富城集團
Urban Group
新創建集團成員 Member of NWS Holdings

傳媒訊息
Media Information

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Press Release

Urban Group receives "Prime Award for Best Enterprises in Greater China – Property Management" for 2 consecutive years

For immediate release

Hong Kong, 12th March 2008

Urban Group has received the **Prime Award for the Best Enterprise in Greater China - Property Management** from the *Prime Magazine*, a monthly business and finance magazine for Greater China, for the second consecutive year. This recognition reflects the success of Urban Group in establishing a best-in-class service brand in the region.

The Award aims to promote the best practices of brand management and to recognize companies that contribute to the economic development of Greater China. All winners were evaluated by a team of professional judges according to 7 selection criteria: Company Reputation, Achievements, Management, Quality, Image, Social Responsibility and Innovation.

The panel of judges include Mr. Wilson C S Kwok, Chairman of CEPA Business Opportunities Development Alliance; Dr. S H Li, President of Hong Kong Economic and Trade Association; Dr. Sherriff Luk, Director of Hong Kong Polytechnic University - Asian Centre for Brand Management; Dr. Gavin K.Y. Chau, Chairman of Hong Kong Quality Management Association; Prof Peter K W Mok, Chairman of Hong Kong Quality Assurance Agency; Prof. T. S. Chan, Associate Vice-President & Academic Dean (Business Studies) of Lingnan University; Prof. Leo Sin, Director of the Master of Science Programme in Marketing of The Chinese University of Hong Kong, Prof Oliver Yau ,Professor of the Marketing Department of The City University of Hong Kong.

Mr. Francis Chiu, Executive Director of Urban Group says, "The Award we received this year further confirms and recognizes the success of Urban Group in best-in-class brand management. We believe that a brand is no longer simply a company name, a trademark or a symbol. It is an essential asset for every enterprise in today's business world."

"The brand legend of Urban originates from our management of Mei Foo Sun Chuen since 1965. Since then, we have been adopting 'A Passion of Service and A Quality Credential' as our brand personality. We very much treasure our achievements in brand management over the recent years and focus on our market-oriented services to enhance our competitive edge in the Hong Kong and Greater China markets. Our ultimate goal is to enhance the value and prolong the lifespan of the property and facility assets under our management." **Mr. Francis Chiu** added.

Urban Group, a member of NWS Holdings Limited (Hong Kong Stock Code: 0659), is the Largest Real Estate and Facility Management Services Group in Hong Kong. The Group is currently managing 230 projects territory-wide and serving 1 million people in Hong Kong.

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Should you need further information, please contact Mr Bevis Leung, Senior Group Manager - Marketing Services of Urban Group at 2626-7898 or e-mail to bevisleung@urban.com.hk.

Urban Group is a member of NWS Holdings Limited. NWS Holdings Limited ("NWS Holdings", Hong Kong stock code: 0659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy,

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Mr. Francis Chiu, Executive Director of Urban Group (right) receives the **" Prime Awards for the Best Brand Enterprise in Greater China 2008——Property Management"** from Ms Fandy Tong, Chief Registrar, CEPA Business Opportunities Development Alliance.