於百慕達註冊成立之有限公司 Incorporated in Bermuda with limited liability

Press Release

## Emperor Group Centre Sets up Another Industry Benchmark by Winning the 2019 China Golden Landmark Award for Office Buildings

The 2019 ZJLM Conference, a real estate carnival of high standard, high quality and professionalization themed at “Opportunity, Strategy and Evolution”, was held in Beijing a few days ago. Emperor Group Centre Beijing, located along Chang’an Avenue, the downtown area of Beijing, was honored to receive the “2019 China Golden Landmark Award for Office Buildings” by dint of its international operating system, luxurious 6-star Super Grade-A equipment, and world-class commercial quality, setting up another industry benchmark.

### An Industry Model Shaping the Future

The sponsor, China Real Estate Managers Union, founded in 2008, is one of the mainstream communities with the greatest cohesiveness, creativity, and right of speech in the industry. This Conference focused on 10 seminars, where over 100 experts and entrepreneurs analyzed the industry development trend together, with about 2,000 person-time participants.

The “Golden Landmark” award is reputed as the “Oscar” of the real estate circle. Winners stand out after a series of screening such as expert review and appraisal and online voting. It is a professional award focusing on commercial real estate and shopping centers in China, for real estate projects with excellent operation, normative management, and high customer satisfaction. The appraisal, which has been successfully held for 15 years, is highly recognized by insiders. It has not only become the most influential brand activity in the commercial real estate industry of China, but also promoted commercial real estate to the level of industrialization. This year, Emperor Group Centre Beijing won this award together with such famous commercial real estate projects as China World Trade Center, China Central Place, and Kerry Centre, setting up a model of the industry.

### The City Landmark, An Industry Benchmark

As the headquarters of Emperor Group in Mainland China, Emperor Group Centre Beijing gives full play to advanced structural systems, intelligent technology, and energy-saving technology to create a new commercial image based on the respect for environment and urban economic development. Adhering to the work space philosophy of the commercial era, i.e. the coordination between humanity and efficiency, the Centre boasts a rational layout of organizational functions, gracefully towering as a new landmark of Yong’anli CBD and establishing a new standard for urban office buildings in the world.

Emperor Group Centre, situated right amidst the prosperity of the capital city, has become an important part of Yong’anli CBD thanks to its precious location and convenient transportation. Surrounded by the embassies of various countries, 5-star hotels, and Grade-A office buildings, it is a window to the world which gathers numerous elites. In addition to the ideal comfortable



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and intelligent office environment, the Centre has also attracted multiple international brands of superior jewelry, watches, and high-quality life style, as well as special trendy food from different countries. The first Emperor Cinemas in Beijing features 10 deluxe halls, and the laser IMAX screen has been upgraded recently, making the cinema the first one owning a laser IMAX screen in Chaoyang District. The diversified business types have provided a model of enjoyable international life style for elites, and the operation view as an urban complex has created a multi-functional and ecological whole.

## Shaping the Future with the Insight into the Trend

Showing concern for interpreting the policies, analyzing the market, understanding the trend, and grabbing the first chance, the theme forum of “The Opportunities and Challenges in City-Industry Integration” under 2019 ZJLM Conference was successfully held. According to experts, the industrial real estate of China will have 4 trends in future: 1) The development mode will turn from “selling houses and lands” to “holding for operation”; 2) The product mode will turn from “industrial park economy” to “urban economy”; 3) The profit mode will turn from “customer thinking” to “partner thinking”; 4) The operation mode will turn from “governing the park” to “serving the park”.

In the future, Emperor Group Centre will explore urban transformation and upgrading together with our industry colleagues, to promote the new pattern of high-end urban business offices.

## Photos captions:



Photo 1: Emperor Group Centre wins the “2019 China Golden Landmark Award for Office Buildings”



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Photo 2: Ms. Liu Yan (the 3rd from the right), Strategic Development Director of Emperor Group Centre Beijing Office, receives the “2019 China Golden Landmark Award for Office Buildings” together with the representatives of other winners



Photo 3: Emperor Group Centre along Chang'an Avenue, Beijing



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Photo 4: The capacious lobby of Emperor Group Centre



Photo 5: The transcendent double-layer atrium design in the Emperor Group Centre



Photo 6: Emperor Cinemas in the Emperor Group Centre is the first cinema owning a laser IMAX screen in Chaoyang District



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## About Emperor International Holdings Limited

Emperor International is an investment holding company, which is principally engaged in property investments, property development and hospitality with property portfolio of over 5 million square feet in the Greater China and overseas. Under its tri-engine business model, Emperor International owns many investment properties in prime locations that generate stable recurrent income; runs many property development projects for earning visibility; and develops hospitality services with strong recurrent cash flow. With its management execution strengths and market insight, Emperor International aims to be a key property player in Greater China. Emperor International has become one of the constituent stocks Hang Seng Corporate Sustainability Benchmark Index since September 2018. For more information, please visit its website: [www.EmperorInt.com](http://www.EmperorInt.com)

## Press Enquiry

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