



富城集團
Urban Group

新創建集團成員
Member of NWS Holdings

企業報告 2007-2008 Corporate Report



資產管理 持續發展

Asset Management in a Sustainable Environment

願景 Vision

成為亞太區最卓越的房地產及設施管理服務集團

To be the Premier Real Estate and Facility Management Services Group in Asia Pacific

使命 Mission

- 提升顧客的房地產及設施資產價值
- 確保僱員超越顧客期望
- 提供創新增值服務
- 盡企業社會責任以構建和諧社區
- Maximizing customers' real estate and facility asset value
- Engaging employee to exceed customers' expectation
- Offering innovative value-added services
- Caring society with corporate social responsibility

價值 Value

- 以客為尊
- 尊重僱員
- 專業至強
- 社會關懷
- Customer focus
- Respect for employee
- Professional strength
- Societal care

用心服務 專心管理

Passion of Service

Quality Credentials

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遠見領導 *01*

Leadership

建立房地產服務品牌 開拓資產管理新契機

在2007至2008年間，富城集團無論在企業方向、業務組合、營運模式或組織架構上，均有長足的發展。此外，我們在母公司新創建集團的帶領下，已全面加強了企業管治的成效，積極提倡及承擔企業社會責任，致力推動綠色環保管理，並獲得了理想的成績；一方面讓我們能滿足客戶不斷提高的要求，另一方面則肩負着「市場品質領導者」的責任，為香港社會整體的可持續發展作出貢獻。

我們秉持了全面優質管理的理念，令富城的業務組合不斷推陳出新，達致超越客戶期望的目標。我們將在2002年率先提出之物業資產管理概念進一步提升，結合了資產管理、房地產和設施管理，與及增值服務三者之優點，推出了一個嶄新的整全管理概念——房地產服務，為客戶提供一站式的綜合管理服務，突破了傳統物業管理的框架，成功在市場上創造出新的競爭優勢。

富城集團的房地產服務概念整合了房地產項目在落成前後的各項專業服務，包括前期發展概念、建築設計、銷售推廣、租務策劃、物業代理、專業管理、物業優化、環保管理及資產增值等服務。此外，為著提高服務效率和效益，我們並將各項與房地產管理相關連之服務，包括維修保養、工程策劃、環境衛生、安全及保安，與及社區發展等相連結，令到不同的企業或私人客戶，皆可安心將其貴重的房地產項目交由富城負責。

在過去兩年間，富城集團已成功參與了多個房地產項目的前期發展工作，早在項目的設計策劃階段，已率先在發展概念、市場定位、項目設計、管理運作及客戶關係管理上提供專業服務，讓其在落成入伙後能暢順運作，更協助維持及提升其整體價值，大大超越了客戶的要求和期望。

而在企業發展方面，我們在母公司新創建集團的推動下，令富城的企業管治政策和能力均有顯著的進步。富城集團的企業管治政策乃由3個元素所組成：「業務策略」，「愛護環境」及「關心社區」。

在「業務策略」方面，我們自推行全面優質管理後，令服務質素提升至一個更高的水平。其中，「物業資產管理」這個核心概念，在過去兩年一直推動富城的業務發展，讓我們成為一個更全面優質的企業。「物業資產管理」現已由一個嶄新的理念，發展成為一個廣為學術界及業界所認同的概念，而香港的大專院校，已將此概念納入為其中一個主要的學科。

「愛護環境」乃現今香港、以至全球人們最重視的課題之一。綠化生活、節約能源、循環再造，是富城一貫的環保管理政策。我們的「環境愛護委員會」於2007至2008年間在推動環保管理措施和宣揚綠色生活訊息上不遺餘力，並獲得理想的成績，為香港社會的可持續發展盡一分力。

作為「香港卓越的社區經理」，富城非常強調企業社會責任，更銳意建立美好的社區。我們的「社區關懷委員會」聯同富城的3,000員工、超過1,000個合作夥伴和一百萬客戶，建立了一個龐大的社會服務網絡，在過去兩年與不同的志願機構及團體合辦了逾100項社會服務活動，成就了富城的社會資本，以「富城同心、集『施』廣益」的理念，推動關心社會、和諧共存的企業責任。

除了在企業發展上獲得理想的成績外，我們更致力建立富城集團的企業品牌。在2007年，我們推出了一個全新的品牌理念：「用心服務 專心管理」，並透過將此理念價值融匯於不同的服務範疇中，與我們的客戶共同擁有和分享富城品牌的優點，在市場上建立了「市場品質領導」的鮮明品牌形象。此外，我們更透過參與不同的企業品牌借鑒活動，成功地將富城的企業品牌重新定位，從傳統的物業管理，蛻變成為一個綜合性房地產服務及資產管理品牌，為富城的業務開拓更大的發展空間。

根據我們的企業策略目標，2007及2008年分別為「富城物業優化年」及「富城奧運年」。期間，我們獲得了理想的成績；2009年為「富城環境愛護年」，而2010年則為「富城物業增值年」，我們希望集團上下能堅守全面優質管理的理念，繼往開來，不斷向前，同心協力，為客戶引進更多嶄新的環保管理及具成本效益的服務，以提升其項目的資產價值，並致力推動企業、客戶及香港社會的整體發展，一齊攜手，邁步向前。

鄭錦華博士

富城集團

董事總經理



Building a Quality Real Estate Services Brand for Sustainable Asset Management

Between 2007 and 2008, Urban Group has grown rapidly in business direction, service provisions, operational systems and organizational structure. Under the leadership of our parent company NWS Holdings, we have strengthened our corporate governance by actively advocating and shouldering our corporate social responsibility and promoting green management practices which have received favourable results over the past 2 years. We have fulfilled the increasing demands of our clients and maintained our leading position as the Quality Market Leader to contribute to the sustainable development of Hong Kong.

By implementing our total quality management approach, Urban Group has been continuously introducing new services to our clients to exceed their expectations. After the launching of the property asset management concept, we have further substantiated the concept to introduce a new service model – Real Estate Services. It is a pioneering service model evolved from traditional property management, which combines asset management, real estate and facility management as well as value added services to create our new competitive advantage in the market.

Urban Group's Real Estate Services integrate all professional services across the spectrum of real estate development and asset management. They include: building concept development, architectural design, sales promotion, leasing strategy, agency services, professional management, building service enhancement, green management and asset value enhancement. In addition, we also align all management related services such as repair and maintenance, project management, environment and sanitation, safety and security and community development under one roof to enhance service efficiency and effectiveness. This new service model enables us to obtain full confidence from both corporate and individual clients.

Over the past 2 years, Urban Group has successfully participated in a number of real estate projects during their pre-development stage to provide our professional services in development concept, market positioning, daily operations and customer relationship management. With our services, the operation efficiency and overall asset value of the projects have been greatly enhanced, which exceeded the expectations of our clients.

In corporate development, we have strengthened our corporate governance standard under the guidance of NWS Holdings. Initially, our corporate governance policy consists of 3 elements: business strategy, environmental protection and community care.

For business strategy, our implementation of the Total Quality Management approach has improved our service standard to a new level. Within this approach the core concept of property asset management enables us to become a total quality management company. Moreover, the concept of property asset management has been adopted by academics to become a core subject in the curriculum of local universities.

Nowadays, environmental care is one of the hot topics in Hong Kong and the whole world. Green lifestyle, energy saving and recycling are the core elements in the environmental management policy of Urban. During 2007 and 2008, our Green Care Committee has spared no efforts in introducing green management practices which received favourable results to contribute to the sustainable development of society.

As Hong Kong's Premier Community Manager, Urban Group always emphasizes our corporate social responsibility in building up a decent living environment. Our Community Care Committee, together with our 3,000 staff, over 1,000 business partners and 1 million customers, has built up an enormous social network to conduct over 100 social service activities with different non-governmental and charitable organizations between 2007 and 2008. Under the service mission of "Urban cares for our Community", we have established our social capital for the building up of a harmonious society.

Apart from the above mentioned achievements, we have also built up a strong brand for Urban Group over the past 2 years. In 2007, we launched a new brand value of "Passion of Service; Quality Credentials" and have validated it through our quality services. We share this brand value with our clients to maintain our Quality Market Leadership position. Moreover, we have participated in different benchmarking activities and successfully re-positioned ourselves from a property management company to a comprehensive real estate services and asset management brand to explore a new horizon for business development.

According to our corporate strategic focus, year 2007 was our Building Rejuvenation Year and 2008 was our Urban Olympic Year during which we have obtained outstanding achievements. Year 2009 is our Environmental Care Year and 2010 will be our Property Asset Enhancement Year. With our strong foundation established through the implementation of total quality management, we shall follow this direction to introduce more green management practices and cost-effective services to enhance the asset value for our clients.

Dr Edmond Cheng
Managing Director
Urban Group



鄭錦華博士

Dr. Edmond Cheng

PhD, MBA, BSc, FHKI, FCIH, RPHM, FHKIS, FRICS, RPS(GP)(PFM), FHIREA, FHKIoD, FPFM, CFM, CMILT

董事總經理

Managing Director

鄭錦華博士自2002年2月出任富城集團董事總經理一職。鄭錦華博士分別考獲物業管理榮譽學士、工商管理碩士和商業及管理哲學博士學位。他現為香港房屋經理學會、英國特許房屋經理學會、香港測量師學會、英國特許皇家測量師學會、香港地產行政師學會、香港設施管理學會、香港董事學會的資深會員及香港運輸物流學會特許會員。他並為註冊專業房屋經理、註冊專業測量師(產業測量)(物業及設施管理)、專業認可設施管理經理及持牌地產代理。

鄭錦華博士現為香港物業管理公司協會副會長(2007-2009)，並曾為房屋經理註冊管理局主席(2006-2008)、香港房屋經理學會會長(2000-2002)、香港職業訓練局房地產服務業訓練委員會委員、香港屋宇署承建商註冊事務委員會委員及市區重建局覆核委員會委員(2000-2003)。鄭博士於2000年加入富城集團出任執行董事一職，擁有超過30年房地產服務和物業資產及設施管理經驗。

Dr. Edmond Cheng has been the Managing Director of Urban Group since February 2002. He holds a Bachelor of Science (Hons) degree in Estate Management, a Master's degree in Business Administration, and a Doctor of Philosophy degree in Business and

Management. He is a Fellow of the Hong Kong Institute of Housing, the Chartered Institute of Housing, the Hong Kong Institute of Surveyors, the Royal Institution of Chartered Surveyors, the Hong Kong Institute of Real Estate Administrators, the Hong Kong Institute of Facility Management and the Hong Kong Institute of Directors. He is also a Chartered Member of the Chartered Institute of Logistics and Transport in Hong Kong, a Registered Professional Housing Manager, a Registered Professional Surveyor (General Practice) (Property & Facility Management), a Certified Facility Manager and a Licensed Estate Agent.

Dr. Cheng is currently the Vice-President of the Hong Kong Association of Property Management Companies (2007-2009). He has been the Chairman of the Housing Managers Registration Board (2006-2008), President of the Hong Kong Institute of Housing (2000-2002), a Member of the Real Estate Services Training Board of the Vocational Training Council, a Member of the Contractors Registration Committee of the Buildings Department and a Member of the Review Committee of the Urban Renewal Authority between 2000 and 2003. He joined Urban Group in 2000 as an Executive Director and has over 30 years experience in the real estate, property asset and facility management services industry.

蘇啟明先生

Mr. K.M. So

MSc, CFM, FBSOMES, FAIB, MIFMA, MASHRAE, MACostE, PMHKOSHA, MHIREA

執行董事

Executive Director

蘇啟明先生於1992年加入富城集團出任集團工程經理一職，並於2000年獲擢升為技術及品質總監。在2002及2005年，蘇先生再分別晉升為董事、設施管理及執行董事。蘇先生在合約及項目管理、資訊科技、全面優質管理系統、轉變管理、風險管理、物業資產及設施管理均擁有豐富經驗。他現時負責掌管富城集團之物業資產及設施管理部門。

蘇先生畢業於香港理工學院，並在各認可之學術機構分別考獲機械工程、環境工程、屋宇設備、工業安全、項目管理、消防工程及品質管理等證書。此外，他更考獲英國華威大學工程商業管理碩士學位。

蘇先生於2004年至2006年期間曾獲選為屋宇設備運行及維修行政人員學會會長，並曾任美國供暖製冷及空調工程師學會研究推廣委員會主席。他現為環保建築協會行政委員會委員及司庫、香港屋宇調試中心指導委員會委

員、英國造價工程師學會(香港分會)行政委員會委員、屋宇設備運行及維修行政人員學會及亞洲智能建築學會資深會員，與及國際設備管理協會、香港地產行政師學會、香港職業安全衛生協會、美國供暖製冷及空調工程師學會及英國造價工程師學會會員。此外，他並為專業認可之地產行政師、設施管理經理及持牌地產代理。

Mr. K. M. So joined Urban Group in 1992 as the Group Technical Manager and was promoted to Director of Technical Services in 2000, Director of Facility Management in 2002 and Executive Director since May 2005. He has extensive experiences in Contract and Project Management, Information Technology Application, Integrated Total Quality Management Systems, Change Management, Risk Management and Property Asset and Facility Management. He is now responsible for the Property Asset and Facility Management Division of Urban Group.

Mr. So graduated from the Hong Kong Polytechnic and obtained various professional certificates and academic achievements in mechanical engineering, environmental engineering, building services, industrial safety, project

執行委員會

Executive Committee



袁小萍小姐
Ms. Paula Yuen

蘇啟明先生
Mr. K. M. So

management, fire engineering and quality management. Mr. So obtained his Master of Science degree in Engineering Business Management from the Warwick University in U.K. with Distinction.

Mr. So was the President of the Building Services Operation and Maintenance Executives Society (BSOMES) and the Chair of Research Promotion Committee of the American Society of Heating, Refrigerating and Air-conditioning Engineers (ASHRAE) from 2004 to 2006. Currently, he is the Executive Committee Member and Treasurer of the BEAM Society, Steering Committee Member of the Hong Kong Building Commissioning Centre, Executive Committee Member of the Association of Cost Engineers (ACostE). He is also a Fellow of BSOMES, the Asian Institute of Intelligent Buildings, and a Member of several professional associations including the International Facility Management Association, The Hong Kong Institute of Real Estate Administrators, The Hong Kong Occupational Safety and Health Association, The ASHRAE and the ACostE. He is designated as a Real Estate Administrator, a Certified Facility Manager and a Licensed Estate Agent.

趙韋嘉先生

Mr. Francis Chiu

MBA, MIHM, BA(Hons), PgDipM, DipM, FCMA, FCIM, MCIH, MIH, MHKIFM, CMA, CHA, CM, CHRE, RPHM, PFM

執行董事

Executive Director

趙韋嘉先生於2000年加入富城集團，並於2005年獲委任為執行董事，負責企業事務和發展。趙先生於1987年加入新世界國際酒店管理團隊，並於2000年加盟新創建之服務業管理團隊。在此之前，趙先生曾服務於香港及跨國企業，出任總經理、執行董事及地區董事等職務。

趙先生擁有逾20年的商業管理經驗，包括逾18年擔任本地及國際企業董事職務的經驗，當中行業涵蓋房地產、酒店、消費品等。趙先生多年來從事國際市場、企業管理、企業策略、人力策略、合資企業運作、合約管理、採購及物流、中國業務、管理會計、商業房地產、酒店綜合發展項目、特殊投資項目研究等管理工作。

趙先生為英國特許管理會計師、英國特許市務師、英國特許管理會計師公會資深會員、英國特許市務學會資深會員、英國特許房屋經理學會會員、香港特別行政區政府註冊專業房屋經理、香港專業設施經理、英國酒店管

理學會會員、美國酒店及住房協會之認可酒店行政人員、美國康奈爾酒店協會會員。趙先生亦曾出任英國特許市務學會地區董事局成員、及英國酒店管理學會香港理事會成員。

趙先生畢業於法國巴黎高等經濟商業學院及美國康奈爾大學，獲頒碩士學位，主修國際酒店、副修房地產及財務。趙先生持有英國工商管理碩士學位、英國市務學會院士文憑、及英國商業及財務榮譽學士學位。

Mr. Chiu has been Director of Urban Group since 2000 and was appointed Executive Director in 2005 overseeing corporate services and development. Mr. Chiu began his career with New World Group's International Hotel businesses in 1987. He joined NWS Holding's Facility Services in 2000 after having served at a number of Hong Kong and multinational corporations as general managers, executive directors and regional directors.

His corporate career have enabled him to have a foot print firmly planted in highly competitive industries, including real estate, hospitality and consumer products. Mr. Chiu has over 20 years' commercial management experience in domestic and international corporations where he has served at the director's level for 18 years, working on international marketing, corporate management, corporate strategies, manpower strategies, joint-ventures operations, contract management, procurement and logistics, China business operations, management accounting, commercial real estate, hotel development projects and special investment projects.

Mr. Chiu is a Chartered Management Accountant by profession, a Chartered Marketer by training, a Fellow of The Chartered Institute of Management Accountants and The Chartered Institute

of Marketing, a Member of The Chartered Institute of Housing and British's Institute of Hospitality, a Certified Hotel Administrator of The American Hotel and Lodging Association, an Affiliate Member of Cornell Hotel Society, USA, a Registered Professional Housing Manager with HKSAR government and a Professional Facility Manager. He was a Regional Board Member of The Chartered Institute of Marketing in Hong Kong, and was Council Member of British's Institute of Hospitality in Hong Kong.

A graduate of the ESSEC Business School Paris, France, and Cornell University, USA, with a joint Master's degree major in International Hospitality Management, minor in Real Estate and Finance, Mr. Chiu also holds a MBA degree, CIM post-graduate diplomas in marketing, and a BA honors degree in Business and Finance.

袁小萍小姐

Ms. Paula Yuen

BBA (Hons)

財務董事

Finance Director

袁小萍小姐自2005年5月出任為富城集團財務董事。袁小姐持有工商管理榮譽學士學位，主修會計學。袁小姐早年服務於羅兵咸會計師事務所，曾參與審核本港多間上市公司之帳目。她於1986年加入新世界集團之附屬機構為助理財務總監，並於1988年晉升為財務總監。袁小姐在1989年底加入富城集團任集團會計經理。現時由她領導的會計部員工共有30多人，負責處理集團屬下所有項目之帳項。

Ms. Paula Yuen has been the Finance Director of Urban Group since May 2005. She holds a Bachelor's (Hons) degree in Business Administration, majored in Accounting. She has worked for Pricewaterhouse Limited in audit function. She served as an independent auditor for a number of listed companies. Ms. Yuen joined a subsidiary of the New World Group as an Assistant Financial Controller in 1986 and was promoted to Financial Controller in 1988. She joined Urban Group in 1989 as Group Accounting Manager. She is currently responsible for the professional accounting services for the Group and its customers. She leads a team of 30 professional accounting personnel, and is responsible for all financial operations of the projects managed by the Group.



鄭錦華博士
Dr. Edmond Cheng

趙韋嘉先生
Mr. Francis Chiu



梁偉成先生

Mr. Bevis Leung

MBA, Pg Dip (Mass Comm), Dip (Arts)
MCIM, Chartered Marketer

高級集團經理 - 市場服務
Senior Group Manager -
Marketing Services

梁偉成先生自2003年6月出任富城集團高級集團經理 - 市場服務一職。梁先生主修新聞學(公共關係及廣告)，並考獲工商管理碩士及大眾傳播學研究院文憑。梁先生現為英國特許市務學會會員及英國特許市務師。他於1994年加入富城集團，負責帶領市場服務部之專業客戶服務、企業傳訊及市務推廣人員，策劃和推行集團之市場服務、企業傳訊及公關廣告工作。

Mr. Bevis Leung has been the Senior Group Manager - Marketing Services of Urban Group since June 2003. He is a graduate in Journalism majored in Public Relations and Advertising and holds a Master's degree in Business Administration and a Postgraduate Diploma in Mass Communications. Mr. Leung is a Member of the Chartered Institute of Marketing and a Chartered Marketer. He joined Urban Group in 1994. He leads a team of professionally trained customer service, corporate communications and marketing personnel. He is currently responsible for all corporate marketing services, communications and advertising activities of the Group.



鄭安琪小姐

Ms. Janna Cheng

MCorn, BA (Hons) Econ, ASA, MIHRM

高級集團經理 - 人力資本
Senior Group Manager -
Human Capital

鄭安琪小姐自2003年6月出任富城集團高級集團經理 - 人力資本一職。鄭小姐考獲經濟榮譽學士學位及工商管理碩士學位(主修會計)。鄭小姐現為合資格的ISO 9000內部審核員、澳洲會計師公會會員及香港人力資源管理學會會員。鄭小姐於1996年加入富城集團為集團人力資源經理，負責人力資源管理、薪酬福利、招聘、員工培訓及發展、與員工關係等工作。

Ms. Janna Cheng has been the Senior Group Manager - Human Capital of Urban Group since June 2003. She holds a Bachelor's (Hons) degree in Economics and a Master's degree in Commerce (major in Accounting). She is an Internal Auditor for ISO 9000 quality systems, an Associate Member of the CPA Australia, and a Member of the Hong Kong Institute of Human Resources Management. Ms. Cheng joined Urban Group in 1996 as the Group Human Resources Manager. Her current duties include manpower planning and budgeting, human resources administration, compensation and benefits, recruitment and selection, training and development, employee relations, and performance management for Urban's workforce.



朱仲玲小姐

Ms. Charlotte Chu

MBA, BA, ACIS, ACS

高級集團經理 - 行政及物流
Senior Group Manager -
Administration & Supply Chain

朱仲玲小姐自2003年6月出任富城集團高級集團經理 - 行政及物流一職。朱小姐擁有工商管理學士及碩士學位，現為英國特許秘書及行政人員公會和香港公司秘書公會會員。朱小姐於1994年加入富城集團，主要負責集團所有合約管理、風險管理及保險安排、物流、中央採購、招標及日常之辦公室行政管理等工作。

Ms. Charlotte Chu has been the Senior Group Manager - Administration & Supply Chain of Urban Group since June 2003. She holds a Bachelor's degree and a Master's degree in Business Administration. She is an Associate Member of the Institute of Chartered Secretaries and Administrators, UK and a Member of the Hong Kong Institute of Company Secretaries. She joined Urban Group in 1994. She is currently responsible for all administration and supply chain services of the Group including contract administration, risk management and insurance arrangements, supply chain and logistics, centralized procurement, tendering and office administration.



黎玉添先生

Mr. Tim Lai

DipHM, FHKIH, MCIH, MHIREA, RPHM

高級集團經理 - 物業資產管理
Senior Group Manager -
Property Asset Management

黎玉添先生於1993年加入富城集團，現為富城集團高級集團經理 - 物業資產管理，並為富城停車場管理有限公司總經理，負責管理集團屬下之停車場、特別功能物業、綜合型發展物業、豪宅物業、公營房屋，和各類型公共及私人設施等。黎先生擁有超過26年房地產及設施管理經驗，他現為香港註冊專業房屋經理，香港房屋經理學會資深會員，英國特許房屋經理學會會員及香港地產行政師學會會員。

Mr. Tim Lai joined Urban Group in 1993 and is currently the Senior Group Manager - Property Asset Management of the Group and the General Manager of Urban Parking Limited. He is responsible for managing a bundle of purpose-built assets, composite properties, luxurious properties, public rental housing, car parks, and various public and private facilities. Mr. Lai holds over 26 years of experience in real estate and facilities management. He is a Registered Professional Housing Manager, a Fellow of the Hong Kong Institute of Housing and a Corporate Member of the Chartered Institute of Housing of the United Kingdom.



廖永泰先生
Mr. Harvey Liu

BA, MHKIH, FCIH, RPHM

集團經理 - 物業資產管理
Group Manager -
Property Asset Management

廖永泰先生自2006年9月出任富城集團集團經理 - 物業資產管理。廖先生擁有經濟及哲學學士學位，並持有房屋管理文憑的專業資格。他現為英國特許房屋經理學會資深會員、香港房屋經理學會會員及註冊專業房屋經理。廖先生於1988年大學畢業後一直服務富城集團，對於綜合式群組住宅物業及設施擁有逾20年之豐富管理經驗。廖先生對品質管理及資訊科技亦深具認識。廖先生現時負責大型群組住宅物業之管理工作。廖先生由2004年起出任香港房屋經理學會理事會主席，現為該學會教育事務委員會主席，並自2008年起獲委任為香港房屋經理註冊管理局委員。

Mr. Harvey Liu has been the Group Manager - Property Asset Management of Urban Group since September 2006. He holds a Bachelor's degree in Economics and Philosophy and a Diploma in Housing Management. He is a Fellow of the Chartered Institute of Housing, a Member of the Hong Kong Institute of Housing and a Registered Professional Housing Manager. He has been serving Urban Group since 1988 right after graduation from the university. He possesses solid skills in managing composite residential property assets and facilities throughout the past years. He also demonstrates professionalism in quality management and information technology. He is an active Council Member of the Hong Kong Institute of Housing since 2004 and is currently the Chairman of its Education Committee. He has also been appointed as a Member of the Housing Managers Registration Board since 2008.



王瑩小姐
Ms. Candice Wong

MHousMan, MCIH, MHKIH, RPHM

集團經理 - 物業資產管理
Group Manager -
Property Asset Management

王瑩小姐於2008年4月出任富城集團集團經理 - 物業資產管理。王小姐持有房屋管理碩士學位，現為香港註冊專業房屋經理、香港房屋經理學會會員及英國特許房屋經理學會會員。王小姐於1993年加入富城集團，現專責管理集團屬下的豪宅物業、甲級商廈及不同類型之綜合型發展物業和租務管理。

Ms. Candice Wong has been the Group Manager - Property Asset Management of Urban Group since April 2008. She holds a Master's degree in Housing Management. She is currently a Registered Professional Housing Manager, a Member of the Hong Kong Institute of Housing, and a Corporate Member of the Chartered Institute of Housing of the United Kingdom. She joined Urban Group in 1993 and is currently responsible for managing a bundle of luxurious properties, grade A commercial premises and various composite properties and the leasing management services of the Group.



溫友邦先生
Mr. Y. P. Wan

MSc, MHIREA, MIMBM

集團經理 - 工程
Group Manager -
Technical

溫友邦先生於2001年出任富城集團集團經理 - 工程一職。溫先生為工程商業管理碩士、香港地產行政師學會和屋宇工程師學會會員。他於1989年加入富城集團，主要職務為統籌及監察集團屬下管理之所有住宅物業、工商物業、購物商場及設施內各項設備管理和工程維修服務。

Mr. Y. P. Wan has been the Group Manager - Technical of Urban Group since 2001. Mr. Wan holds a Master's degree in Engineering Business Management and is a Member of the Hong Kong Institute of Real Estate Administrators and the Association of Building Engineers. He joined Urban Group in 1989. He is currently responsible for the operations of building maintenance including shopping centres, residential properties, industrial buildings and commercial complexes, and overseeing all service quality of the technical and facilities operations managed by Urban Group.



鄧照光先生
Mr. Daniel Tang

BA (Hons), CPA, ACCA

集團經理 - 會計
Group Manager -
Accounting

鄧照光先生自2009年3月出任富城集團集團經理 - 會計一職。鄧先生擁有會計學(榮譽)文學士學位，現為香港會計師公會會員及英國特許公認會計師公會會員。他在會計、稽核、財務管理及證券規管方面擁有16年豐富經驗。鄧先生於2003年加入新創建集團，並曾任職於本港及中國大陸多間國際性核數師事務所和中港綜合企業，與及香港聯合交易所。

Mr. Daniel Tang has been the Group Manager - Accounting of Urban Group since March 2009. Mr. Tang holds a Bachelor's (Hons) degree in Accountancy, and is currently a Certified Public Accountant in Hong Kong and a Member of the Association of Chartered Certified Accountants. He possesses 16 years experience in accounting, auditing, financial management and security regulatory functions. Mr. Tang joined NWS Holdings in 2003. He previously worked for international audit firms and conglomerates in Hong Kong and the PRC and The Hong Kong Stock Exchange.

高級管理層 Senior Management

新創建集團 NWS Holdings

服務與基建 Services and Infrastructure

富城集團母公司新創建集團有限公司(香港股份代號:0659)為新世界發展有限公司(香港股份代號:0017)之基建及服務業旗艦。

新創建集團在香港、澳門和中國大陸的商業地位舉足輕重，並為中國內地最大的基建投資者之一，其區內投資經營56個基建項目，涵蓋道路、能源、水務和港口四個範疇，而服務及租務業務方面則涵蓋設施租務（香港會議展覽中心之營運管理）、建築機電（協興建築集團及新創機電集團）和金融服務（大福證券集團及新世界保險）等。有關業務擁有強勁的現金流，並一向錄得良好業績。

新創建集團的企業目標是以熱誠的心關懷每一位顧客，贏取顧客滿意度，為股東爭取最高回報。憑藉其優勢及於區內已建立的鞏固根基致力建立優質服務、維持良好企業管治、強化企業品牌，並肩負社會責任，回饋社會。

在新創建集團的強大支援下，以及集團成員之間產生的協同效應，富城的業務將可更上一層樓，進一步奠定其為亞太區卓越房地產及設施管理服務集團的地位。

NWS Holdings Limited (Hong Kong stock code: 0659), the parent company of Urban Group, is the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017).

As a major infrastructure player in Hong Kong, Macau and Mainland China and one of the largest investors in Mainland China, the Group operates 56 projects in the four segments of Roads, Energy, Water and Ports. Altogether, the Service and Rental division comprises Facilities Rental (the management of Hong Kong Convention and Exhibition Centre), Contracting (Hip Hing Construction Group and NWS Engineering Group), Financial Services (Tai Fook Securities Group and New World Insurance), and other units. The business generates a substantial cash flow and has a strong track record in Hong Kong.

NWS Holdings endeavours to provide quality services for its customers and to maximize financial return for shareholders, driven by a shared passion for customer value and care. Capitalizing on its strengths and having established a strong foothold in the region, NWS Holdings remains committed to building service excellence, upholding corporate governance, enhancing the corporate brand and being socially responsible.

With strong back up from NWS Holdings and the synergy generated from other member companies under NWS Holdings, Urban Group strives to become the Premier Real Estate and Facilities Management Services Group in the Asia Pacific.





資產管理 Asset Management

整全服務 提升價值

An Integrated Model for Value Enhancement

富城集團的房地產服務概念引進了現代資產管理的模式，整合了房地產項目在落成前後的各項專業服務，讓不同的企業或私人客戶，皆可安心將其貴重的房地產項目交由富城負責。

在富城的資產管理模式之中，我們為客戶提供前期發展概念、建築設計、銷售推廣、租務策劃、物業代理、專業管理、物業優化、環保管理及資產增值等服務。此外，我們並將各項與房地產管理相關連之服務，包括維修保養、工程策劃、環境衛生、安全及保安，與及社區發展等相連結，以提高服務效率和效益。

在2007至2008年間，富城集團已成功參與了多個房地產項目的資產管理工作，早在項目的設計策劃階段，已率先在發展概念、市場定位、項目設計、管理運作及客戶關係管理上提供專業服務，讓其在落成入伙後能暢順運作，更協助維持及提升其整體價值，大大超越了客戶的要求和期望。

展望未來，我們將繼續引用資產管理的模式，令客戶的房地產及設施項目之價值能不斷提升，為客戶帶來更佳的回報。

Incorporating the modern asset management model, Urban Group's real estate services concept integrates all related professional services to provide a one-stop solution for our clients.

Professional services provided by Urban under the asset management model include building concept development, architectural design, sales promotions, leasing strategy, agency services, professional management, building rejuvenation, green management and asset value enhancement. In addition, we also align all management related services such as repair and maintenance, project management, environment and sanitation, safety and security and community development under one roof to enhance service efficiency and effectiveness. This new model enables us to obtain full confidence from both corporate and individual clients.

Over the last 2 years, Urban Group has successfully participated in a number of real estate projects during their pre-development stage to provide our professional services in development concept, market positioning, daily operations and customer relationship management. With our services, the operational efficiency and overall asset value of the projects have been greatly enhanced, which exceeded the expectation of our clients.

Looking ahead, we will continue to adopt the model to enhance the asset value for our clients, striving to maximize the return on their investments.

富城集團資產管理概念 The Urban Group Asset Management Concept



以熱誠和專業

With Passion and Professionalism

建立服務品牌

Establish a Premier Service Brand

在母公司新創建集團及新世界集團之帶領下，富城集團在過去兩年已成功從一間專業之管理公司，發展成為一個龐大之房地產及設施管理服務品牌。

透過塑造「用心服務、專心管理」之品牌性格，富城集團已在市場上成功建立了一個優質品牌的地位。我們的品牌使命乃建基於對客戶及市場蛻變之深切了解，而富城的品牌價值在於其全面周到之服務、以客為尊之優質管理、專業出色及專誠為客戶度身訂造之增值服務。

現時，在富城集團之企業品牌下共擁有12個附屬品牌，以支援該集團之不同服務範疇，其中包括工程顧問及管理、工程服務、設施管理及資訊科技服務等，在集團內產生強大之協同效應，滿足不同客戶之需求。

在2007至2008年間，富城集團在建立優質品牌上獲得卓越之成績，其中包括：連續3年獲香港生產力促進局頒發「最佳品牌企業獎(大中華區)」，獲香港市務學會「良心品牌關懷工作環境銀獎」及「良心品牌優異證書」、連續兩年獲「盛世大中華企業品牌年獎——大中華物業管理品牌」及《資本雜誌》「資本傑出企業成就獎—最佳物業管理公司」、獲選《資本壹週》「第一屆智選品牌大獎2007——智選物業管理品牌大獎」、「香港驕傲企業品牌選舉——評選團優異獎」和中國社會科學院屬下中國市場學會頒發兩項「2006中國企業創新大獎」等。

透過各項成就，富城之企業品牌已成功地在客戶心目中建立起來，並充分反映出其管理概念及服務質素已達致國際水平。



Under the guidance of its parent company NWS Holdings Limited and the wider New World Group, Urban Group has developed from a professional management company to a Premier Brand in real estate and facility management services over the last 2 years.

With the personality of "Passion of Service Quality Credentials," Urban Group has successfully established its status as a quality brand in the market. This brand mission is created through a true understanding of the demands of customers and the evolution of market trends. The brand value of Urban is reflected through the comprehensiveness of service provisions, high service quality to customers, professionalism and the customization of value added services.

Under its collective brand identity, there are now 12 umbrella brands under Urban Group which excel in different related areas including project consultancy and management, engineering, facility management and information technology, all of which have created huge synergies in satisfying customers from all segments of the market.

Between 2006 and 2008, Urban Group obtained a number of accolades in branding including the HKPC Best Brand Enterprises Award for 3 consecutive years; the HKIM Brand-with-a-Conscience Award – Caring Working Environment Award; "Prime Award for Best Enterprises in Greater China – Property Management" and "Capital Outstanding Enterprise Award – Capital Outstanding Property Management Company" for 2 consecutive years; "PROchoice Award 2007 – Property Management Company"; "Merit Award in Hong Kong Proud Award 2007"; 2 awards in the "China Enterprise Innovation Award 2006" organized by the China Marketing Association under Chinese Academy of Social Science.

These achievements have successfully established the Urban Brand among individual customers and corporate clients, reflecting the fact that its management approaches and service quality have reached international standards.



2008

THE BEST BRAND ENTERPRISE AWARD

最佳品牌企業獎

香港生產力促進局 2006-08 最佳品牌企業獎
Hong Kong Productivity Council
2006-08 The Best Brand Enterprise Award



Prime Awards for the Best Brand Enterprise in Greater China 2008

2007及2008 盛世大中華企業品牌年獎
2007 & 2008 Prime Awards for the Best Brand Enterprise in Greater China



2007及2008 資本傑出企業成就獎
2007 & 2008 Capital Outstanding Enterprise Awards



明報香港驕傲企業品牌評選團優異獎
Ming Pao Hong Kong Proud Corporate Brand Award 2007 - Merit Award



資本壹週智選品牌大獎2007 - 智選物業管理品牌大獎
Capital Weekly PROchoice Award 2007 - Property Management Company

企業管治 Corporate Governance

增加透明度 Emphasizing Transparency

富城集團及母公司新創建集團，以良好企業管治為依歸，攜手並肩，注重優質道德企業管治。在2007年，新創建榮獲「香港公司管治卓越獎」；而於2008年，新創建集團更獲「2008年度亞洲企業管治大獎」，表揚集團董事及管理層致力制訂政策，通過各種渠道加強企業管治及透明度。

為配合良好的企業管治，富城集團成立了四個核心委員會：執行委員會、審核委員會、社區關懷委員會及薪酬委員會，為集團提供及執行改善建議。各委員會經常舉行會議，對企業策略、營運及業績作出檢討。

執行委員會

執行委員會由董事總經理、兩名執行董事及財務董事組成，負責制定集團的發展方向，策劃管理方針及決議重大事項，以達致更佳的營商成果。

審核委員會

審核委員會由執行董事及其他代表組成，負責審核集團財務報告的可信性及公平度，委員會亦檢視運作程序、工作守則及內部監控系統，增加營運效率和成效，協助管理層監控集團的整體財務狀況及保障資產價值。

Both Urban Group and its parent company – NWS Holdings Limited endeavour to pursue high standards of corporate governance. In 2007, NWS received the "Hong Kong Corporate Governance Excellence Awards 2007", and in 2008, NWS Holdings received the "Corporate Governance Asia Recognition Awards 2008" in recognition of the achievements of its Board of Directors and management in corporate governance in demonstrating high transparency and integrity.

As an integral part of good corporate governance, Urban Group operates 4 core committees to recommend and enforce business policies for the Group, namely, the Executive Committee, the Audit Committee, the Community Care Committee and the Employee Welfare Review Committee. The Committees hold regular meetings to discuss corporate strategies, business operations and financial performance of the Group.

Executive Committee

The Executive Committee, comprising our Managing Director, 2 Executive Directors and the Finance Director, is responsible for spearheading strategic directions of the Group, formulating management policies and making important decisions that foster business results.

Audit Committee

The Audit Committee formulates policies and procedures to ensure proper maintenance of accounting records for the provision of reliable financial information for internal use or publication, and strict compliance with applicable laws, rules and regulations. In addition, the Committee focuses on improving internal control systems that achieve operational effectiveness and efficiency. The integrated system assists the Executive Committee to monitor the Group's overall financial position and to optimize its asset value.





社區關懷委員會

社區關懷委員會由14位來自各部門的代表組成，目的是將富城集團關懷社區的企業核心價值發揚光大。作為一間具備企業社會責任的機構，富城致力參與相關範疇的工作，包括加強職業安全及健康、支持義工活動、注重環境保護及實踐良好企業管治。

薪酬委員會

薪酬委員會由8位來自各部門的代表組成，為員工提供公平而具競爭力的薪酬、福利及晉陞機會。

企業資訊多角度

富城集團深信有效的溝通能增加企業的透明度及提昇企業管治水平，並從多元化渠道發佈集團資訊與客戶。除了每兩年發表集團企業報告，刊載富城最新發展動向及業績外，亦透過其季刊『富意傳城』介紹集團最新動向。

物業及設施管理依從法例法規

集團注重審慎、真實而高透明度的管理方針，嚴密檢視及定期審查各項有關的法律、規則及行為守則的條文和精神，確保嚴格遵守。集團各項政策及程序均依照香港特別行政區法例第344章建築物管理條例制訂、修改及執行。

Community Care Committee

The Community Care Committee consists of members from various regional offices and functional departments, aiming to echo Urban Group's core value of "Community Care". As a socially responsible corporation, Urban Group participates in volunteerism and philanthropy, upholds stringent corporate governance standards and conducts itself with environmental conscience.

Employee Welfare Review Committee

The Employee Welfare Review Committee is set up to achieve and maintain internal equity on promotion, compensation and benefit systems.

Corporate Communications and Reporting

Urban Group attaches great importance to effective internal and external communications and various channels are used to promote the Group's performance. Urban publishes its Annual Report to release its achievements and company developments, while periodic publications such as Urban Express are issued to promote the latest moves of Urban Group.

Legal Compliance

Emphasizing prudence, integrity and transparent management, the Group adopts regular review and monitoring systems regarding all legislative, regulatory and corporate governance developments which affect the Group's operation, ensuring compliance with all statutory filings. The Group's policies and procedures are formulated, modified and executed in compliance with the Building Management Ordinance (Cap. 344) of the Hong Kong SAR.

香港「社區持份者」

Hong Kong's Community Stakeholder

富城締建龐大社區服務網絡 Urban builds a Huge Social Network

富城的企業管治哲學以「關懷社會」為核心價值，以負責任的態度管理集團屬下的物業資產及設施，將關心社群的服務信念由我們的員工、合作夥伴、客戶推廣至社會上不同階層的人士，凝聚社會的親和力，共同建立一個互助關懷的社會。此企業管治哲學重視將「企業社會責任」引入集團的企業發展策略之中。

富城集團早於2002年便成立「社區關懷委員會」，負責制定集團的社區關懷目標和策略，並統籌集團內各項社區關懷和義工服務活動，達至更有效地向集團員工和客戶推廣關懷社會的訊息和建立服務社群的風氣。

委員會轄下的「富城社區關懷小組」以「富城同心，集『施』廣益」為目標，推動集團內3,000員工一起參與義工服務，並透過富城龐大的業務網絡，將服務社群的理念推廣至富城的一百萬客戶，確立富城作為香港卓越「社區經理」的地位。

在2007至2008年間，富城屬下9項物業的義工隊參與社會福利署「社區是我家」活動，組織客戶參與不同的社會服務活動，獲社會福利署頒發「卓越愛心屋苑」及「愛心屋苑」嘉許狀。富城並出任社會福利署「義工運動督導委員會」委員，積極協助推動香港商業機構的義工服務發展，並與各有關的政府部門及志願機構建立緊密的合作關係，透過參與不同層面的社會服務活動，發揚關懷社群的精神。

富城於2007年開始更獲香港社會服務聯會「商界展關懷5年Plus」標誌，嘉許其積極參與社群，實踐企業社會責任。





The management philosophy of Urban Group incorporates the core value of "Community Care" which is not only reflected in its professional services but also extends to its employees, business partners, customers and people in the wider society to build up a caring and harmonious community in Hong Kong, which emphasizes the corporate social responsibility at the heart of the Group's corporate strategic planning.

Urban Group established its "Community Care Committee" in 2002 to formulate the Group's corporate citizenship objectives and policies as well as to implement various social and volunteering services and to promote caring for the community among its employees and customers.

The "Urban Community Care Team" formed under the Committee advocates the concept that "Urban cares for our Community" and actively participates in various kinds of social services to set an example for the 3,000 employees of the Group, and to promote the message of "Community Care" through the enormous network of its 1 million customers to establish Urban Group as the "Premier Community Manager" in Hong Kong.

From 2007 to 2008, 9 Property Volunteer Teams under Urban Group joined the "Caring for the Community" Campaign of the Social Welfare Department to mobilize customers in serving the community. They were respectively awarded the "Leading Caring Estate" and "Caring Estate" Certificates of the Social Welfare Department. Additionally, Urban Group has been a member of the Steering Committee on the Promotion of Volunteer Service of the Social Welfare Department to help promote volunteering services development in commercial organizations. The Group has also established quality partnerships with various Government departments and social organizations to promote different social services and activities with the aim of creating a harmonious society.

Urban Group received the 5-year Plus Caring Company recognition from the Hong Kong Council of Social Service in 2007 for its endeavours in consistently promoting corporate social responsibility over recent years.



激勵 Engaging

人力資本 Human Capital

富城集團深信「人才是企業的品牌」，因此在「以人為本」的理念上發展出一套完善的人力資本政策，以配合其企業管治的方向。優秀的人才不但能為顧客提供專業用心的管理服務，更能夠提高集團的競爭力，最終達至「市場品質領導者」的目標。

清晰透明 廉潔守規

在富城，每一位員工在入職時均獲發《僱員手冊》及《僱員紀律手冊》，讓員工詳細了解集團的政策和員工福利、集團對員工的期望和品格操守等之要求。《僱員手冊》旨在向新入職之員工全方位介紹集團的企業文化、行業簡介、人才發展策略、福利計劃、員工關係、工作安全及集團對員工服務態度之要求。而《僱員紀律手冊》則詳細列明集團對於員工個人品德及人際關係的要求，以保障集團的企業聲譽。

平等機會 用人唯才

富城集團遵照《性別歧視條例》、《家庭崗位歧視條例》及《殘疾歧視條例》之規定，為所有僱員提供平等的機會及待遇，在聘用、培訓、晉升、調職、福利或解僱各方面，均以其工作能力是否勝任作為唯一依據的準則，讓員工於平等的工作環境下發展個人事業。

尊重個人 保障私隱

富城集團尊重每位員工的個人獨特性，並嚴格遵從《個人資料(私隱)條例》以保護每位僱員的個人資料。僱員所提供的個人資料將只用作聘任、發放福利、工作表現評核、內部溝通及法例規定的用途上。為了向所有員工提供明確清晰的指引，在《僱員紀律手冊》內，已詳細列明員工應如何使用個人資料及檔案，讓員工在清楚瞭解其應有的權利及責任之餘，同時亦確保個人資料之運用符合法例要求。

安全環境 工作安心

提高職業安全意識及水平，是達至關懷工作環境最重要的一環。我們深信作為一個負責任的僱主，提供一個安全和健康的環境及推廣職業安全健康文化，能有效地讓各員工發揮最佳的工作效率，並有助提高服務質素，以增加集團在市場上的競爭力。





Urban Group holds the notion of "Our People are our Brand" and has established comprehensive human capital strategies based on the principle of employee care, echoing the Corporate Governance philosophy of the Group. In Urban, we believe that employees' devotion to service excellence will help to enhance the Group's competitiveness to become the Quality Market Leader in the industry.



Transparency and Integrity

The Employee Handbook and Employee Code of Conduct are distributed to staff upon confirmation of employment. These give them a better understanding of company policies, employee benefits and the Group's expectations of them. The Employee Handbook aims to provide all new staff with a full picture of the corporate culture of Urban Group, its human capital development strategies, benefits scheme, employee relations, work safety policies and expected service attitude standards. The Employee Code of Conduct clearly defines Urban Group's corporate policy of personal integrity and business ethics. It is important for all employees to ensure that the Group's reputation will not be tarnished by dishonesty, disloyalty or corruption.

Equal Opportunities

Urban Group acts in accordance with the Sex Discrimination Ordinance, Family Status Discrimination Ordinance and Disability Ordinance to provide equal opportunities to all employees during the processes of recruitment, training, promotion and transfer, while job performance is the only criteria to evaluate the staff members. Urban strives to provide a fair working environment for employees to promote their career development.

Respecting Individuals and Protecting Privacy

In accordance with the Personal Data (Privacy) Ordinance, Urban Group highly respects individual staff and makes every effort to protect the personal information of all employees. The Employee Code of Conduct clearly states the guidelines for collection, usage, retention and access to personal data.

A Healthy and Safe Workplace

A healthy and safe workplace is the key to a caring work environment. Through promoting the health and safety culture in the workplace, employees can perform more efficiently and provide better quality of service, and ultimately raise the competitiveness of Urban Group.

Strategic Plan

02 策略規劃



ning



2006/07 物業優化年 Building Rejuvenation Year

優化物業 提升價值 Enhances Real Asset Values



作為市場品質的領導者，富城集團早已將樓宇維修及粉飾工程納入其房地產及設施管理服務概念之中，並根據不同物業的需要作深入分析，推行物業優化工程。

為此富城集團的管理層將2006/07年度的企業策略目標定為「物業優化年」，為各物業訂定循序漸進的優化計劃，目的是令客戶的物業資產得以保持最優質的狀態，延長其生命周期及提升其價值。

由2006年初至2007年底，富城共為屬下物業推出了150多項不同類型的物業優化工程，涉及工程金額超過5億元。至2007年底，已有109個項目完成，總工程費用超過2億9千萬元。各物業在完成優化工程後，無論在設計和設施方面都煥然一新，令物業資產能展開新的生命周期，青春再現。

As the quality market leader in the real estate and facility management industry, Urban Group adopts a unique property asset management concept, incorporating comprehensive maintenance and re-decoration services and introducing building rejuvenation services to its valuable customers.

To intensify the building rejuvenation works, Urban set the strategic focus for 2006/07 as "Building Rejuvenation Year" and introduced a progressive plan for individual properties aiming to enhance their asset values and maintain the condition of property assets for its customers.

From early 2006 to the end of 2007, Urban initiated over 150 building rejuvenation projects involving a total amount of over 500 million dollars. At year-end 2007, there were 109 works completed involving over 290 million dollars, demonstrating that Urban's professional experience and quality in handling the building rejuvenation works have been well received by its customers.





2007/08 富城奧運年 Urban Olympic Year

發揮奧林匹克拼搏精神 Promotes the Olympic Spirit

為配合2008年北京奧運，富城集團將2007/08年度的企業策略目標定為「富城奧運年」。對內鼓勵員工積極發揮奧林匹克的拼搏精神，為客戶提供更優質和具創意的服務；對外則推廣富城活力充沛及專業進取的企業形象。

在「富城奧運年」期間我們積極參與了不同的企業借鑒活動，當中包括《明報》「香港驕傲企業品牌選舉2007」、《資本雜誌》「資本傑出領袖2007」、《資本壹週》「智選品牌大獎2007」、香港生產力促進局「最佳創建品牌企業獎(大中華區)」及《盛世雜誌》「盛世大中華企業品牌年獎2008」等。

透過不同的借鑒活動，企業間能夠互相觀摩及學習，藉以提高服務水準，超越客戶的期望。此外，富城在以上的比賽中均獲殊榮，證明富城的品牌，已在業界、客戶和廣大的香港市民心目中，備受肯定及推崇。

Urban Group set its strategic focus for 2007/08 as "Urban Olympic Year" to match the Beijing Olympic Games in 2008, with the purpose to encourage internal staff members to exercise the Olympic spirit in delivering high quality and innovative services to its customers. Additionally, it can help to promote an energetic corporate image to the public with an aim to expand market share and create new business opportunities.

Urban Group actively participated in a number of benchmarking activities launched by various organizations during "Urban Olympic Year" such as "Hong Kong Proud Corporate Brand Selection 2007" organized by Ming Pao, "Capital Leader of Excellence 2007" of Capital magazine, "2007 PROchoice" of Capital Weekly, Hong Kong Productivity Council's "Best Brand Enterprise Award (Greater China) 2007", "2008 Prime Award for Best Brand Enterprise in Greater China", organized by Prime magazine. These awards best demonstrate that the corporate brand of Urban Group has been well recognized by the public as a professional, experienced, reliable and quality brand.





2008/09 富城環境愛護年 Environmental Care Year

創建綠色香港 Promotes a Green Hong Kong

富城集團一向重視「企業社會責任」，積極支持及參與香港的環保活動。為此，富城2008/09年度的企業策略目標為「富城環境愛護年」，一方面致力為客戶創造一個綠化舒適的生活環境，另一方面則為香港的可持續發展盡上一分力。

一直以來，富城集團都致力在屬下200項物業推行專業環保管理，並成立「環境保護委員會」，以「減廢、取代、循環再用/再造及提醒」為4大環保策略。在2007至2008年間，我們更積極參與不同的環保活動，包括「廢物源頭分類計劃」、「香港能源效益獎」及「香港卓越環保計劃」等，藉以提升在環保管理上的服務水平。

自2000年至今，富城集團合共獲得不同機構及政府部門頒發超過100個環境保護及管理獎項，其中包括「家居廢物源頭分類鑽石大獎」、「廢物回收量總冠軍」及「香港環保企業大獎金獎」，足見其多年來為創建綠化環境所作出的努力。

Urban Group always strives to fulfill its corporate social responsibility by participating in various environmental care activities and through its strategic focus on the Environmental Care Year 2008/09, which aims to promote green lifestyle to its customers and contribute to the sustainable development of society.

Urban Group implements its 4Rs Environmental Management Strategy of Reduce, Replace, Recycle and Remind and has set up the "Green Care Committee" to promote green management of its 200 projects. Also, all projects under Urban Group are encouraged to participate in various environmental protection awards, such as the Source Separation of Waste Scheme, the Hong Kong Energy Efficiency Awards and the Hong Kong Awards for Environmental Excellence.

Since 2000, Urban Group has received an overwhelming number of over 100 awards in environmental protection and green management from various organizations and government departments. Among them include the Diamond Award in the Source Separation of Domestic Waste Campaign; The 3Rs Waste Recycling Awards and the Eco-Business Award - Gold Award, reflecting its tireless efforts in environmental care.





服務提升委員會

Service Enhancement Committee

優質服務 不斷進步

Striving for Continuous Improvement

富城集團的「服務提升委員會」，依據「富城卓越管理模式™」中專注「人才」、「流程」及「表現」3個領域組成了10個工作小組，策劃及推動了一系列新政策及服務提升計劃。它們根據以下3大策略，計劃及執行其功能活動：

1. 鼓勵員工策略 (包括認同員工成就、加強團隊精神及發掘優秀人才。)
2. 標準化改善策略
3. 監督表現策略

此10個工作小組在過去3年，透過一連串的活動和訓練，如「保安之星」選舉、物業環境管理比賽、聖誕裝飾比賽、神秘訪客計劃、園藝設計及保養課程、泳池管理課程、會所設施管理課程和急救管理課程等，激勵及提高前線員工的士氣及不同的專業知識，藉以為客戶提供喜出望外的優質服務。

Urban Group's Service Enhancement Committee is based on the convergence of the 3 gear forces of the Urban Premier Management Model™ - "People", "Process" and "Performance". The Service Enhancement Committee has established 10 working sub-committees in the 3 strategic functions of:

1. Staff Motivation Strategy (in recognition of staff achievement, coherency of team spirit and identification of elite staff within the Group)
2. Standardization Improvement Strategy
3. Performance Monitoring Strategy

The launching of innovative and effective programmes such as the outstanding security guards selection, cleaning competitions, the Christmas decoration competition, the mysterious visitor programmes, Urban Group has aimed to arouse the enthusiasm of staff with the ultimate goal of the delivery of quality services to exceed customers' expectations.

Professional People 專業人才



Quality Process 優質流程



Advanced Performance 卓越表現

卓越表現





環境保護委員會 Green Care Committee

推動可持續發展 Promotes Sustainable Development

富城集團一向積極支持香港特區政府的環保政策，早於2001年已經成立其「環境保護委員會」，以「愛護環境、綠化生活」為目標。

富城的「環境保護委員會」由管理層任命，並由委員會主席及環保經理帶領。委員會除致力實踐環保管理中的4R概念——減廢、取代、循環再用/再造及提醒外，更制定了一套「卓越環境保護政策」及「可持續改善發展措施」，以確保日常管理過程，不會對周遭環境構成影響。

「環境保護委員會」成立之目的為：

1. 在集團及屬下物業培養和發展愛護環境的管理文化。
2. 提升富城在推動環境保護上的品牌形象，以取得顧客的認同。
3. 提高員工及顧客的環保意識。
4. 參與不同的環境保護活動及考取相關的環保管理認證。
5. 推動富城在環境保護上的可持續發展。

Urban Group established the "Green Care Committee" in 2001 with the goals of "Environmental Care and Green Lifestyle".

The Committee was appointed by the Executive Committee and lead by the Committee Chairman and Green Manager. The Committee not only implemented a 4Rs Environmental Management Model incorporating Reduce, Replace, Recycle and Remind, but also formulated its long term "Premier Environmental Care Strategies" and Sustainable Development Measures.

The objectives of the Green Care Committee are:

- 1) To develop a green culture at the Group level and at the property level.
- 2) To improve Urban Group's corporate brand and customer recognition in environmental care.
- 3) To promote environmental awareness and responsibilities among Urban's internal staff and customers.
- 4) To compete for various environmental protection and green management recognitions.
- 5) To make Urban's green culture sustainable.





尊貴禮賓司服務

Prestigious Concierge Services

Exceed 超越期望 Customers' Expectation

富城集團深明愈來愈多客戶對優質和品味生活的追求，故此特別在其屬下管理的豪華房地產項目推出酒店式禮賓司服務，讓客戶即使安在家中，也可以舒適地享受到媲美5星級酒店的尊貴家居服務。

富城的禮賓司服務既豪華又貼心，其中包括轎車租賃、家居清潔及滅蟲、家居窗戶清洗、地氈、梳化及床褥清洗、家居助理、乾洗及洗熨、汽車清潔服務、家居緊急維修服務、鎖匠、家居裝修、家居保險、家居園藝、郵寄服務、鮮花訂購、緊急拖車服務、報紙雜誌訂閱、水果訂送、餐飲及宴會、裁縫、腳底按摩及寵物美容等服務。

此外，設於豪華房地產項目內的客戶服務中心更設有郵票售賣、文件處理、八達通增值、香港街道圖借閱、小型維修工具外借、雨傘借用及召喚計程車服務等，為尊貴客戶提供一系列的增值服務。

為確保禮賓司服務能令客戶稱心滿意，富城定期為各管理和客戶服務人員提供相關的在職培訓，以確保他們都能耐心聆聽和了解客戶的需求，提供適切的協助，超越客戶的期望。

Urban Group truly understands the quest of its valued customers for quality living and is dedicated to providing its valued customers with a wide range of unique and personalized gold butler services.

The luxurious and attentive services provided by the Group include banquet reservation and catering services; party gatherings; entertainment and event arrangements with supporting equipment and amenities; limousine pick up; household cleaning and pest control; emergency home repair services; home insurance; postal mailing service; express delivery service; flower ordering and delivery; foot massage service; taxi calling service and air ticket arrangement, and even dynamic speciality referral service likes body-guards and fitness trainers. Additionally, a diversity of services like stamp sales, secretarial services and free loan services for small equipment, Hong Kong map, tools and umbrellas are also provided by the concierge centres.

In order to provide the best services and to meet the changing needs of its customers, Urban Group from time to time provides on-the-job training to its frontline concierge staff to ensure they can best understand and identify customers' needs and offer appropriate assistance for the delivery of quality hospitality services to the satisfaction of its customers.





房地產顧問服務

Real Estate Consultancy Services

整合市場需求

Comprehensive Services for an Integrated Market

在2007至2008年間，富城集團為不同的客戶推出了多項專業顧問及諮詢服務，以符合市場對房地產服務不斷提高的要求。

各項顧問服務包括：

- 企業房地產綜合顧問服務
- 房地產服務設計及策劃
- 工程策劃及管理
- 租務管理
- 環境及衛生管理
- 保安及安全管理



所有顧問服務均與富城集團各項管理服務相互整全配合，目標是為客戶提供一站式的服務。

展望未來，富城集團將繼續為其客戶開拓及推出更多嶄新之增值服務，把握每一個市場發展機會，以符合其於房地產界品質市場領導者的地位。

To fulfill the ever-increasing customer demands for a comprehensive range of real estate services, Urban Group has, between 2007 and 2008, developed a number of consultancy services for different segments of the market. They include:



- Corporate Real Estate Solutions and Consulting
- Real Estate Services Design and Planning
- Projection Planning and Management
- Real Estate Agency and Leasing
- Tenancy Management
- Environmental and Sanitation Management Services
- Security and Safety Management

All these services are fully integrated into the existing management services of the Group. The aim for Urban Group in expanding into these consultancy services is to provide a one-stop service for the customers. In the coming years, the Group will strive to develop and explore more value added services to complement its core management services, to grasp evolving market opportunities and to fulfill its vision to become the quality market leader in the real estate services industry.



開拓新商機

Exploring New Business Opportunities in

專業顧問服務 Consultancy Services



自「廣州富城物業管理有限公司」於2002年成立以來，富城集團在過去兩年不斷在中國大陸各主要城市發展房地產及設施管理服務，目標是因應中國市場近年的蓬勃發展，以開拓新商機，為內地各大型企業及機構提供專業服務。

富城集團積極為各著名發展商及跨國企業聯繫及籌辦各類經驗交流和顧問諮詢服務，並協助培訓其運作團隊相關之專業實務，讓各系統能運作暢順。

此外，富城為著要令其顧問服務達致最佳的效果，正與母公司新世界集團及其附屬機構緊密聯繫，透過在不同範疇提升專業服務及運作效率，產生強大之協同效應，讓富城集團能在房地產發展的不同階段，均可為客戶提供服務，超越其他競爭對手。



Beginning with the establishment of Guangzhou Urban Property Management Limited in 2002, Urban Group has been expanding its real estate and facility consultancy services in major cities of Mainland China over the last 2 years. Its missions are to explore new business opportunities following the rapid growth of the China market and to provide professional services to large conglomerates and corporations in the Mainland.

Urban Group has participated in, coordinated and organized various familiarization and consultancy programmes for well known developers and multinational corporations to enrich their skills and knowledge in professional real estate services and to train their operations teams with professional management practices so that projects can be operated smoothly and effectively.

Moreover, to maximize the business results of its consultancy services, Urban Group has created huge synergies through coordinating with New World Group and its strategic business units, combining their professionalism in respective areas and internal efficiencies, which enables Urban Group to have competitive advantage over its rivals by serving its clients throughout the various stages of a real estate development project.

專業危機管理策略

Professional Crisis Management Strategy

建立良好預警機制

Establishes Effective Preventive Systems

富城集團早於2002年已率先成立香港物業管理界首個「危機管理委員會」，就各項業務可能遇到的危機作出準備及預防，並策劃了多項危機傳訊及宣傳教育活動，以提高員工和客戶的危機意識。

「危機管理委員會」屬下設有「危機傳訊中心」，負責統籌及發放有關危機管理的資訊。因應本港早年爆發非典型肺炎，富城「危機傳訊中心」即推出「富城環境衛生管理計劃」及制定「傳染病預警三級制」，針對一旦各種傳染病在社區潛在爆發危機時，能迅速及有系統地向客戶和員工提供最新的環境衛生資訊及指引，與及一系列的應變和預防措施，以減低各類傳染病在物業內傳播的機會，保障每一位客戶和員工的健康。

透過「富城環境衛生管理計劃」，我們可進一步評估及監察各物業的環境衛生狀況，作出相應的措施，例如在蚊患嚴重的季節加強防蚊措施，及提醒客戶注意保持家居環境清潔等，防患未然。

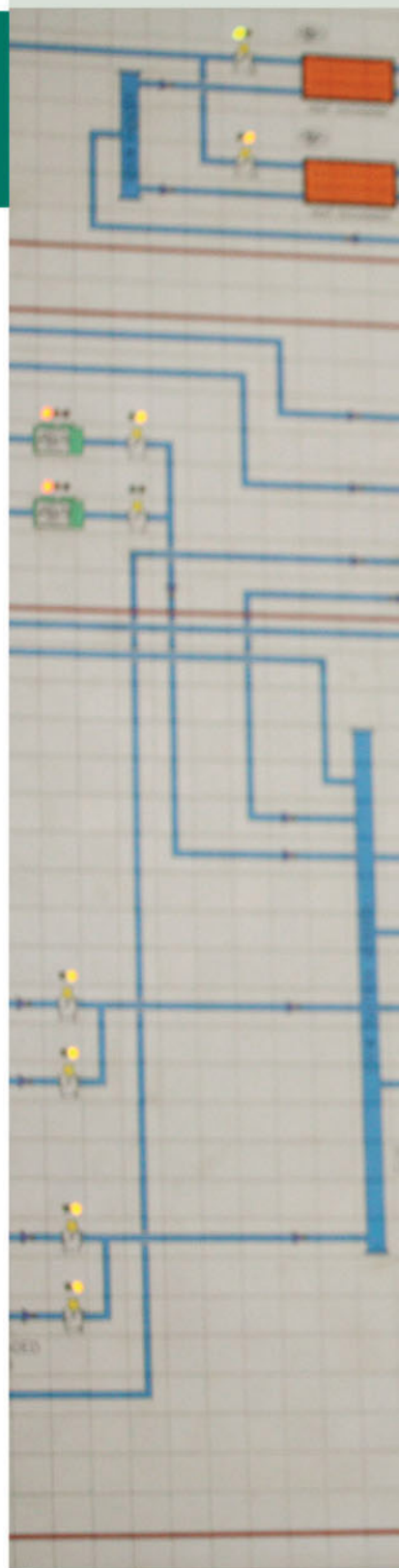
為了讓客戶更容易掌握最新的環境健康資訊，富城更推出網上環境衛生管理天書《全方位傳染病預防攻略》，將富城的危機管理策略、個人及公共地方衛生指引、目前本港主要的傳染病的傳播途徑及預防措施，與及最新的環境衛生資訊結集成書，方便於網上查閱，以加強危機管理成效。

Urban Group established the industry's first "Crisis Management Committee" in 2002 to assist employees in anticipating and preventing crises and to handle and respond to occasional unpredictable events.

The "Urban Crisis Communications Centre" was established under the Committee, to be responsible for implementing crisis management measures and to centralize information flow and crisis-related communications. In the aftermath of the SARS outbreak, the "Urban Group Environmental Sanitation Management Scheme" and the "3-Tier Crisis Communication Alert System" were launched by the Centre to ensure preparedness for and response to potential infectious diseases occurring in Hong Kong, so as to safeguard the health of all customers and staff members of Urban Group.

The implementation of the Environmental Sanitation Management Scheme helps the Group to further assess and monitor the hygienic condition of its managed properties to facilitate the carrying out of preventive measures to combat issues affecting environmental sanitation. Urban works hand in hand with its customers and will take the lead in strengthening preventive measures, such as during the mosquito breeding season, to create a hygienic living environment.

Urban launched the unique and comprehensive Urban Group Environmental Sanitation Management Handbook. The Handbook consolidates all information on Urban Group's crisis management strategies and policies, guidelines on personal hygiene and cleaning of public areas, and preventative measures for infectious diseases.





Customer and



Market Focus

客戶及市場焦點

Q3



「聖誕心聲」計劃

Christmas Bell Programme

評估顧客滿意度 Evaluates Customer Satisfaction

富城集團自推出「聖誕心聲」計劃—卓越顧客意見調查以來，每年均透過此計劃收集客戶的寶貴意見和對各項服務之期望，從而協助集團提升客戶服務質素，及提供超越客戶期望的管理服務。

在2007年12月的意見調查中，合共發出89,490份問卷，其中包括各物業業主、商戶、租客及客戶代表，回收率為11.54%。

服務調查內容包括：

- 管理服務人員水平
- 設施管理水平和
- 安全及保安服務
- 衛生及清潔服務
- 環境管理服務
- 社區服務
- 增值服務
- 其他服務(停車場管理服務，會所管理服務和泳池及遊樂場設施管理服務)
- 客戶關係管理服務
- 整體服務水平

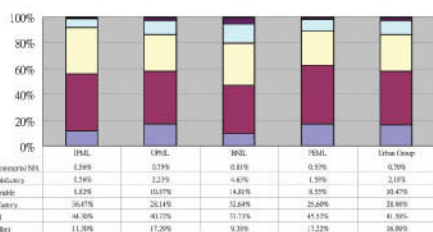
With the aim of collecting opinions from its customers so as to better understand their expectations of Urban's services, which in turn may help enhance the Group's service standards, Urban Group carries out the annual comprehensive Premier Customer Satisfaction Survey Programme - The Christmas Bell Programme. The survey in 2007 was held in December of that year when 89,490 questionnaires were sent with an overall return rate of 11.54%.

The survey covers a wide range of attributes including:

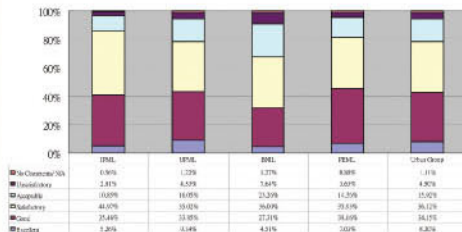
- Management Staff Services
- Facilities Maintenance Management Services
- Safety and Security Services
- Sanitation and Cleaning Services
- Environmental Care Services
- Community Services
- Value-added Services
- Other Services (Car Park Management Services, Club House Services and Swimming Pool and Playground Management Services)
- Customer Relationship Management Services
- Overall Management Service Quality



服務人員水平
Performance of Management Staff



設施管理水平和
Performance of Facility Management Services

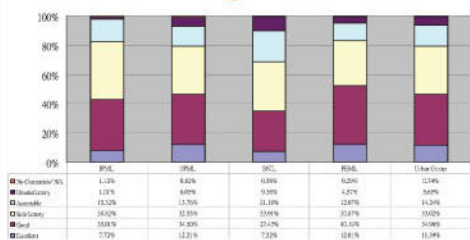


安全及保安服務水平
Performance of Safety and Security Services

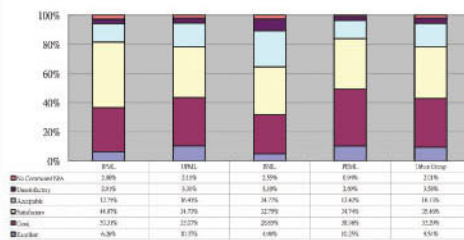




衛生及清潔服務水平 Performance of Sanitation and Cleaning Services



環境管理水平 Performance of Environmental Care Services



社區服務水平 Performance of Community Services

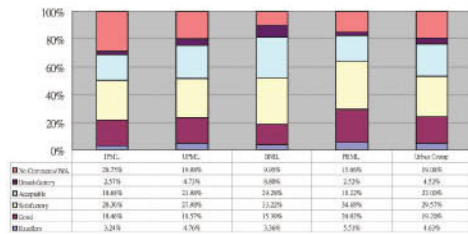


「聖誕心聲」計劃 評估顧客滿意度

Christmas Bell Programme Evaluates Customer Satisfaction

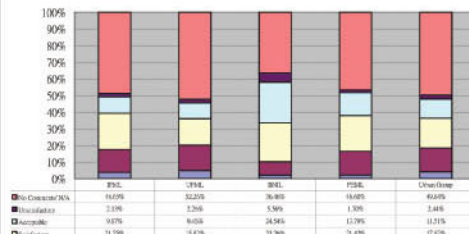
增值服務水平

Performance of Value-added Services



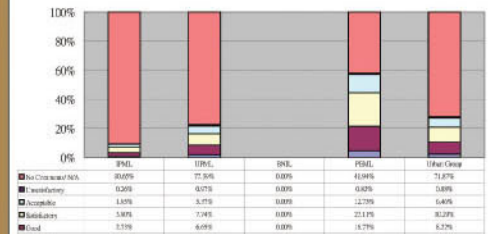
停車場管理服務

Performance of Car Park Management Services



會所管理服務

Performance of Club House Management Services



從客戶代表類別的回收問卷中，82%的客戶對富城之服務達滿意或以上水平，當中45.27%的客戶更評價富城之服務達「優質」或「卓越」水平，較2006年調查結果上升2.55%。

在與其他物業管理公司所提供之溝通渠道比較中，77.27%的客戶認為富城的溝通渠道是「較多」或「相同」。而在與其他物業管理公司之服務質素比較中，83.31%的客戶認為富城的服務質素水平為「較好」或「相同」。

在會否推薦富城的服務予其他人一項中，81.77%的客戶表示「一定」或「考慮」會推薦富城的服務予其他人，當中更有33.22%的客戶表示「一定」會推薦富城的服務予其他人。

是次問卷調查的結果令人非常鼓舞，顯示富城除了提供令客戶滿意的服務外，在客戶心目中更確立了優質管理服務的形象。

OVERALL SATISFACTION

(i) 82% of Customer Representatives satisfied with Urban's services

Around 82% of the returned questionnaires ranked Urban Group above satisfactory, among which 45.27% ranked us at "Premier" and "Quality" level in the market place, respectively an increase of 2.55% from the survey in 2006.

(ii) 77.27% of Customers rank Urban's Communication Channels better than its rivals and 83.31% of Customers rank Urban's Service Quality better than its rivals

In the survey, around 77.27% of the replies rank Urban Group as providing communication channels either "More" or "Same" as other market players. And 83.31% of customers rank Urban Group as delivering services either "Better" or "Same" as other market players.

(iii) 81.77% of Customers would recommend Urban's Service to Others

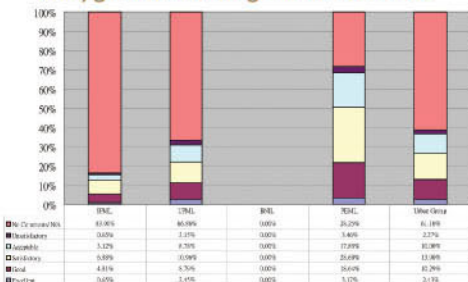
Around 81.77% of the returned questionnaires recommend Urban Group services to others at "Certainly" and "Probably" levels. 33.22% of these would "Certainly" recommend Urban Service to others.

The result of the 2007 survey is encouraging, showing that Urban Group received not only Total Customer Satisfaction, but also a full recognition of the quality of its service by the customers.



泳池及遊樂場設施管理服務水平

Performance of Swimming Pool and Playground Management Services



客戶關係管理服務水平

Performance of Customer Relationship Management Services



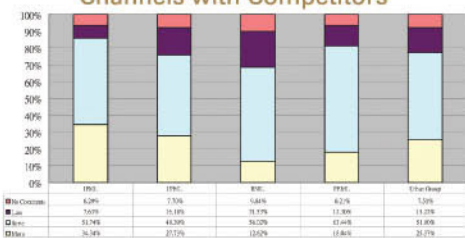
整體服務水平

Overall Management Services Quality

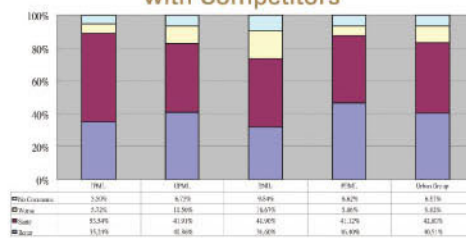




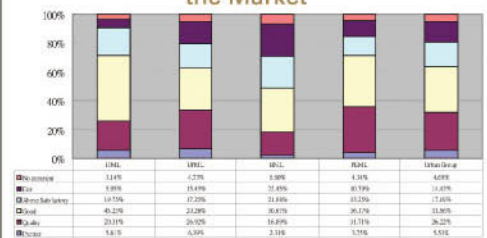
與其他物業管理公司之溝通渠道比較
Comparison of Urban's Communication Channels with Competitors



與其他物業管理公司之服務質素水平比較
Comparison of Urban's Service Quality with Competitors



客戶對富城之服務水平的評價
Clients' Perception of Our Service in the Market



客戶關係管理

Customer Relationship Management (CRM) Programme

滿足客戶所需

Satisfies Customers' Needs

與客戶互相溝通、了解和合作是建立客戶關係最重要一環。富城集團深信與客戶保持良好緊密的溝通，有助建立互信的關係，從而為客戶提供符合他們所需的服務。

因此，集團屬下的區域辦事處會定期向客戶派發通訊，工作報告及成績。同時，集團每年均向客戶進行「聖誕心聲」計劃—卓越顧客意見調查，收集客戶的期望及意見。

除了以上各個溝通渠道，富城集團於2007至2008年，更透過舉辦「黃昏茶聚」、「黃金接觸」這類面對面的交流活動以及各類客戶關係活動，與客戶誠意溝通，務求滿足客戶需求。



Dual communication, mutual understanding and cooperation between service provider and clients are important for building up customer relationships. Urban Group believes that maintaining 2-way communication with its customers can help to establish mutual trust and allow us to understand their needs in order to deliver tailor-made services to them.

To achieve these goals, a newsletter is published regularly to communicate our work-done, achievements and management issues to our customers. Meanwhile, the Premier Customer Satisfaction Survey Programme – The Christmas Bell Programme is issued yearly to collect feedback, expectations, and opinions from customers for directing our services.

Better communication can also be achieved through face-to-face interaction and interviews with our customers. Through organizing Coffee Evenings, Golden Touch and various customer relationship management (CRM) programmes between 2006 and 2008, the Group has enhanced communication with its customers to better satisfy their demands.

「黃昏茶聚」—聆聽客戶心聲

Coffee Evening – Listens to the Customers

富城集團的基本服務方針是達到客戶的期望。我們一直非常積極去探索客戶及市場的需求，以進一步優化服務。富城集團屬下的區域辦事處於特定的日子舉行「黃昏茶聚」接觸客戶，讓客戶在輕鬆的氣氛下表達意見。透過「黃昏茶聚」，客戶除可反映他們的寶貴意見外，更讓我們的管業人員藉著這個平台與客戶建立良好的關係。

Customers' expectations form the basis for Urban's service design. Urban Group has been striving by every means to collect the views of its customers and to obtain the latest market knowledge with a view to fine-tune its services. The "Coffee Evening" is one of its CRM programmes to solicit customers' opinions. Individual Estate Management Offices organize this kind of gathering for customers at selected intervals.

For example, parties and tea gatherings which provide snacks and beverages are organized regularly in the garden of Queen's Terrace. Customers' opinions can be expressed freely and collected in a relaxing atmosphere. Therefore coffee evenings can establish a golden opportunity for Urban's customers to express their views and suggestions on the Group's services and are also a good platform for its staff to develop good relationships with the customers.



「黃金接觸」— 服務無微不至

Golden Touch – Tailor-made to fulfill Customer Demands

「黃金接觸」乃富城另一項與客戶建立及保持良好關係的計劃。我們透過彈性上班時間，讓管理人員於不同時段親身與客戶接觸，照顧所有客戶的需要。

The “Golden Touch” is another CRM programme designed to understand customer needs. By adopting staggered working hours practices, Urban’s staff are able to meet those customers who need to work during normal office hours, either early in the morning or in the evening. This is to make sure that the demands of all customers can be catered for.

建立良好的客戶關係 Building Customer Relationship

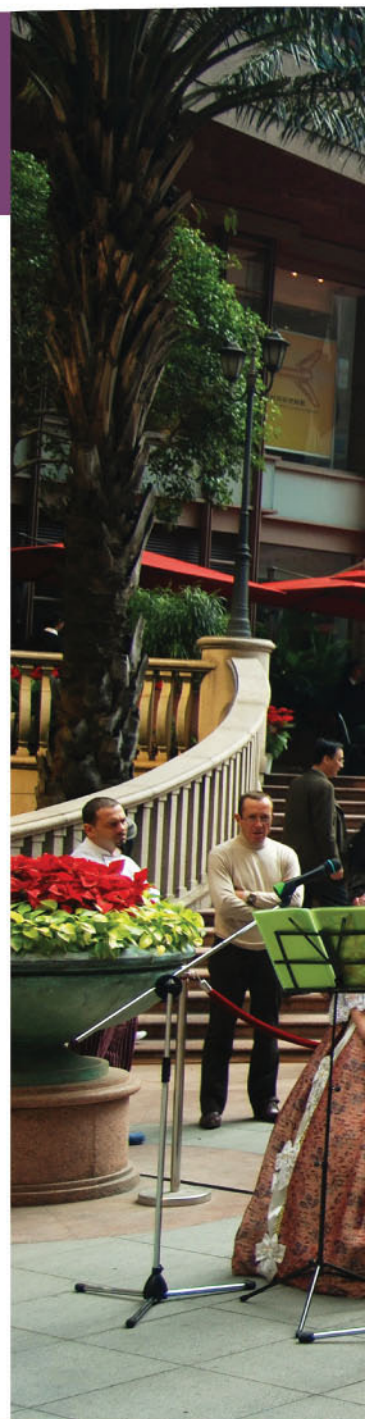
互動 · 愜意 Interactive and Joyful

富城集團於2007至2008年間透過舉辦不同的客戶關係管理活動以建立與客戶之間的聯繫和了解他們的需要。透過多元化的客戶關係管理活動，為客戶及前線服務人員提供平台以加強溝通和增加互動，從而建立良好的夥伴合作關係。這些活動包括新春團拜及舞獅活動、繪畫及填色比賽、暑期訓練班、中秋節表演節目、聖誕及新春嘉年華、萬聖節嘉年華、旅行和參觀活動等。

富城集團並十分注重向客戶推廣公民教育，故此定期舉辦消防演習及防火講座、各類型環保回收活動、親子種植日、家居安全講座及清潔大行動等，將有關安全、環保及和諧家庭的訊息，傳遞給每一位客戶，締造一個更美好的社區。

Urban Group has also established sound relationships with its customers and a better understanding of their needs through organizing various CRM activities in the last few years. CRM activities provide a platform to strengthen the communication and interaction between customers and the Estate Management Offices so as to build up a good cooperative relationship. These include: Lion Dance during the Chinese New Year, Drawing Competition, summer classes, Mid-Autumn Festival performance, Christmas and New Year carnivals, Halloween carnival and group outings and visits.

Urban Group also helps to promote civic education to its customers through a variety of CRM activities such as fire drills and fire prevention seminars, promotional activities for recycling of used materials, old clothes, tools and equipment, afforestation day, home care and safety talks, and cleaning campaigns. Through organizing these activities, the Group can assist the Government to spread the messages of safety, environmental protection, and harmonious family to its customers with a view to build a better community, a better living environment and a better neighborhood.





物業優化

Building Rejuvenation

Creates an 創建資產管理模式 Asset Management Model

房地產及設施項目經過長年累月的使用和自然損耗，必須定期進行維修或更新，以改善及提升運作效益。富城集團透過推出物業資產的維修及粉飾工程，可保持樓宇價值、節省日常維修開支和減低意外的發生。

美孚新邨優化工程 延長物業生命週期

富城集團深明客戶及市場的需求，故此，我們在不同的房地產項目為客戶提供度身訂造的物業優化工程。我們為美孚新邨第1至第8期，合共13,110個住宅單位之客戶進行物業優化工程，包括外牆維修、大堂翻新、重鋪天面、更換銅食水喉和外牆污水管、加裝冷氣機及花槽去水系統、更換電力設施、升降機主要機組改善工程，及提升保安系統等。

美孚新邨在進行各項優化工程後，設施的損耗情況得以改善，日常維修開支更大幅減少，長遠來說可為各客戶節省金錢，而且更令美孚新邨的資產價值得以保持及進一步提升，歷久彌新，成為香港最受歡迎的大型住宅項目之一。

沙田第一城全方位優化計劃 體現優質管理 提升資產價值

全面性物業優化計劃有別於一般的日常保養維修工作，所牽涉的工程項目、財務開支、工程的持久性和受影響的客戶人數等問題都非常複雜。富城集團總辦事處之工程部門為需要進行大型優化計劃的房地產及設施項目提供專業的支援和諮詢服務，於施工期間並嚴密監督工程的進度，以確保工程順利進行。

在沙田第一城的優化工程中，為了讓日常的管理工作不會受到影響，我們採取專業分工的人手編配策略，額外聘請具處理大型維修工作經驗的管理和工程人員專責整項計劃，使工作效率得以大大提升。此外，我們更特別要求工程承辦商安排專業客戶服務人員，直接回應居民所提出的意見和訴求。

Urban Group truly understands that comprehensive building maintenance and re-decoration are necessary as buildings undergo wear and tear and deterioration. The maintenance and re-decoration can achieve the result of maintaining asset value, reducing maintenance expenditure and eliminating accidents.

Building Rejuvenation Plan for Mei Foo Sun Chuen

Urban Group realizes the needs of its customers and the market demand. The building rejuvenation plans for individual properties are tailor-made to meet the requirements of its customers. The building rejuvenation plan for Stages 1 to 8 of Mei Foo Sun Chuen, covering 13,110 flats, includes the refurbishment of external walls, renovation of lobbies, re-roofing, replacement of plumbing and drainage systems, installation of air-conditioning and flower bed drain pipes, replacement of electrical systems, enhancement of lift systems and the upgrading of security systems.

The wear and tear of the facilities has been reduced whilst the daily maintenance expenditure is cut after completion of the building rejuvenation works in Mei Foo Sun Chuen. As a result, the plan can save money for its customers and enhance the asset value of the properties.

Comprehensive Building Rejuvenation Plan for City One Shatin

The Comprehensive building rejuvenation works differ from general maintenance and repairs in that these involve more complex matters such as extensive project items, greater financial expenditures, an extended time period for the carrying out of the works and a large number of people being affected over the works duration. Urban's Technical Department in the Head Office provides professional support and consultation to those properties that need to implement large-scale building rejuvenation and closely monitors progress to ensure the smooth running of the maintenance works.

During the progression of the building rejuvenation works in City One Shatin, Urban Group has employed additional managers who are experienced in handling large-scale maintenance works to be responsible for the whole project so as to enhance efficiency. The project contractor is also required to deploy a professional customer service officer to directly respond to the requests and opinions of the customers.





沙田第一城的物業優化計劃內容包括外牆維修、大堂翻新、更換食水喉及冷氣機排水喉、升降機翻新等。整項工程於2002年正式展開，於2007年竣工，總工程費用達1億6千萬元。此外，在是次優化計劃中也引入不少環保概念，如全新的大堂以簡約實用的設計為主，全面採用環保免打蠟物料，以減低日後清潔成本；及將走廊所有燈盤更換為電子節能燈盤，為沙田第一城每年節省電費約30%，符合經濟效益。

沙田第一城的優化計劃中更特別引入多項嶄新增值功能，全面照顧客戶所需，締造舒適的生活環境，當中包括於各座大堂門前及公共地方加建斜道，方便坐輪椅人士及年長居民出入，與及首次加裝全新的電訊固網系統，提供多個不同電訊、電視、寬頻上網供應商的服務，為客戶帶來通訊娛樂上的方便。

優化後的沙田第一城，變得美輪美奐，給人歷久常新的感覺，現已成為香港其他物業的借鑒對象。

The building rejuvenation plan of City One Shatin includes the refurbishment of external walls, renovation of lobbies, replacement of external pipes and air-conditioning drain pipes and the refurbishment of lifts. The project commenced in 2002 and completed in 2007. The total project sum was HK\$160 million. An environmental protection concept was also introduced in the building rejuvenation plan, such as the practical and simple design of the new lobbies through using non-waxing materials to reduce the cleaning cost; and replacing all fluorescent tubes in the corridors to energy saving fluorescent tubes saving around 30% of electrical expenses for City One Shatin.

The rejuvenation plan also adopted various new value-added functions including the installation of a slanted walkway at the entrance of tower lobbies and common areas to cater for people in wheelchairs and the elderly; and the installation of new telecommunication systems to bring convenience to the customers.

The completion of the building rejuvenation has brought a new look to City One Shatin and set it as a role model for other properties in Hong Kong.

Environmental Management

For a Green Community

富城集團一向為實踐環境保護的理想而努力，更將2008至2009年度之企業策略目標定為「環境愛護年」。我們除積極地舉辦不同的環保活動，更透過「環境保護委員會」，提倡「愛護環境、綠化生活」，並制定長遠的「卓越環境保護政策」及「可持續改善發展措施」。

富城的「環境保護委員會」實踐環境保護的4R概念：減廢、取代、循環再用/再造及提醒。我們的長遠目標是透過善用資源以減少支出，如使用低耗量電器、節約用電、用水、選購回收再造物料或環保物料等，以達至節源的目標。

在2007至2008年，富城集團全力響應環境保護署推出不同的環保和廢物回收計劃及措施，並積極鼓勵屬下的項目參與各項環保活動，包括「廢物源頭分類計劃」、「充電池回收計劃」、「舊電器及電腦回收計劃」、「慳電膽及光管回收計劃」、「知慳識電節能運動」和「舊書回收義賣大行動」等，一方面為愛護地球出力，另一方面致力為客戶締造具成本效益的綠化生活環境。

Urban Group has continued to pursue its goal of environment protection and set Year 2008-09 as "Environmental Care Year" to promote environmental management. In addition to organizing various environmental protection activities, the Group formed the "Green Care Committee" in 2002 with the goals of "Environmental Care and Green Lifestyle" to formulate its long-term "Premier Environmental Strategies" and "Sustainable Development Measures"

The Committee has implemented a 4Rs Environmental Management Model incorporating Reduce, Replace, Recycle and Remind Urban's customers of the importance of environmental protection. One of Urban's long-term goals is to reduce expenditure through reducing resources. This can be done through using energy saving appliances, energy saving, water saving, and purchasing recyclable and environmentally protective materials.

Urban Group has fully supported the various environmental schemes of the Environmental Protection Department in 2007 and 2008 and has encouraged its managed properties to participate in activities such as the "Programme on Source Separation of Waste", "Rechargeable Battery Recycling Programme", "Waste Electrical and Electronic Equipment Recycling Programme", "The PowerSmart Campaign", "Used Books Recycling Charity Sale Campaign" and the "Fluorescent Lamp Recycling Programme" etc. to protect the earth and to provide a green lifestyle for its customers.

富城環境愛護年

專業服務 安心享用優質食水

多年來，富城集團屬下各物業積極參與水務署「大廈優質食水認可計劃」，妥善保養樓宇的供水系統，讓客戶用得放心。

2008年為「富城環境愛護年」，我們將推出一系列環境保護及綠色管理措施，協助推動香港可持續發展。

我們一直秉持「用心服務 專心管理」的品牌承諾，每日不停為一百萬客戶服務，

目標是要成為亞太區卓越的房地產及設施管理服务集團。

富城集團39項物業獲水務署「大廈優質食水認可計劃」證書

銀證書

新紀元廣場中座大廈
悅光廣場低座
新紀元大廈
沙田第一城第2座

藍證書

維多利亞大廈A座
維多利亞大廈C座
帝京酒店2座
帝京酒店第2座
帝京酒店第3座
麗人雅舍中心
海逸豪庭二期
海逸豪庭三期
海逸豪庭四期
海逸豪庭五期
海逸豪庭六期
海逸豪庭七期
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海逸豪庭三十七期
海逸豪庭三十八期
海逸豪庭三十九期

裕華苑康樂閣
裕華苑康樂閣
沙田第一城第1座
沙田第一城第2座
美孚新邨第1期B座連裙25/27座
美孚新邨第2期B座連裙34/36座
美孚新邨第3期B座連裙52/54座
美孚新邨第4期B座連裙56/58座
美孚新邨第5期B座連裙64/66座
美孚新邨第6期B座連裙72/74座
美孚新邨第7期B座連裙80/82座

富城集團
Urban Group

富城集團有限公司 Member of Global Wastage

www.urban.com.hk

2008年度最佳地產公司

2008年度最佳地產公司

2008年度最佳地產公司

2008年度最佳地產公司

富城集團為新創建有限公司成員，新創建有限公司（「新創建集團」）董事局代表：0565 1 方智強先生現任公司（董事局代表：0217）之董事兼執行總裁。該兩家公司均為「中國內地及澳門、台灣及馬來西亞」地區、小島及港口城市、商務及服務性建築設計與建造商會會員單位。此外，小島及港口城市、商務及服務性建築設計與建造商會曾獲選為中國設計及建設中心之「榮譽顧問」、建築業（建築師事務所附屬）、金融服務（大型商業銀行附屬）以及其他地區（世界貿易中心、誠信銀行附屬一連稱）。>

新創建 NWS

www.nws.com.hk



「環境衛生管理計劃」 Environmental Sanitation Management

保障客戶健康 Protects Customers' Health

由於香港曾爆發非典型肺炎、禽流感、登革熱、EV-71型腸病毒及手足口病等病症，富城集團為保障客戶的健康，及更有效地監察各管理項目的環境衛生質素，「富城集團危機傳訊中心」於2004年推出「環境衛生管理計劃」，在所有房地產及設施項目，全面實施各項傳染病的預防措施，有系統地向客戶和員工提供最新的環境衛生資訊、各類傳染病預防措施及有關指引，以保障每一位客戶和員工的健康。

富城集團「環境衛生管理計劃」的各項措施包括：

- 統籌集團內所有項目之防菌、衛生及清潔活動。
- 在屬下各項目設立「環境衛生管理資訊中心」，為客戶提供最新的環境衛生資訊。
- 加強清潔各房地產及設施項目之公共地方。
- 全面檢查屬下各房地產及設施項目之公共喉管，確保運作正常。
- 設立「客戶服務熱線」，方便客戶查詢有關資料。
- 代客訂購防菌用品。
- 監察集團內所有前線員工之健康情況。

富城集團的「環境衛生管理計劃」並推出「傳染病預警三級制」，分別以「預警」、「嚴防」及「高危」3個級別界定傳染病的發展和相關的應變措施，並因應不同的級別向客戶提供不同的防疫資訊及衛生指引，以維持物業內四周環境的清潔衛生及減低客戶受感染之機會。

我們並透過「環境衛生管理計劃」呼籲客戶注意個人及家居環境之清潔衛生情況，加強個人抵抗力，為對抗各種傳染病作好準備。



In view of the recent outbreaks of infectious diseases such as SARS, Avian Flu, Dengue Fever, EV-71 and Foot and Mouth Disease in Hong Kong, Urban's Crisis Communications Centre introduced the "Environmental Sanitation Management Scheme" in 2004 to implement a comprehensive range of precautionary measures against infectious diseases in all properties under its management, to provide updated sanitation information and to set up guidelines to protect its customers and staff members against these diseases.

"The Urban Group Environmental Sanitation Management Scheme" comprises a series of preventive and precautionary measures, which include:

- Centralizing information flow and coordinating sanitation and cleaning activities within the Group;
- Establishing the "Urban Group Environmental Sanitation Management Bulletin Board" in all properties to dispatch updated information to the customers;
- Strengthening the cleaning services for all common areas of the properties;
- Inspecting all public drainage and pipeline systems of the properties to ensure they are working properly;
- Setting up a "Customer Service Hotline" for customers' inquiries;
- Ordering sanitation and protection materials for the customers; and,
- Closely monitoring the health condition of Urban Group's frontline staff at the properties.

Urban Group has also introduced a "3-Tier Crisis Communications Alert System" to protect all its customers against infectious diseases and to keep them well informed about the most updated information as well as relevant preventative measures, so as to maintain and ensure a clean and hygienic living environment in the properties.

The "Urban Group Environmental Sanitation Scheme" also plays the role of alerting its customers to best practice in personal and household hygiene to step up their preparedness on various infectious diseases.



專業商場管理 Professional Shopping Centre Management

Creates 營造購物樂趣 Enjoyable Shopping Moments

富城集團擁有超過40年豐富的專業商場管理經驗，並成功地將客戶的商場物業資產建設成為香港的區域性購物熱點和地標。尖沙咀栢麗購物大道，自1986年落成啟用至今，一直由富城集團提供專業的管理服務，現已成為香港主要購物天堂地標之一。

除了各項優質設施管理服務外，富城集團每年均為栢麗購物大道設計亮麗的節日燈飾，配以不同主題，令這個購物熱點閃閃生輝。在2007年，富城以「栢麗太空聖誕之旅」為題，配上15萬個燈泡，組成一列全長1,100呎的龐大燈飾，用以襯托出其購物熱點的重要地位。

除了美輪美奐的燈飾外，富城更推出不同的栢麗節日嘉年華活動，例如醒獅賀新歲，栢麗復活節嘉年華及栢麗迎奧運等一連串精彩表演節目，凝聚節日歡樂氣氛，讓香港的市民和遊客能夠在一個舒適、熱鬧的環境下，盡情購物！

富城集團的專業商場管理服務，令栢麗購物大道達致六星級商場的水平，為各商戶提供一個理想的營商環境。現時栢麗購物大道已成為香港最時尚的購物休閒熱點之一，是香港市民，與及來自世界各地遊客來港購物的必到之處。

Urban Group has over 40 years of proven experience in professional shopping centre management. It has established customers' commercial and retail property assets as regional shopping hubs in Hong Kong. Park Lane Shopper's Boulevard, managed by Urban Group since its inception in 1986, has long been one of the remarkable landmarks in Hong Kong.

In addition to providing its quality services to the shopping arcade, Urban Group specially designs thematic festive lighting decoration and features for the Boulevard every year. In 2007, Urban Group adopted the theme of "Space Party at Park Lane," with the use of 150,000 light bulbs and a 1,100 feet long festive decoration to signify the prime position of Park Lane.

Apart from the glamorous lighting design, Urban Group launched a number of festive activities in Park Lane such as the Lion Dance Performance, Easter Carnival, Olympic at Park Lane with a series of fabulous performances to enrich the festive atmosphere for the tourists and shoppers at the shopping arcade.

With its professional shopping centre management, Urban Group has created a "Six-star" shopping experience at Park Lane, making it a must visit shopping centre for tourists and shoppers from around the world.





創意管理費通知單

Thematic Billing Statements

小小心意 咭 客戶共融 Customized Monthly Greeting Cards

由富城集團始創推出之主題式管理費通知單，在2007年至2008年繼續擔當富城與客戶間定期溝通之主要橋樑。自推出以來，富城透過每月不同之主題，已經成功地與客戶建立緊密之情感聯繫，為他們在不同節令及特別項目上帶來驚喜。在過去兩年所推出之特別主題包括：北京奧運成功舉辦、中國太空人成功探月、預防各項傳染病等。

在2007年至2008年間，富城為客戶精心設計的管理費通知單主題包括：

2007	2008
· 新年快樂	· 新年快樂
· 豬年順景 萬事勝意	· 金鼠獻瑞
· 花開富貴 如意吉祥	· 復活節快樂
· 復活節快樂	· 注重健康 預防流感
· 母親節快樂	· 母親節快樂
· 父親節快樂	· 父親節快樂
· 香港回歸10周年紀念	· 同慶回歸 共建和諧
· 夏日樂逍遙	· 北京奧運 成功舉辦
· 中秋迎喜氣 人月兩團圓	· 中秋節快樂
· 齊賀國慶	· 同賀國慶
· 保護環境	· 富城環境愛護年: 攜手共建 綠色都市
· 聖誕快樂	· 聖誕快樂 新年進步

The thematic monthly billing statements continue their role as a regular and effective direct marketing and communications tool for our customers. With a different message communicated to our customers every month, the statements have successfully established an emotion bond with them to share festive seasons and special occasions over the last 2 years. Special themes adopted include The Beijing Olympics, China's First Spacewalk, Precaution for Infectious Diseases, and more.

The themes adopted between 2007 and 2008 include:

2007	2008
• Happy New Year 2007	• Happy New Year
• Promising Year of the Pig	• Auspicious Year of the Rat
• Wishing Wealth & Health	• Happy Easter
• Happy Easter	• Care for Your Health Preventing Flu
• Happy Mother's Day	• Happy Mother's Day
• Happy Father's Day	• Happy Father's Day
• The 10th Anniversary of Hong Kong's Return to China Sovereignty	• Happy HKSAR's Establishment Day
• Happy Summer's Time	• We wish The Beijing Olympics 2008 a great success
• Cheerful Mid-Autumn Festive Reunion	• Happy Mid Autumn Festival
• Celebrating the China National Day	• Celebrating the National Day
• Protecting our Environment	• Urban Environmental Care Year: Building a Green City
• Merry Christmas	• Merry Christmas & Happy New Year



Payment made

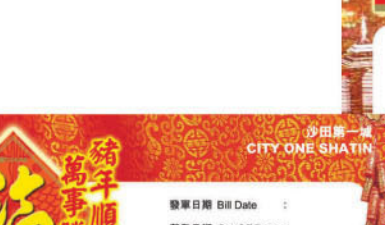
富城物業管理有限公司
Urban Property Management Limited

Name:



THE BEST BRAND
最佳

請勿逾期
Please do not amend
因截數日期後之付款金額
Payment made after Cut-Off Date is not i



增值服務

Value Added Services

貼心照顧 殷勤禮貌

Care and Courtesy

富城集團明白傳統的物業管理服務已不能滿足現今客戶的需要，故此，我們不斷透過提供嶄新而合適的增值服務，帶給客戶無盡的驚喜和方便。

為支持環境保護，締造和諧生活居所，富城集團於屬下之住宅物業項目開設「有機種植樂園」，讓客戶接觸有機耕種，舒展身心，同時推廣生態保育及健康生活的訊息。以何文田君頤峰為例，其「有機種植樂園」共劃分成50幅農圃，每幅農圃面積約4平方米，供客戶租用來種植有機農作物。我們提供農具、基本種籽及有機肥料，並定期邀請新生精神康復會的導師作技術指導及即場提供耕種意見，讓客戶透過有機耕種分享綠色的生活樂趣。

Urban Group realizes that the traditional approach to property management services cannot fulfill the increasing demands of customers. Urban Group continually provides innovative and appropriate value-added services so as to bring surprise as well as convenience of life to its customers.

With the purpose of supporting environmental protection and providing a desirable residence, Urban Group has established The Organic Cultivation Garden for its customers. The Organic Cultivation Garden encouraged not only the maintenance of people's physical and mental health, but also promoted the message of ecological preservation and healthy lifestyle. For example, the Management Office of Parc Palais under Urban Group has divided The Organic Cultivation Garden into 50 gardening plots of approximately 4 square metres each for customers to do organic planting together with their families. In addition to providing the agricultural utensils, seeds and organic fertilizers, the appointed tutors of New Life Psychiatric Rehabilitation Association have also been invited regularly to give advice and technical guidance about cultivation to customers, and thus customers are able to have more fun by sharing their experience with each other.





服務指標

Key Performance Indicators

效率・效益

Efficiency and Effectiveness

富城集團為貫徹成為亞太區卓越房地產及設施管理服務集團的宗旨，建立了一套能符合 ISO 9001、ISO 14001、OHSAS 18001、Q 嘜優質服務及Q嘜環保管理標準要求，以提升和實踐品質為目標的主要服務指標。各服務指標成為富城的品質管理系統及環境安全管理系統的控制過程中之重要準則，提供客觀及可測量的資料予集團以了解變化，協助解決問題，進行決策及提高效率。

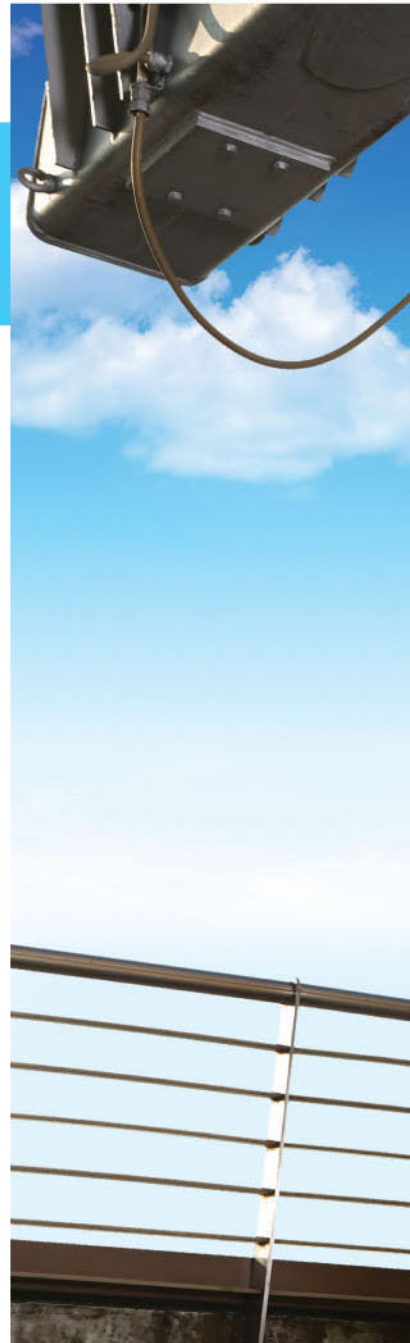
富城不單希望達至品質管理系統及主要服務指標所承諾的質量方針和實現持續改進的效果，更希望與集團的理想及使命能相一致。我們在財務管理、工程服務、保安服務、管理服務、設計及發展創新、支援功能和成本效益及競爭能力等7方面設立了共17個主要服務指標。各區域辦事處的主要服務指標數據均被綜合而成每月報告，幫助測量、表述、分析、說明及化成模型，使集團能更有效地理解指標變化的性質、程度和原因，從而防止問題的產生，了解客戶的需要和提升服務，並促進持續改進。

此外，為使客戶能擁有安心之家居環境，富城十分重視保安人員的培訓。就以保安服務表現方面，於2007年的累積保安培訓率的百分比比較2006年高出97.1%。截至2007年12月，各管理項目超越每月平均0.5犯罪個案的百分比下跌7%。在財務管理方面，富城一貫致力令所管理之項目能保持健康的財務狀況。在2007年，富城集團所管理之物業資產的平均逾期欠款率維持於6.1%。工程服務方面，99.1%以上的主要設施損壞事件(於非辦公時段)，皆能於兩小時內作即時處理。再者，於2007年，集團於處理緊急事故上，錄得100%工作人員均能於事件發生後10分鐘內到達現場處理的紀錄。

To achieve Urban's mission to be the Premier Real Estate and Facility Management Services Group in the Asia Pacific Region, we have developed a set of Key Performance Indicators (KPIs) fulfilling the requirements of not only the ISO 9001, ISO 14001, OHSAS 18001, Q-Mark and Green-Mark Schemes, but also our own commitment to service quality and enhancement. KPIs are the key yardsticks for monitoring processes in Quality, Environment and Safety Management Systems, and provide objective and measurable information to the Group in understanding variables, solving problems and improving efficiency.

The Quality System and the KPIs are not simply figures to show our commitment to the requirement of management systems and continuous improvement, but also provide measurable objectives to aid the realization of Urban's vision and missions. A Total of 17 KPIs have been established to track our performance in the following 7 areas: Financial Control, Technical Service, Security Service, Management Service, Innovation (Design & Development), Supporting Functions and Cost Effectiveness & Competitive Service. The monthly reports of KPIs are consolidated to allow measurement, review and analysis, interpretation and modeling by senior management so as to provide a better understanding of the nature, extent and causes of variability in each area of concern. Such analysis can help us to review service quality and address opportunities for improvement.

To ensure our customers a secure living place, we realized the importance of security training. We increased the percentage of our accumulated training by 97.1% in 2007. The result was clearly reflected in the continuous lowering of the percentage of property with a monthly average of over 0.5 cases of crime dropping 7% in December 2007. For financial controls, it is already our key task to maintain a healthy financial condition for all our managed property. The average arrears rate over all properties was maintained at the level of 6.1% in 2007. In addition, we always prepare ourselves for emergencies. Our records show that more than 99.1% of emergencies were attended by our staff within 2 hours (during non-office hours) of the breakdown of major facilities. For 2007, 100% of emergency incident cases were handled by staff within 10 minutes of the case being reported.





就環境管理方面，富城共設立了8個主要服務指標並作定期報告，確保集團在日常管理過程中對環境的負面影響減至最低，實踐以(1)減少廢物、(2)循環再造、(3)節約能源、(4)減低噪音、(5)維護環境、(6)防止污染、(7)節省成本及(8)符合法例的環境管理目標。至於職業安全健康管理方面，主要服務指標是以確保集團進行之任何事務均不會危害其員工、承辦商和大眾的安全和健康，以及維持所有物業資產及設施管理業務的工傷數字每年遞減，而最終達至零意外率的目標。

由於訂定及量度主要服務指標的結果對評估服務質量、作業有效性、財務業績、客戶滿意度和信任都有極大的影響，因此，富城集團每年均會對這等服務指標作出全面檢討，包括在達標水平及覆蓋範圍方面，以達至持續改進的目的。

The KPIs for the Environmental Management System are categorized into 8 elements with a view to minimizing the adverse effects on the environment from daily operations. The 8 elements include (1) waste reduction, (2) recycling, (3) energy saving, (4) noise reduction, (5) environmental protection, (6) pollution prevention, (7) cost saving and (8) legal compliance. For the Occupational Safety and Health System, the main KPI is to ensure that the activities carried out by the company do not harm the safety and health of our staff, contractors or the community. We aim at reducing our accident rate in the coming years for all property assets and facility management projects to achieve the ultimate goal of a zero accident rate.

The setting and measurement of KPIs has a significant impact on the evaluation of product quality, operational effectiveness, financial performance, and the satisfaction and confidence of our clients. Hence, we will continue to review the suitability of KPIs annually, both in terms of acceptable levels and coverage, to achieve continuous improvement.

富城智能管理™ Sm@rtUrban™

不斷提升服務效率 Improves Service Efficiency

「富城智能管理™」系統自2002年推出至今，截至2007年底已覆蓋富城轄下管理的200個房地產及設施項目，而新的管理項目亦將會陸續覆蓋。我們會不斷檢討各處理系統，從而作出適當的技術提升及系統調較，配合實質上的需要，當中包括賬戶管理系統，智能收費系統，客戶服務系統，會所管理系統及前線人力系統。

此外，「富城智能管理™」將於2009年增加一個新項目——電子帳單，以提升帳戶管理系統的服務。此程式將提升系統的運作效能，減少列印帳單用紙，促進環保。

Further to its successful initial deployment in 2002, deployment has continued, such that Sm@rtUrban™ extended to all 200 real estate and facility projects managed by Urban Group by the end of 2007. On-going deployment will be applied to new management contracts. Furthermore, throughout the deployment process, reviews on the service have taken place and areas of improvement have been noted. Both major and minor revamps for different modules, such as the Account Receivable System, Customer Relationship Management System, Club House Management System and the Work Force Management System have been carried out to fine tune the system so that an optimized service can be provided to streamline the operational process as well as to cope with the changes in the operational environment.

In addition, a new module, e-billing, will be deployed in 2009 to extend the service of the Account Receivable System. The module will provide tangible operational efficiency and customer convenience, minimize the large volume of printed bills and invoices and achieve the benefit of environmental care.





品管系統

Quality System

全面優質 Total and Sustainable

在2007至2008年，富城繼續致力維持一個完善的品管系統，以符合ISO 9001的要求和保證其房地產及設施管理服務能滿足客戶的要求。其品管系統包括5個層面：品管政策及品管目標，品管手冊，品管系統程序，工作指引手冊及品質紀錄。

品管系統中之各類文件確保員工了解品質管理的目標、程序及指示，以達至指定的要求。

品管手冊不僅列明集團的品管政策，更訂定各部門主管的職責、品管系統的範圍、文件程序和品管系統程序的相互關係。品管系統程序則監管集團主要活動，以確保服務質素，而工作指引手冊則訂定表現指引及準則，所以整個品管系統釐定優質服務的骨幹，加上內部審核小組及外界審查員的專業稽核，更奠定富城為客戶提供優質服務的優勢。

在2007年，富城更新整個品管系統的文件和轉為中文版，以促進有效溝通。

而富城作為行內首間獲香港品質保證局頒發ISO 9001: 2000 企業證書之機構，其努力及成就已獲確認。

Urban Group has established and maintained a documented quality system complying with ISO 9001 requirements to ensure that Real Estate and Facility Management Services conform to customers' requirements. The quality system consists of 5 levels: Quality Policy & Quality Objectives, the Quality Manual (QM), the Quality System Procedures (QSP), the Guidebooks for Work Instructions (GB) and the Quality Records (QR).

The Quality System document ensures that staff can understand the objectives, policies, procedures and instructions to meet their specific job requirements.

The QM not only defines the quality policy of the company, but also the responsibility and authority of department's key personnel, the scope of the quality management system (QMS), the documented procedures established and the interaction between Quality System Procedures. Guided by the Quality System Procedures that govern the management and control of key activities affecting the quality of installations and services, and informed by the performance guidelines and acceptance criteria specified in the Guidebooks for Work Instruction, the QMS provides the framework for a quality service. Accompanied by proven exercises by the Internal Quality Audit teams and external Quality Audit professionals, the QMS reinforces the goal of quality service and sustains Urban's leading edge position in providing quality service to every customer.

In 2007, Urban, following its philosophy of continual improvement, had streamlined all quality management system documents and translated them into Chinese versions for communication efficiency.

Being the first in the industry in Hong Kong to receive the Corporate Certificate of ISO 9001:2000 from the Hong Kong Quality Assurance Agency, our efforts and achievements have been concretely proven.





Measurement Knowledge Management

04



, Analysis and

量度、分析及知識管理



24小時客戶服務

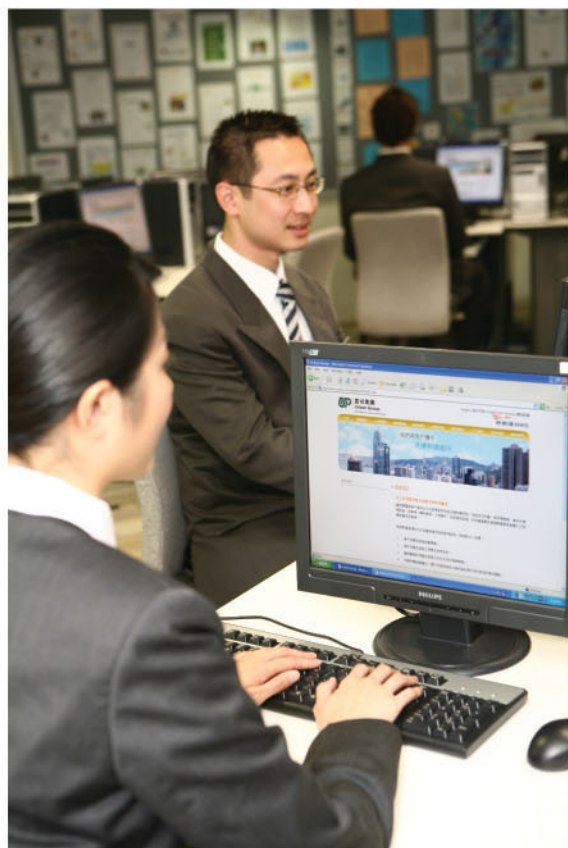
24-hour Customer Service

全面支援

A Channel for Inquiries and Support Services 24hrs

自70年代初成立至今，富城集團之客戶服務中心一直為客戶提供全日24小時毫無間斷之服務。該中心除了處理及跟進客戶之投訴、解答查詢和因應客戶之需求提供初步解決方案等服務外，並為富城集團總辦事處與各區域辦事處之聯絡中樞，而該中心之客戶服務主任均訓練有素，能處理不同類型客戶的要求，為其提供富城一貫之優良服務。

在2007至2008年間，富城集團的24小時客戶服務中心共處理了逾12,000個客戶來電，並為其提供逾100,000項服務。



Since its establishment in the 1970s, the Customer Service Centre has provided comprehensive round-the-clock services to all customers of Urban Group. Apart from handling customer complaints, answering inquiries and providing initial operational solutions to customers, the Centre also acts as a communication hub between the Headquarters and the regional offices. The customer service officers of the Centre have been well trained to handle all kinds of customer requests.

Between 2007 and 2008, the Centre handled over 12,000 calls and provided over 100,000 services to the customers of Urban Group.





富城網™ i-Urban™

互動溝通 Real Time Communication

在2007至2008年，富城網™的互聯網平台為超過50,000個富城客戶提供全天候的資訊服務，而每月平均網頁瀏覽次數超越660,000次。

自2004年的系統更新後，富城網™在各物業網站均維持穩定性的服務。富城網™為客戶及集團提供方便的網站服務及有效的溝通渠道，包括：

- 網上新聞及交通消息。
- 悠閒生活，娛樂及個人喜好的資訊，包括客戶專區，即時新聞，玩樂報料站，精明消費眼及生活連結。
- 富城脈搏 — 為客戶提供富城參與社群和優質管理的資訊，加強溝通。
- 電子心意卡 — 設有動感的電子心意卡供用戶下載，及備有一個可以讓用戶上載相片於預設背景的互動介面，自行設計自己喜愛的電子心意卡。

在2006至2007年，富城網™ (iurban.com.hk)連同轄下55個物業網站獲互聯網專業人員協會選為「無障礙優異網站」。而在2008年，富城集團之企業網站及富城網™ (iurban.com.hk)轄下52個物業網站更分別獲頒「無障礙優異網站」卓越獎及銀獎，再一次證明富城網™在平等機會分享互聯網發展之貢獻及其專業認可地位。



Between 2007 and 2008, the total number of users served by the i-Urban™ portal exceeded 50,000 and the average number of pages visited is over 660,000 per month.

Although there has been no major upgrade of the system, the overall service performance of the portal is satisfactory and no service breakdown has been reported since the revamp exercise back in 2004. The portal has provided friendly services and an effective communication channel between the residents and the Group. These services include:

- Online news and instant traffic information.
- Leisure, life-style and personalized content - Tenant Zone, Instant News, Entertainment, Wise Buy, Living Links.
- Urban Pulse - Provision of information on the Urban Community and Urban News to enrich the communication between Urban Group and residents.
- eCard Corner - An animated eCard for users/residents to download and an interactive eCard programme which allows user to upload their own photo onto preset background frames.

A total of 55 property portals, as well as the i-Urban™ website (iurban.com.hk) received the 2006 Web Care Award. The corporate website of Urban Group and 52 property portals received the 2008 Web Care Award – Excellence Awards and Silver Awards respectively of the Internet Professionals Association (iProA). These awards, as well as constituting welcome recognition by a professional body, demonstrate the continued success of i-Urban™ in providing a barrier-free Internet environment.





Wo

CONCIERGE



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卓越人才管理

orkforce Focus

重視人才價值

Treasuring the Value of

People

富城集團於2002年開始引入創新的「人力資本管理」概念，並深信「人力資本」的引入、投資及運用能為勞資雙方製造雙贏局面。本著「以人為本，重視人才價值」的管理哲學，富城集團致力網羅優質人才，並推動全體員工朝著持續改進和發展的目標邁進。

吸納優質人才

透過全面及系統化的招聘程序羅致人才是建立富城專業團隊的第一步。在公正平等的情況下，所有聘任決定均以資歷、專業、經驗及態度作為甄選準則，並確保每位應徵者的個人資料得到妥善的處理及保護，務求為每一個崗位覓得最合適人選。

全方位績效管理

富城集團採用「360°表現評估系統」，結合員工的自我估量及所屬主管的表現評核，對員工表現作出全面分析，為其持續改進及事業發展展示清晰的方向。

「表現為本」的獎賞制度

富城集團的薪酬系統將工作表現與薪酬掛鉤，透過獎勵表現傑出的員工，達至挽留人才及建立持續改進的文化。

有效的溝通網絡

富城集團透過全面有效的溝通網絡，包括富城內聯網、集團刊物《富意傳城》、策略研討會及部門會議，加強員工與公司之間的訊息傳遞。此外，集團經常舉辦不同類型的員工活動，包括參與「新創建同樂日」、員工周年聚餐及各項運動比賽等，增加員工聯誼及溝通的機會，促進和諧的合作夥伴關係。





To realize the belief that the acquisition of, investment in and utilization of human capital are beneficial to both employees and the Group, Urban Group introduced the concept of Human Capital Management in Year 2002. Treasuring people as its core asset, Urban Group devotes itself to recruiting the right people for the right positions and driving them towards continuous development.

Human Capital Acquisition

A comprehensive and systematic staffing and selection system is the starting point in establishing Urban's talent pool. Assessment of candidates is based on their qualifications, professionalism, experience and attitude under the rules of equal opportunities and proper protection of privacy. These mechanisms have been built to ensure vacant positions are filled with the best-fit candidates.

Comprehensive Performance Management

A 360° Performance Evaluation System combining employees' self-evaluation and supervisors' appraisal has been implemented to provide a comprehensive assessment of employees' performance with a clear direction for employees' continuous talent improvement and career development.

Performance-Oriented Reward Systems

Urban Group aims to retain talent by rewarding employees with outstanding performance and motivating them towards continuous improvement. Its clear and equitable reward mechanism signifies the strong linkage between employees' performance and remuneration.

Effective Communication Networks

The effective communication network in Urban Group is facilitated by diverse channels such as Intranet (Urbanet), corporate newsletter (Urban Express), management forums and meetings. Staff activities, including the sports fun day, the annual dinner, as well as internal sporting and recreational competitions are organized to create a harmonious employee relationship within the Group.

電子化管理系統 HumanCentric™ System

增加競爭力 Talent Planning, Acquisition and Retention



富城集團採用由創庫系統有限公司研創之HumanCentric™ System，此系統能管理龐大的資料庫，有系統地記錄員工之個人資料，包括各員工之學歷、工作經驗、薪酬、強積金、考勤記錄、假期、醫療福利及培訓記錄等資料。其優點是精於計算複雜的成本分析，使員工有效地減省工作流程及改善工作效率。此外，其靈活多變之特點，亦能因應集團的訴求或相關法例的修改而作出調整。

富城視員工為重要資產，透過此先進的人力資本管理系統，富城能掌握員工之資料並加以分析，以便集團制定政策及統籌。此外，我們並因應員工之需要而作出適當的培訓安排，從而不斷提升員工質素，使有潛質的員工得到更好的晉升機會，對挽留人才甚有幫助。同時，此系統使集團易於檢討薪酬及福利政策，有助招聘人才，從而增加市場之競爭力。

Urban Group adopts the HumanCentric™ System which was developed by CIF Solutions Limited. The system manages a huge database which records personal data of all employees systematically, including their academic qualifications, employment history, monthly payroll, MPF contributions, employee attendance, leave records, medical benefits as well as training records. It has the advantage of calculating the cost centre allocation accurately which helps to streamline procedures and improve the efficiency of employees. On the other hand, the system is flexible enough to be able to be adjusted according to operational needs or the amendment of any related legislation from time to time.

Urban Group treats employees as valuable assets of the company. The HumanCentric™ system plays an important role in analyzing data for formulating different policies for the Group. The Group can offer different types of training programmes according to the needs of employees and thus the quality of manpower can be improved. Staff with high potential can be accessed and located for career and succession planning. It is also a tool for retaining talent. In addition, the system allows the Group to analyze and review salary and benefits packages to improve our competitiveness in attracting talent.

企業人力資源管理系統之20個主要功能項目 The 20 modules of the HumanCentric™ System



機構學習

Organizational Learning

策略構建 集團文化

Improves Strategies and Culture

為配合富城集團的發展方向，人力資本及培訓部提出「人才品質提升策略」及「人才知識管理策略」。在這兩個策略相輔相成的運作下，集團能吸取專業人才，並透過「價值觀複製」及「企業文化改變」去強化專業水平及提升企業整體的價值。

專業學習中心 — 提供優質培訓環境

富城致力建立及維持員工的專業能力，因此投放大量資源促進員工在專業質素上的持續發展。早於2001年，我們已率先在業內創立首間多媒體「專業學習中心」，以應付不斷上升的培訓需要。富城在2004年更投資建立了第二間培訓中心。此培訓中心能容納70多名學員，為他們提供舒適而優良的學習設施及環境。

富城企業大學 — 培訓員工持續學習

作為香港房地產及設施管理行業的先鋒，富城於2004年更推出一個多元化綜合文憑的理念——「富城企業大學」，成為業內首間成立企業大學的公司，務求將培訓與企業目標和使命掛鉤，同時培養一個長久的企業學習文化，培育集團每位員工持續學習，讓每位員工均有平等機會獲得專業培訓，從而提升我們的人力資本核心能力，令員工的工作表現不斷改進，以促進員工之個人發展，提高企業之競爭優勢。

學習及發展委員會 — 推動長遠發展

為強化業內的專業水平，企業學習、個人學習及知識管理均是富城集團的長遠發展目標。自2002年開始，我們便成立了「學習及發展委員會」，目標是：(1) 令員工啟發主動學習的情緒；(2) 令員工不斷增強工作能力；(3) 讓員工分享同事及企業的工作經驗。在學習及發展委員會的領導下，我們推行了多個培訓活動，如「全面優質管理誓師日」、「管理見習生計劃」、「富城衛士計劃」、「富城策略研討會」、「彩虹再現計劃」和「保安人員管理工作坊」等。

To cope with business development and growth, Urban Group has adopted a "Human Capital Quality Enhancement Strategy" and a "Knowledge Mastery Strategy". The strategies complement each other in the development of professional practitioners and the transfer of knowledge through value cloning and cultural change.

Urban Learning Centre – provision of comfortable training environment

To cope with increasing training demand and to maintain professional capabilities, Urban Group launched its industry-first multi-media "Urban Learning Centre" which came into service in 2001. Urban invested in the second learning centre with an additional 70 seats capacity in 2004. The two learning centres provide a comfortable learning environment for employees to enhance their potential talent.

Urban Corporate University – encourages continuous learning

To be the pioneer in the Hong Kong real estate and facility management industry, the Urban Corporate University was established in 2004 to provide certificate courses to employees, and encourage them to continuously absorb new knowledge and utilize new technology. As a result, employees participate in and benefit from lifetime learning, which fosters increased service quality of Urban Group.

Training and Career Development Committee – achieves greater success in the future

To become a strategic partner to build future capabilities in the industry; learning organization, self-study and knowledge management are the long-term goals of Urban. In 2002, we established the Training and Development Committee with the aims to (1) inspire employees to learn actively (2) increase work efficiency and (3) share working experience amongst colleagues and within the organization. Under the steering of the Training and Development Committee, many training and career development programmes have been conducted such as "TQM Commitment Day", "Graduate Trainee Programme", "Urban Warrior Scheme", "Strategic Forum", "The Rainbow Project", "Security Personnel Management Workshop" and others.



我們相信富城的品牌是集團的人才，亦是我們對客戶的承諾。在「簡單直接，締造樂趣」的理念下，我們每年均依據培訓需求分析而設計全面的培訓計劃，包括行政人員課程、管理人員課程、專業人員訓練、客戶服務員培訓及前線人員培訓。

進修資助計劃 — 考取專業資格

富城一向提倡及鼓勵員工持續進修，考取行內認可的專業學歷及資格，因而為合資格員工提供「培訓及進修資助」，並贊助獲得相關專業學會會員資格的員工所需的專業學會費用。

Urban believes that its brand is comprised of the Group's talented professionals. Under the approach of "Keep it Simple, Make it Fun", a comprehensive range of training programmes, including the Executive Management Development Programme, Management Training Programme, Professional Skills Training, TQM Customer Service Course and Security On-The-Job Training have been implemented following the annual Training Need Analysis.

Training Sponsorship Programme – upgrades and updates professional knowledge

To encourage employees to actively participate in lifelong learning, Urban provides "Training and Learning Subsidies" to eligible employees. The Group also sponsors the cost of professional membership fees for employees to encourage them to acquire related professional memberships.

策略研討會 Urban Strategic Forum

前瞻未來 Plans for Future

作為市場的領導者，持續進步及富有遠見的策略對企業非常重要。富城集團定期為經理級管理層舉辦周年策略研討會，商討未來發展策略。在策略研討會上，管理層分享他們的日常經驗，並就特定的主題作出討論，目的在於提升服務質素，加強業務流程的成效，擴闊發展空間和防止潛在的危機。這些策略研討會有利於內部聯繫，鼓勵管理層之間的資訊分享及溝通，從而作出更佳、更遠大之決策。

2006年及2007年之策略研討會的主題分別為「物業優化」及「通過富競爭性的服務提升管理收入」。而2008年度的策略研討會之主題為「維持業務質素和減輕風險」，討論如何維持高質素服務及客戶滿意度，協助集團業務保持平穩增長。各物業資產經理從前線管理所得的經驗分享他們的意見，建立劃一管理基準，提供高質素服務予客戶。管理層亦就物業管理的潛在風險作出討論，並分享優化計劃的成功要素，對集團及管理層均獲益良多。

As a business leader in the territory, continuous improvement and visionary decisions are vital for a company. Urban Group organizes the Strategic Forum every year to discuss the Group's future management strategies. In a series of strategic forums, the top management and senior managers share their management experience and discuss the Group's direction. The objective is to enhance service quality, improve business process effectiveness, and identify potential opportunities. The strategic forums successfully facilitate internal communication within the organization and encourage the sharing of information between management teams thus leading to better and wiser strategic decisions.

The themes of the 2006 and 2007 strategic forums were "Building Rejuvenation" and "Managing Revenue through Competitive Service" respectively. The 2008 strategic forum was held with the theme of "Sustaining Businesses and Mitigating Risks". The discussion focused on how to retain property management contracts and contribute to progressive business growth of the Group by providing high quality services to satisfy our customers. Managers shared their views from their experiences and tried to establish a service standard in order to provide better services to our valuable customers. Top management discussed the potential risks in property management, and shared experiences on the key success factors in building rejuvenation projects.





行政管理見習計劃

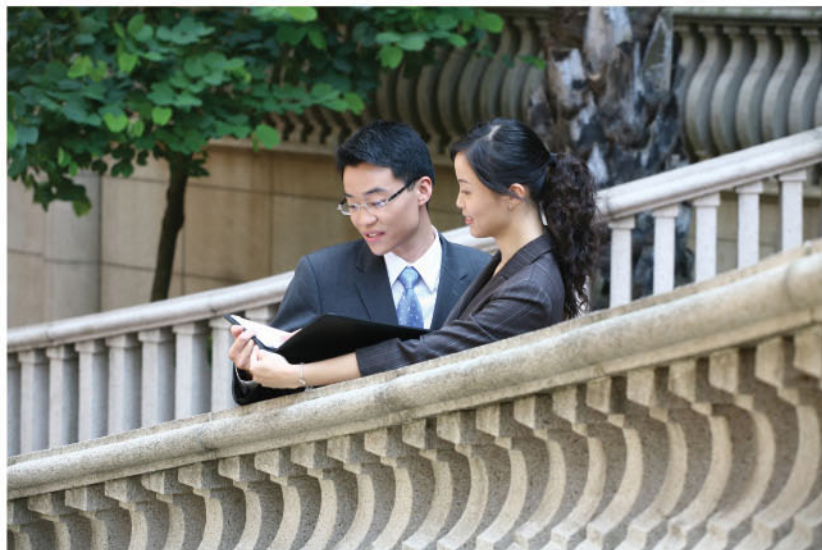
Executive Management Trainee Programme

Enables 協助持續發展 Sustainable Development

富城集團深信人才是企業最重要的資產，故此一直致力培訓人才。富城早於1987年已定期推行「行政管理見習計劃」，聘請具潛質、成績優秀及有志於物業管理界發展的大學精英為「行政管理見習」，目的是透過一系列的重點培訓，培養一群專業的物業資產經理，作為富城管理層的接班人，為企業的長遠發展奠定良好基礎。

經過二十多年的不斷蛻變和革新，為期3年的「行政管理見習計劃」發展至今，除了涵蓋課堂教授、實地考察、個案分析、專題研習等議題項目之外，行政管理見習更會被安排於集團不同類型的物業項目作在職培訓，學習物業管理的專業知識和相關技巧。完善的「師徒制度」，令每位行政管理見習在經驗豐富的物業主管帶領下，獲得專業意見和指導。而集團亦為他們提供了良好的晉升途徑，對表現優越的精英作重點培訓，為日後晉身管理層鋪路。

此計劃成功為集團業務發展注入新動力和新思維，展現富城為企業栽培接班人的決心，同時此計劃亦為社會培育新棟樑，對香港房地產及設施管理行業之發展作出貢獻。



Urban Group regards its employees as the most valuable human capital of the company. Hence, the ongoing Executive Management Trainee Programme (EMT Programme) was launched in 1987, which aims at developing high-caliber staff to be professional property asset managers through a series of comprehensive training programmes, to provide future leaders for the sustainable development of the Group.

Under continual modification over the past two decades, the 3-year comprehensive on-the-job training programme not only includes classroom training, field training, case studies, and experience sharing, but trainees are also assigned to different types of reputable properties for field training, to learn professional knowledge and practical skills in property management. The well-established "Mentoring System" enables trainees to seek professional support and guidance from well-experienced supervisors who are specifically appointed as mentors to each EMT. With a clear career path and tailor-made training, the talented elites are able to get good opportunities for their career development at Urban.

The Executive Management Trainee Programme has proven its success in bringing new thinking and motivation to the Group, which is vital for our continued corporate success. It also demonstrates our determination to develop future leaders for society, as well as to drive the development of the real estate and facility management industry in Hong Kong.



傑出員工 Outstanding Employees Awards

Recognize 讚賞出色表現 Contribution and Performance

富城集團每年均舉辦「傑出員工選舉」，以強化優質服務之核心價值及表揚員工之傑出表現，

同樣地，富城集團之母公司新創建集團亦非常著重人力資本，並於2003年起設立「傑出員工大獎」，以獎勵表現出色之員工及表達對人力資本管理信念之重視。在2007年，富城集團兩位精英——王穎真小姐及宋少勤先生於比賽中獲頒大獎，成為富城傑出員工之典範。

2007新創建集團「傑出員工大獎」——經理級員工組別

銀獎得主

副集團經理—物業資產管理 王穎真小姐

王穎真小姐於2007年「新創建集團傑出員工大獎」經理級員工組別中榮獲銀獎，肯定了她多年來在管理上之卓越成績。王小姐於1987年起加入富城集團，並致力管理集團的旗艦項目——沙田第一城。在王小姐之領導下，該物業進行了逾億之物業優化工程，令到其房地產及設施之價值均得以提高，成為其他物業的學習對象。



In order to promote service excellence as a core value of the Group and give recognition to staff members for their outstanding performance, Urban Group holds the "Outstanding Employee Awards" every year.

Urban's parent company, NWS Holdings, also treasures its human capital and has established the "Outstanding Employee Grand Award" since 2004. This award aims at rewarding those with brilliant performance as well as bolstering management belief in Human Capital. In 2008, two of Urban Group's elite staff, Ms. Janet Wong and Mr. Sung Siu Kan achieved the Outstanding Employee Grand Awards.

2007 NWS Outstanding Employee - Silver Award Winner

Ms. Janet Wong

Deputy Group Manager - Property Asset Management

Ms. Janet Wong received the Silver Award in the Managerial Staff category in 2007. She has been working for Urban since 1987 and has strongly devoted herself to a project under Urban Group's management – City One Shatin. Under the leadership of Ms. Wong, a building rejuvenation project costing over HK\$1 billion was completed in 2007, resulting in the asset value of the properties and facilities being enhanced and maximized, bringing an exciting facelift, and setting a good example for other properties in the Territory.



2007新創建集團「傑出員工大獎」— 前線員工組別

銀獎得主

保安組長 宋少勤先生

宋少勤先生於2007年「新創建集團傑出員工大獎」前線級員工組別中榮獲銀獎。宋先生服務於屯門景峰花園逾10年，為客戶提供保安管理服務，期間不斷發掘新的意念和更有效的工作方法，超越顧客期望，其敬業樂業精神實值得其他員工學習。

2007 NWS Outstanding Employee - Silver Award Winner

Mr. Sung Siu Kan

Security Supervisor

Mr. Sung received the Silver Award in the Frontline Staff category in 2007. Serving the Prime View Garden property in Tuen Mun for more than 10 years, Mr. Sung has always strived to exceed customers' expectations by providing them with what they really need and searching for new ideas and better ways of working. His endeavours are highly appreciated.

人力資本保安行政代表

The Human Capital Representatives

網絡聯繫

A Security Coordinator Network

富城集團深信要提供超越顧客期望的優質服務，首要是提升管理前線保安員工的質素。為此，集團於2004年8月創立了「人力資本保安行政代表」網絡，以協助物業資產經理和人力資本及培訓部管理佔集團整體員工人數超過六成之品質優良紀律部隊——「富城衛士」。

「人力資本保安行政代表」的職責主要為充當人力資本部門於各區域辦事處的代表，協助各物業資產經理傳遞及執行與「富城衛士」有關之人力資本政策及制度。除了因應各區域辦事處的招聘要求選取最合適的「富城衛士」外，他們亦需處理其他行政事宜，例如假期安排、挽留人才等。作為物業資產經理、「富城衛士」與人力資本及培訓部的溝通橋樑，與及協助各物業資產經理管理「富城衛士」，「人力資本保安行政代表」實在居功不少。

為確保「人力資本保安行政代表」能有效地執行其職能，人力資本及培訓部設計了「保安人員管理工作坊」，目的是透過此課程灌輸基本招聘技巧、員工質素的要求、薪酬計算及假期安排等人力資本管理技巧予「人力資本保安行政代表」。此外，人力資本及培訓部亦於每季度舉行「人力資本保安行政代表」溝通大會，提供集團內有關人力資本政策的最新資訊，並邀請不同的專業講者，如人民入境事務署及廉政公署等，分享有關保安人員相關之題材。截至2008年底，人力資本及培訓部已舉行了6次保安人員管理工作坊及11次溝通大會。

在過去4年間，「人力資本保安行政代表」網絡顯著地發揮了它的功能。除了「富城衛士」可透過「人力資本保安行政代表」了解富城的人力資本政策外，代表們亦大大減輕了物業資產經理處理保安人員事務上的負擔。總括而言，此網絡充分體現集團對「富城衛士」的重視，成功營造出更和諧的僱傭關係。



Urban understands that enhancement of the quality of frontline security personnel is crucial to providing premier services to exceed customers' expectations. In order to assist the Property Asset Manager in managing the Urban Warriors, who account for over 60% of the total workforce, a Human Capital Coordinator Network (HCC Network) was established in August 2004.

The key function of the Human Capital Coordinator (HCC) is to act as an on-site Human Capital Representative to assist the Property Asset Manager in communicating and properly implementing all human capital related policies and procedures at site level. Apart from this, the Coordinators play an important role in (1) recruiting and retaining our talented warriors, (2) acting as a communicator between the Property Asset Manager, the Urban Warriors, and the Human Capital and Training Department and (3) assisting the Property Asset Manager in managing the Urban Warriors according to the Group's policy.

To enable the HCCs to perform their functions effectively on-site, the Human Capital and Training Department has designed a Security Personnel Management Workshop to equip the HCCs. The workshop covers topics such as recruitment standards and related procedures, enhancement of the quality of existing staff, payroll handling and salary administration, and separation related procedures. Communication sessions are conducted quarterly to update the HCCs on the new policies and practices of the Human Capital and Training Department and to serve as a platform for sharing experiences between different sites. Guest speakers from various organizations such as the Immigration Department, the ICAC and Insurance Companies are invited to these sessions to provide specific knowledge to the HCCs. Up until end of 2008, 6 workshops and 11 communication sessions have been conducted.

Over the past 4 years, the HCC Network has made a great contribution to recruiting and managing the frontline Urban Warriors legally and effectively. With HCCs acting as intermediaries, human capital related policies and procedures are able to be effectively implemented. The HCCs, moreover, give the Property Asset Manager a helping hand in the daily supervision of the security personnel. Hence, the formation of the network demonstrates Urban's respect for the Urban Warriors and a harmonious relationship is maintained.



平衡工作間 Work Life Balance

表現關懷文化 A Caring Culture



富城集團之員工除了在不同的工作範疇中表現出色外，在工餘時間亦不忘參與各類義工服務和康體活動，以平衡工作及休閒生活。

富城集團的企業義工隊——「富城社區關懷小組」，為社會福利署註冊之認可義工服務組織，現有企業義工250人。各義工利用工餘時間服務社會，將個人的能力、知識和經驗投入不同類型的社會服務活動，包括探訪長者、協助長者維修家居、送暖行動、製作吉祥結、慈善步行籌款及參與「有心企業」義工服務計劃等，除可令社會上有需要的人士得到關懷和幫助外，義工更可透過服務認識自我、促進人際關係、培養領導才能和正確的人生觀。而自2004年起，「富城社區關懷小組」已連續4年獲社會福利署頒發「義務工作嘉許金狀」。

此外，而由集團內一群熱愛足球運動的員工所組成的「富城精英足球隊」，歷年來積極參與不同機構主辦的足球比賽，如香港物業管理公司協會盃賽、康文署工商機構運動會、無家者世界盃慈善賽等。我們並為足球隊隊員提供訓練及安排友誼賽，以磨練各隊員之球技和鍛鍊鬥志，及促進工作和生活的平衡。富城足球隊在2007年度之香港物業管理公司協會盃中獲得亞軍，並在2007年度之康文署工商機構運動會7人小型足球賽中獲得殿軍，充分體現富城員工之團隊合作和拼搏精神。

The staff members of Urban Group not only show high spirit in their work, they also actively engage in various volunteer and recreational activities to maintain a work-life balance.

The Urban Community Care Team, set up in 2002, has been registered by the Social Welfare Department as an approved organization to provide volunteer work to the community. The team has 250 staff volunteers who participate in various volunteering work during their leisure time. The volunteers make full use of their ability, skills and knowledge to serve different target groups including visiting the elderly, helping the elderly in household repairs, presenting lucky knots and scarves to the elderly, participating in charity walks and various volunteering projects of different organizations. Through participation in the volunteer work, the volunteers not only lend a helping hand to the needy but also undergo personal development in various aspects of their own life. Since 2004, the Urban Community Care Team has received the "Gold Award for Volunteer Service" from the Social Welfare Department for 4 consecutive years.

Apart from volunteer work, Urban Group has organized a group of staff fervent in their love of football to form the "Urban Group Football Team," which takes part in various competitions of external organizations like the Hong Kong Association of Property Management Companies (HKAPMC), the Leisure and Cultural Services Department (LCSD) and others, and arranges friendly matches and football practice for its team members, bringing a balanced work life to staff members. The team has won the 1st Runner-up in the 2007 HKAPMC Football Tournament and the 3rd Runner-up in the LCSD 7-a-side Mini-soccer Competition, clearly demonstrating the high team spirit of the staff members of Urban Group.



中年再就業

Middle Aged Employment

善用人才 Provides Opportunities for Talents

富城集團本著實踐良好企業公民責任和唯才是用的精神，多年來與不同機構合辦培訓課程予中年待業人士，為他們提供重新就業的機會，並深信經培訓後他們可為集團提供更多專業人才，為客戶提供優質的服務。在2007至2008年間，富城與僱員再培訓局合辦的「保健通計劃」按摩服務及參與勞工處的「中年就業計劃」，便做到僱主、員工及客戶多贏的局面，亦反映出富城積極落實企業公民的義務和承擔。

「保健通計劃」按摩服務 專業可靠

富城集團自1999年起便與僱員再培訓局合作。經過長期之合作，集團深切了解到該局為再培訓學員提供專業和正規的培訓。於2007年開始，富城配合該局透過多個機構連繫各再培訓人員，在富城屬下管理之項目提供「保健通計劃」按摩服務。此計劃現已在集團屬下6項物業包括香港島銅鑼灣光明臺、西環海傍泓都、半山柏道2號、九龍京士柏君頤峰、新界元朗蝶翠峰及屯門倚嶺南庭的會所內推行試點計劃。

經該局轉介至富城屬下物業為客戶提供服務的學員，均已通過統一技能評估，服務專業可靠。計劃推展至今，客戶反應非常熱烈。集團希望將「保健通計劃」陸續推廣至屬下200項物業，一方面加強對客戶之增值服務，另一方面更可為再培訓人士提供就業機會。

「中年就業計劃」提供就業機會

自2003年起，富城集團一直響應政府的呼籲，積極支持勞工處推出的「中年就業計劃」，為中年求職人士提供就業機會。為了讓中年待業人士適應新環境和投入工作，富城為他們提供迎新課程、在職培訓和專人輔導。自參加此計劃以來，富城已聘用了800多位中年待業人士在集團屬下的物業工作，為客戶提供優質的服務。

In recent years, Urban Group has coordinated with different corporations to offer a number of retraining courses to unemployed middle-aged people in helping them to self-upgrade. Urban Group believes that well-trained middle-aged people can provide reliable services to clients after undergoing such retraining. Between 2007 and 2008 the Group strongly supported the "Health Link" Massage Service partnered with the Employees Retraining Board (ERB) and the "Employment Programme for the Middle-aged" launched by the Labour Department. These examples constitute a win-win situation and demonstrate Urban's commitment to corporate citizenship.

"Health Link" provides reliable services

Urban Group started its partnership with the ERB in 1999. As a long-term partner of the ERB, the Group trusts that the services provided by the retrainees are reliable due to their professional training and strict assessment. In 2007, Urban Group worked with the ERB again, to launch the "Health Link" Massage Service for the customers of 6 properties under the Group's management including; Illumination Terrace in Causeway Bay, The Merton in Kennedy Town and 2 Park Road in the Mid-Levels on Hong Kong Island; Parc Palais in King's Park, Kowloon; Sereno Verde in Yuen Long and South Hillcrest in Tuen Mun in the New Territories. This programme was well received by the customers. Hence, Urban aims to expand the service area to every property under the Group's management so as to provide a new value-added service to our customers as well as to provide employment opportunities to the retrainees.

Employment Programme for the Middle-aged creates second career

To support the Government's appeal: "Employ the middle-aged – Utilize human resources to their fullest", Urban Group joined the "Employment Programme for the Middle-aged" launched by the Labour Department in 2003. Under the programme, Urban provides a variety of on-the-job training and personalized counseling to the middle-aged in order to include them in the Urban family. Moreover, orientation courses are provided to all employees once they join the Group. It is rewarding to note that over 800 unemployed middle-aged people have been successfully placed in Urban and that their performance is satisfactory.



新創建同樂日 NWS Sports Fun Day

體現團隊力量 Demonstrates

新創建同樂日是一個和諧和歡樂的企業員工活動。此活動不僅可以團結集團旗下的公司及員工，更能藉此向他們推廣平衡生活的重要性。2008年的新創建同樂日主題為「創五載豐盛 建輝煌里程」，吸引了約630名員工及家屬參加。當天的活動十分豐富，包括：競技比賽、啦啦隊比賽和不同形式的攤位遊戲。由於適逢是奧運年和新創建集團成立5周年，故此場內的設計以奧運為主題，令參加者一方面能率先感受北京奧運的熱烈氣氛，另一方面體現到集團那份積極進取的拼搏精神。

過去數年，富城集團於新創建同樂日中均屢創佳績，包括連續4年奪得全場總冠軍，這實在有賴管理層身體力行，積極動員各部門主管、工作團隊，與及員工全力參與，這也是富城集團充分發揮團隊精神的最佳證明。



Urban Spirit



The NWS Sports Fun Day provides a most harmonious and joyful corporate activity in NWS. The aims were not only to bring the Group's staff and their family members together but also to promote work-life balance. In 2008, the theme of NWS Sports Fun Day was "NWS Holdings' fifth anniversary", attracting over 630 colleagues and their family members to participate. The event included a series of track games, game booths and cheering competitions, echoing the theme of the "Olympic games", which helped to turn the Fun Day into a mini Olympics and give all participants an early taste of the Beijing Olympics.

Continuing our history of involvement, Urban Group maintained an active participation in NWS Sports Fun Day in 2008. Urban Group was awarded the Overall Champion for fourth consecutive years, which demonstrated the high team spirit of Urban's staff and recognition of their innovation in the activity. With dedicated support from senior management, all department heads, working teams and colleagues dedicated their time and effort to planning, organizing, implementing and participating in the activities of the NWS Sports Fun Day.

眾志成「城」 Team Efforts

全力拼搏精神 Strive for Victory



為鼓勵員工於工餘時間舒展身心及鍛鍊體魄，富城集團一直支持及參與由母公司新創建舉辦之運動及康樂比賽，以培養員工對運動的興趣，亦藉此建立員工的自信心及團隊精神，增強對公司的歸屬感及凝聚力。

富城集團舉辦了多項內部選拔賽，挑選出精英員工參加新創建集團舉辦的比賽，其中包括桌球、排球、唱歌、網球、象棋、麻雀、籃球、羽毛球及足球等。在各項賽事中，同事們都非常踴躍參與，而富城的精英隊伍於比賽前進行一連串嚴謹的訓練，務求於比賽場上施展渾身解數，爭奪最佳成績。

在2006-2008年新創建集團舉辦的各項賽事中，富城精英均奪得多個獎項。在2006年，桌球及排球比賽分別奪得全場總季軍；歌唱比賽奪得亞軍及季軍；網球比賽男子雙打及女子單打亞軍；男子單打及女子雙打季軍的成績。2007年更勇奪象棋之全場總冠軍及麻雀比賽亞軍，而在2008年之乒乓球比賽則獲女子雙打及男子雙打亞軍。

經過與新創建其他附屬公司一番龍爭虎鬥後，富城集團以出色的表現及無比的毅力，榮獲「2006全年總冠軍」及「2007全年總亞軍」，成績驕人，充份發揮富城員工上下一心及活力澎湃的特質，更反映出富城「愛拼才會贏」的拼搏精神。

To encourage employees to maintain work-life balance and keep fit during their leisure time, Urban Group supports the staff's participation in different sporting and recreational competitions organized by the NWS Group. Though these competitions, employees can develop their interest in sports games, build up their self-confidence and cultivate their team spirit. This also helps to strengthen employees' sense of belonging and fosters cohesiveness within the Group.

Urban Group organized different kinds of sporting and recreational competitions to select elites to compete in the competitions organized by the NWS Group. Employees keenly participated in competitions including Snooker, Volleyball, Singing Contests, Tennis, Chinese Chess, Mahjong, Basketball, Ping Pong and Football Competitions. The elite team members then undertook a series of intensive training exercises so as to perform their best and achieve brilliant results in the matches.

Urban elites won several awards in the competitions organized by NWS Group between 2006 and 2008. In 2006, Urban elites won the overall second runner-up in Snooker and Volleyball competitions. Urban elites also won the first and second runner-up in the group divisions in the Singing Contest, first runner-up in the Tennis Men's Doubles and Women's Singles, and second runner-up in the Tennis Men's Singles and Women's Doubles. In 2007, Urban elites won the overall champion placing in the Chinese Chess Competition and the first runner-up in the Mahjong competition. And in 2008, our elites won second runner-up in the Men's Doubles and Women's Doubles in the Ping Pong competition.

The sparkling performance and great fortitude of the Urban elites led to our glorious triumph and winning of the Champion of "NWS Sports Yearly Grand Award 2006" and the first runner-up of "NWS Sports Yearly Grand Award 2007". This encouraging result demonstrates Urban's team spirit and great vigor. More importantly, it reflects the Group's value of striving for victory.



員工康樂活動



倍添生活姿彩

富城集團重視員工於工作及生活之間的平衡發展，因此經常舉辦多元化的康樂活動，希望員工在舒緩工作壓力之餘亦能陶冶性情。與此同時，富城亦積極參與母公司新創建康樂委員會所籌辦的康樂活動，以增進與其他子公司同事之間的友誼與交流。

戶外康樂活動 多姿多采

在2006年10月，富城集團與新創建康樂委員會合辦西貢北潭涌合家歡戶外康樂營，讓員工與家屬於營內的多項水陸康樂活動一展身手，互相切磋。我們與康樂委員會於2007年9月再接再厲舉辦了另一合家歡活動——元朗大棠荔枝山莊親子樂悠遊，讓員工能遠離煩囂及親親大自然，同事們都玩得樂而忘返。

休閒興趣課程 舒展身心

富城關心每一位員工的身心發展，除了戶外康樂活動外，於2007至2008年間為員工安排了多采多姿的休閒興趣課程，反應非常熱烈，如瑜伽班、太極拳班、社交舞班等，讓員工舒展身心、鍛鍊體魄。此外，我們並於特別節日舉辦特式烹飪課程，如情人節、復活節及聖誕節蛋糕課程、暑期親子樂興趣烹飪課程，讓員工一享天倫樂，增進親子感情。此外，陶藝課程、黏土工藝興趣班及中國書法班等更能讓員工陶冶性情。

員工得到身心全面的發展是富城的目標，我們定必竭盡所能，籌辦更多不同類型的康樂活動，讓員工在富城的生活倍添色彩。





Diversified recreational activities

The Rainbow in One's Life

Urban Group supports and truly values the work-life balance of employees, therefore, we always organize diversified recreational activities to relieve their work pressure and at the same time to release their mental stress. Meanwhile, Urban actively supports and participates in all the recreational activities organized by the NWS Sports & Recreational Committee in order to foster and strengthen the spirit and friendship between SBUs.

Outdoor Recreational Activities

In October 2006, Urban Group cooperated with the Committee to organize a Day Camp at the Sai Kung Pak Tam Chung Holiday Camp, where employees and their family members relaxed and enjoyed various kinds of recreational and sports facilities at the resort. Additionally, Urban held another outing activity in September 2007 – the Yuen Long Tai Tong Lychee Valley Family Camp for employees to spend a relaxing day's break from their hectic work schedules and to get closer to nature.

Leisure Courses

Urban shows good care to our employees and focuses on both the physical and mental development of every employee. From 2006 to 2008, we arranged different kinds of leisure courses to suit the needs of employees and received an enthusiastic response. Courses like Yoga, Tai Chi and Social Dance contribute to the body train-up and health development of employees. During festivals and summer holidays, the Committee organized special cookery courses like cake-baking to encourage staff to spend precious time with their children. Moreover, courses such as Pottery, Paper Clay and Chinese Calligraphy were introduced to enable employees to enjoy a balanced work life.

Urban aims at developing a healthy work-life balance of all staff, and we promise to try our very best to organize more diverse recreational activities to light up their lives in Urban!



06 Process

流程管理



Management



房地產及設施管理 Real Estate and Facility Services

全面提升資產價值 Comprehensive and Value Enhancement

富城集團為香港各類型房地產及設施項目提供全方位管理服務，包括綜合性大型住宅物業、豪華住宅、甲級商廈、工業物業、會所及康樂設施、停車場、區域性購物商場、社區福利設施，教育設施，政府物業和不同類型的私人及公共設施等。

富城之全方位服務涵蓋：

- 物業及設施管理
- 維修及保養管理
- 安全及保安管理
- 環境衛生及健康管理
- 風險管理
- 周期成本及財務策劃管理
- 會所及康樂設施管理
- 購物商場活動推廣及市場服務
- 交通及停車場管理
- 危機管理
- 人群管理
- 社區關係管理
- 公民教育推廣
- 環境保護
- 增值服務

富城希望透過全方位的房地產及設施管理服務，達致以下目標：

- (1) 提升房地產及設施之價值。
- (2) 提升房地產及設施之保障及使用效率。
- (3) 確保客戶於房地產及設施內享有健康及安全之環境。
- (4) 平衡業主、租戶及使用者各方面的利益和提升良好夥伴合作關係。

Urban Group's comprehensive management services cover a vast majority of property assets and facilities ranging from residential properties, luxurious apartments and villas, Grade-A commercial premises, industrial properties, clubhouse and recreational facilities, carparks, regional shopping arcades, social welfare premises, schools and education institutions, to various private and public facilities.

The scope of Urban's Real Estate and Facility Management Services covers:

- property and facility management
- maintenance and repairs
- safety and security
- environmental hygiene and health management
- risk management
- life costing management and finance management
- clubhouse and recreation facilities management
- promotions and marketing services
- traffic and carpark management
- crisis management
- crowd control management
- community services
- civic education promotion
- environmental protection, and
- value-added services

The ultimate goals of Urban's fully real estate and facility management services are:

- 1) to maximize the asset value of the properties and facilities;
- 2) to maximize property and facility asset protection and utilization;
- 3) to assure the users' environmental health and safety at the properties and facilities;
- 4) to strike a balance between the interests of, and enhance the partnership and relationship amongst, the stakeholders of the properties and facilities.





資產管理 Asset Management

優化價值 Value Maximization

富城集團希望透過各項物業優化工程，提升房地產和設施的可靠性及運作效能，減少運作系統之損壞和提升整體管理服務水平，同時提升各項目的資產價值，為客戶的資產增值。

由於各房地產和設施的價值動輒高達數百億，故此，各優化項目需達至兩個目標：資產價值最大化及延長該項目的生命週期。以富城集團管理的甲級寫字樓新紀元廣場為例，在過去10年，該房地產共進行了逾20項大型物業優化工程，以提升房地產和設施的運作效益、增加資產價值及延長物業的生命週期。

富城以節約能源為管理目標之一，以達至最佳的運作成本。新紀元廣場分期進行了一系列改善工程，如更換停車場電子鎮流器、辦公室樓層高效能T5節能光管，更換空調系統主機之冷凝器，有效節省每年的管理支出。新紀元廣場更因而獲得香港能源效益獎優異獎(商業物業類別)。

富城並於新紀元廣場進行了多項設施改善工程，如重新閉路電視系統、升降機保安控制系統提升工程、加裝後備電力供應系統、改善室內空氣質素、流動電訊網絡提升工程及防火系統改善工程等，令各項設施的可靠性媲美新式智能大廈。這些改善工程不僅能為客戶提供更優質的工作環境，並且可以提升物業的形象，成為市場的楷模。

完善及專業的物業優化工程除了可以改善項目的質素外，亦能提升其資產價值。以沙田第一城為例，在完成其龐大的優化計劃後，資產價值大幅上升了4至6成，成功穩佔香港10大最受歡迎房地產項目之一的驕人地位。

而美孚新邨雖然已有超過40年樓齡，然而，已完成優化工程的期數，外貌煥然一新，大大提高其資產價值，令其保值能力在同類物業之中，一直穩佔前列位置，全賴完善的維修保養和增值工程策略。

Urban Group expects that through implementing building rejuvenation works, the system reliability of building facilities can be significantly improved thus reducing the future possibility of system breakdown and improving the overall management service standard. As a result, the asset value of the development as a whole can be greatly enhanced, thus maximizing the investment return of the owners.

With multi-billions in asset value of the properties, we must achieve two key goals in building rejuvenation works – “Asset Value Maximization” and “Asset Life Prolongation”. Taking one of the Grade-A office buildings managed by Urban Group as an example, Grand Millennium Plaza, we have implemented over 20 large-scale projects to upgrade the building facilities so as to maximize the property value and prolong the asset life over the past 10 years.

Energy saving improvements are always our target in achieving cost effectiveness at the property. A series of improvement works have been implemented phase by phase, such as the replacement of electronic ballasts in the carpark, high efficacy T5 fluorescent tubes on office floors, and the replacement of the condenser coils of air-cooled chillers etc., which have achieved a remarkable saving in annual management expenditure. Grand Millennium Plaza received the Merit Award of the Hong Kong Energy Efficiency Awards (Commercial Categories).

In order to provide the highest quality working environment for its owners and occupants, Urban Group conducts building facility improvement works such as overall CCTV surveillance system upgrading, lift access control system enhancement projects, standby electricity supply installation works, indoor air quality improvement works, mobile phone network enhancements and fire services systems improvement works to upkeep the reliability of building facilities at a level comparable with the latest intelligent buildings. These projects add value to the buildings such a way as to not only ensure a good working environment to all owners and occupants, but also to enhance the image of the development as one of the best practice models in the market.

Comprehensive building rejuvenation works can not only improve the quality of a property but also enhance its asset value. A good example is City One Shatin managed by Urban Group, in which the value of the property has increased by 40-60% and it has been maintained as one of the 10 most popular properties in Hong Kong after the rejuvenation works.

Mei Foo Sun Chuen has an age of over 40 years, and after the completion of the building rejuvenation works, the buildings of its different phases project a brand new look, which greatly enhances the value of the property. The property has maintained a leading position in terms of value compared to other properties of a similar age. This clearly demonstrates the importance of comprehensive building rejuvenation and building maintenance strategy.



新紀元廣場
GRAND MILLENNIUM PLAZA

項目管理及工程服務

Project Management and Engineering Services

專業質素 Professional Quality

富城集團早已把樓宇維修及粉飾工程納入其房地產及設施管理概念之中，並根據不同項目的需要作深入分析，推行物業優化工程。

在進行物業優化工程前，富城除了就各項工程的迫切性作深入和詳細的分析外，還需要就以下因素考慮進行各項工程的優先次序：

- 法例法規的新要求
- 設施 / 系統的安全程度
- 設施 / 系統的使用年期
- 工程預算
- 與周邊項目的比較

為了保證工程的質素，我們嚴格挑選和聘用承辦商或顧問公司，並安排專業和富經驗的工程人員負責監管工程的質素和進度，使各項工程能夠按照預定的時間、質量和金額完成，提升客戶的房地產的價值，讓客戶擁有舒適的生活環境。

物業優化工程之範圍包括：

- 外牆維修如清洗、髹油、修補紙皮石、修補剝落的混凝土、整體外牆紙皮石或牆磚的更換。
- 重鋪天面防水工程。
- 更換食水及污水喉。
- 翻新大堂。
- 優化空調系統。
- 優化消防系統。
- 大型髹飾工程。
- 優化升降機系統。
- 優化電力系統。
- 優化保安系統。

Urban Group adopts a unique real estate and facility management concept, incorporating comprehensive maintenance and re-decoration services and introducing building rejuvenation services to its customers.

Urban studies the urgency of each work in detail before carrying out building rejuvenation projects. The priority of the projects is evaluated based on the following criteria:

- The new requirements of regulations or laws
- The safety of the building facilities / systems
- The age of the building facilities / systems
- The budget of the project
- Comparison with buildings in the vicinity

To ensure the quality of the works, Urban will strictly select contractors or project consultants, and arrange professional personnel to monitor the quality and progress of the works to ensure the completion of the project within the pre-set time limit, quality and budget.

The scope of building rejuvenation covers:

- Maintenance of external walls such as cleaning, painting, repair of tiles, repair to peeling of concrete, and the replacement of entire areas of external wall tiles or bricks.
- Re-roofing.
- Replacement of pipes and drains.
- Renovation of tower lobbies.
- Rejuvenation of air-conditioning systems.
- Rejuvenation of fire service systems.
- Large scale repainting of the property.
- Rejuvenation of lift systems.
- Rejuvenation of electricity systems.
- Rejuvenation of security systems.





項目管理及工程服務 專業質素

Project Management and Engineering Services Professional Quality



富城的專業工程人員能全面和在合乎經濟效益的原則下，增強工程項目管理的監管，並透過以下流程在物業優化計劃工作方面提供支援：

- 對現行的項目在系統上及建築上作初步的評估及檢查；
- 對檢查的結果，例如系統的老化情況、新法例的要求、外牆混凝土的剝落情況等作出報告；
- 與客戶討論維修方案及聽取客戶的意見；
- 衡量工程的大小及複雜性，向客戶建議是否需要聘請顧問公司或直接聘請承辦商進行改善或維修工程；
- 取得客戶的同意後進行招標；
- 進行標書分析及協助客戶揀選承辦商或顧問公司；
- 落實維修工程的財務安排；
- 開展維修工程；
- 工程監察及協助監管顧問公司或承辦商的工作表現；
- 作為客戶、承辦商和顧問公司之間的橋樑，就工程或客戶的要求提出意見；
- 協助客戶驗收工程和跟進遺漏事項。

在進行大型優化計劃期間，我們更會投放資源處理客戶的諮詢或要求，務求將工程對客戶構成的不便減至最低。



Urban's technical team provides comprehensive and economical project management services and supports the building rejuvenation works according to the following workflow:

1. Initial assessment and checking of existing properties' building systems and construction;
2. Reporting on the result of checking such as the wear and tear condition of the systems, the requirements of new regulations and the status of the external wall concrete;
3. Discussion with and listening to opinions of customers on the rejuvenation plan;
4. Assessment of the scale and complexity of the project and advising the customer on whether to employ project consultants or contractors to carry out the rejuvenation works;
5. Obtaining the consent of the customer on the rejuvenation project and starting tendering procedures;
6. Analyzing the tendering documents and assisting the customer to select the most suitable contractor or project consultant;
7. Finalizing on the financial arrangements for the project;
8. Carrying out the rejuvenation works;
9. Monitoring the progress and quality of the rejuvenation works and assisting in monitoring the performance of the project consultant or contractor;
10. Acting as the bridge between the customer, contractor and project consultant and giving advice on the rejuvenation works or the requirements of the customer;
11. Assisting the customer to check the works on completion and following up on omission items.

We also provide additional resources to handle the requests or inquiries of customers so as to reduce nuisance and disturbance to the customers during large-scale rejuvenation projects.

企業市場服務

Corporate Marketing Services

建立良好品牌

Promote Quality Urban Brand

在過去兩年，富城集團的市場服務部門積極策劃及推出一連串市務及傳訊活動，並繼續統籌各項市務推廣、企業傳訊、客戶關係管理及地區聯繫工作，與客戶、不同政府部門、外間機構及團體保持並加強緊密之合作夥伴關係，協助建立富城集團之優質企業品牌，而透過推廣富城「用心服務、專心管理」之品牌價值，讓集團的業務得以持續穩定發展。

此外，該部門更透過參與不同類型之企業借鑒活動，推廣富城作為「亞太區卓越房地產及設施管理服務集團」之企業目標，並獲得理想的成績。

富城集團市場服務部門之業務範圍包括：

- 市場傳訊
- 市場資訊管理
- 業務發展
- 品牌推廣
- 企業傳訊
- 媒介關係
- 外界聯繫
- 公共事務
- 危機管理及傳訊
- 客戶關係管理
- 出版及製作
- 社區關係

Over the last 2 years, the Marketing Services Department has actively initiated and launched a number of marketing and communications programmes for the Group. The Department continues to coordinate different marketing, promotion, corporate communications, customer relationship management and regional liaisons activities to maintain and strengthen a close partnering relationship with customers as well as various government departments and external organizations to help establish the quality brand of Urban. With a well defined brand value of "Passion of Service; Quality Credentials", Urban has experienced a steady growth and development in its services.

In addition, the Department also strives to promote Urban's corporate mission in becoming "The Premier Real Estate and Facility Management Services Group in Asia Pacific" through participating in different benchmarking activities and has achieved satisfactory results.

The Service Scope of the Marketing Services Department includes:

- Marketing Communications
- Market Intelligence Management
- Business Development
- Brand Building
- Corporate Communications
- Media Relations
- External Relations
- Public Affairs
- Crisis Management and Communications
- Customer Relationship Management
- Publication and Production
- Community Relations



房地產管理服務 **HKQ** 嘜優質保證

新創建集團 (0059) 旗下房地產發展及設施管理服務——富城集團，是香港工業總會轄下的香港優質服務「香港心學優質服務認證」的香港標準，獲頒「香港心學優質服務證書」及「香港心學優質服務證書」，標誌富城的服務及環境管理水平，已達到國際標準。

富城集團 Urban Group





富城集團
Member of NWS Holdings

富城集團 服務以客為本 表現積極進取
獲頒Q獎服務及環保管理證書



富城集團榮獲「2007年卓越服務獎」



2008「聖誕心繫」計劃
Christmas Gift Program

富城集團物業優化系列 (三)

富城集團令物業「青春再

全方位優化概念 滿足客戶需求

們所居住的環境與其人的生命週期一樣，也會隨「年紀增長」而影響健康，甚至住戶的安全。人和物業也必須時刻保持最佳狀態，才可以共同建立及擁有和諧舒適的生活。然而，如何讓物業保持青春，質素能持續從優？從物業資產價值方面看，如何能透過一些優化計劃，令到物業的資產價值得以保持及提升呢？

富城擁有40年物業資產及設施管理經驗，早已將「預防勝於治療」的護理，為延長物業的生命，早已為物業優化工程範圍，為不同的設施增值，提高整體物業資產價值。

為了更全面深化及落實各物業優化計劃，在2006至07年度，富城把企業策略目標訂為「物業優化年」。該集團於2006年為旗下管理的物業推出90項優化工程，其客戶對於有關的優化計劃均極表支持。

優化工程並不單指日常維修保養，而是根據不同物業的需要作深入分析，制定保養及策略性的計劃，除了使物業保持安全及舒適外，更同時提升物業的價值，而提升價值，亦是富城致力提升客戶生活質素及支持富城大力推動物業優化計劃的動力。



富城物業優化工程範圍內，專業和經驗的管理人員負責監督。

第八期 | 2008年12月
富城集團編印

富 意 傳 城

URBAN

EXPRESS

A Corporate Publication for
Urban Group's Stakeholders

創建良心企業品牌


制定企業環保政策 推行綠色管理

香港市務學會「良心品牌關懷工作環境銀獎」
探討富城策略性企業資源規劃管理
「最佳業務實踐獎—企業典範大獎」
蘇豪東 鯉景灣 趣味無窮



隨刊附送富城月曆及「福」字揮春

A Quality Credential



Quality Real Estate Services Building a Harmonious City

Urban Group is a real estate services subsidiary of the Hong Kong listed infrastructure and service conglomerate NWS Holdings Limited and the renowned real estate investments and development company New World Development Limited. The Urban brand originates from the management of Hong Kong's first large scale composite real estate development, Mei Fo San Chun, in 1955. Under the visionary leadership of NWS Holdings and New World Development, together with its endeavours for over 40 years, Urban has evolved from a professional property management company into a consolidated group of companies with a portfolio of quality service brands. At present, Urban Group is one of the largest property asset and facility management groups in the region, providing its quality services to 1 million people daily.

富城物業優化工程範圍

1. 建築物料清潔、翻新、更換或更換
2. 更換屋頂瓦片、更換屋頂防水層、更換屋頂排水系統
3. 更換屋頂排水系統
4. 更換屋頂排水系統
5. 更換屋頂排水系統
6. 更換屋頂排水系統
7. 更換屋頂排水系統
8. 更換屋頂排水系統
9. 更換屋頂排水系統
10. 更換屋頂排水系統
11. 更換屋頂排水系統

區早趣

服務品牌

環保管理

回收重鑲

署最石大

富城集團為香港上市的首建及服務業旗艦新創建集團(0659)和香港極具規模的地產投資及發展商新世界發展有限公司(0017)的成員，是香港最具規模的物業資產及設施管理公司之一。

富城集團一直堅持「用心服務，專心管理」的理念，透過實踐「全面優質管理」，穩佔亞太地區卓越房地產服務集團之領導地位。多年來，富城集團成功在市場上建立良好的企業品牌，強調「社會關懷、顧客為本、專業信譽和專業標準」為集團的核心品牌價值。因此，富城集團的企業品牌能夠在香港甚至大中華區市場突而出，其全方位環保管理策略，將富城的優質品牌和推動香港持續發展融為一體，並獲得多個企業環保獎項，成績為各界所共許。

環保管理策略成果顯著

38物業獲41獎項

富城集團是香港首創環保管理諮詢與物業管理服務並行的物業管理公司之一。協助物業管理公司，以各物業及物業管理公司在物業管理成效、配合設施、管理標準、運作成本及居民參與程度等作為評核標準，以選出表現最優越的環保物業。

而在富城集團下屬的38項物業中，「沙田第一城」獲頒「最佳大獎」，「最優物業管理大獎」及「最佳物業管理大獎」等獎項，並獲頒「最佳物業管理大獎」。

富城集團「環境保護委員會」提倡5R環保管理概念



分派計劃中，有38項物業獲得共41項獎項，確證了我們的環保管理策略之成效，並符合富城集團「社會關懷」的品牌理念。

由環保署與香港物業管理協會合辦的「家庭環保管理計劃」，以各物業及物業管理公司在物業管理成效、配合設施、管理標準、運作成本及居民參與程度等作為評核標準，以選出表現最優越的環保物業。

推動綠色生活先驅 建立環保企業品牌

富城集團「環境保護委員會」，為各物業管理人員，提供有關環保管理知識，並為物業管理人員提供有關環保管理知識。

富城集團於1997年已率先與環保署推出之「綠色生活」運動，在富城物業管理範圍內，推行「綠色生活」運動，並為物業管理人員提供有關環保管理知識。

富城集團於2000年，富城集團已率先成立「環境保護委員會」，提倡「愛護環境、綠色生活」為目標，並制定長遠的環境保護政策及香港可持續發展目標。

「多年來，我們全力支持及響應各項環保活動，回收及節約能源計劃和措施，並鼓勵各物業管理人員，提供有關環保管理知識。」

卓越環境保護政策 保護地球資源

富城集團於2000年，富城集團已率先成立「環境保護委員會」，提倡「愛護環境、綠色生活」為目標，並制定長遠的環境保護政策及香港可持續發展目標。



富城集團「環境保護委員會」，為各物業管理人員，提供有關環保管理知識，並為物業管理人員提供有關環保管理知識。

品質管理策略

Quality Management Strategy

力求不斷進步 For Total Quality

富城集團採用了一套以服務為主之品質管理策略及推行一套符合ISO 9001標準要求之品質管理系統，並致力促進此系統之持續改進。所有富城員工履行職務時，均必須符合各品質管理系統的要求。

富城集團早於1997年已成為香港首間榮獲ISO 9001品質管理證書的私人房地產及設施管理服務集團。

其後，在2004至2005年期間，富城更進一步利用集團內部資源，成功為其3間成員機構考獲ISO 9001:2000品質管理證書、ISO 14001:2004優質環境管理證書，及OHSAS 18001:1999職業安全健康管理證書。

富城更是全港首間榮獲ISO 9001:2000企業證書之私人房地產及設施管理服務集團。

為了加強效益及效能，富城集團所有ISO系統文件均已統一及以中文書寫。

於2008年，富城獲香港工業總會之「Q嘜優質服務證書」及「Q嘜環保管理證書」，進一步確定富城的品管成就。



Urban Group adopts a service-oriented approach and implements a Quality Management System fulfilling the requirements of ISO 9001 and continually improves the effectiveness of the system. All employees of Urban have to perform their duties in accordance with the requirements specified in the Quality Management System stipulated by the Group.

Urban Group successfully became the First Real Estate and Facility Management Services Group in Hong Kong to be awarded full ISO 9001 Quality Assurance Certification in 1997.

Thereafter, during the period between 2004 and 2005, Urban Group assisted its associated companies in receiving the ISO 9001:2000, ISO 14001:2004 and OHSAS 18001:1999 certificates.

Urban Group was also the First Private Real Estate and Facility Management Services Group in Hong Kong to be awarded the Corporate Certificate of ISO 9001:2000.

In order to enhance efficiency and effectiveness, all system documents in Urban Group were streamlined and translated into Chinese.

In 2008, Urban received the recognition of Q-Mark and Green Mark from the Federation of Hong Kong Industries that demonstrated further evidence of its quality achievement.



香港Q嘜優質服務計劃
Hong Kong Q-Mark
Service Scheme

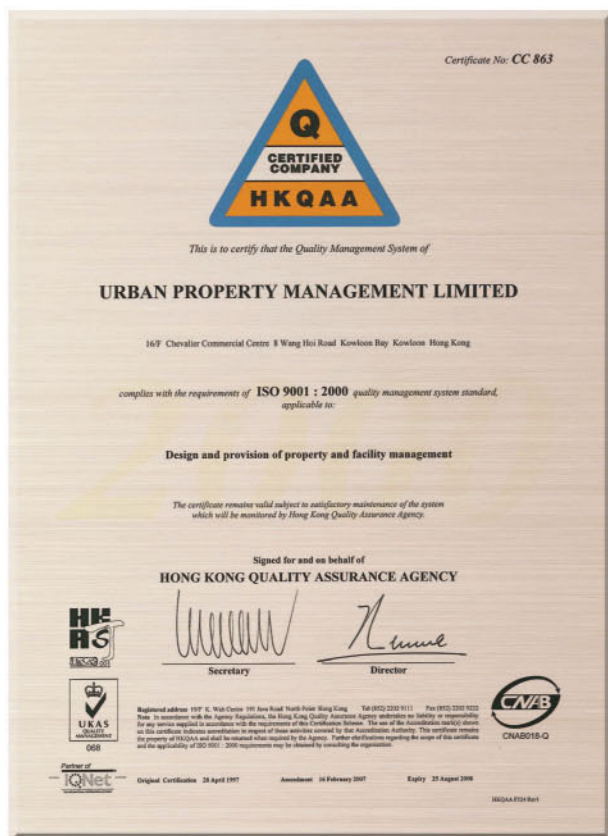


香港Q嘜環保管理計劃
Hong Kong Green Mark
Certification Scheme



品質管理策略 力求不斷進步

Quality Management Strategy for Total Quality



在2007至2008年新考獲之證書

富城集團成員機構

ISO 9001:2000企業證書

富城集團

Q嘜優質服務證書

富城物業管理有限公司

Q嘜環保管理證書

富城物業管理有限公司

富城集團屬下8間機構的品管證書亦於2007至2008年期間成功更新。

更新之證書

富城集團成員機構

ISO 9001:2000

富城物業管理有限公司

ISO 9001:2000

滙秀企業有限公司

ISO 9001:2000

國際物業管理有限公司

ISO 9001:2000

富城技術服務有限公司

ISO 14001:2004

富城物業管理有限公司

ISO 14001:2004

滙秀企業有限公司

OHSAS 18001:1999

富城物業管理有限公司

OHSAS 18001:1999

滙秀企業有限公司

作為一間追求卓越服務質素及持續改進的房地產及設施管理服務集團，富城特別成立了多個審核小組，負責查核各功能部門在健全性、效能性和效率性上之表現。此外更安排「香港品質保證局」及「香港工業總會」定期核實集團內各公司之管理系統，反映出富城集團在品質管理上的努力。



New Certificates Awarded in 2007 and 2008	Company
Corporate Certificate for ISO 9001:2000	Urban Group
Q-Mark Certificate	Urban Property Management Limited
Green Mark Certificate	Urban Property Management Limited

During 2007 and 2008, 8 ISO Certificates were successfully renewed.

Certificates Renewed	Company
ISO 9001:2000	Urban Property Management Limited
ISO 9001:2000	Broadway-Nassau Investments Limited
ISO 9001:2000	International Property Management Limited
ISO 9001:2000	Urban Technical Services Limited
ISO 14001:2004	Urban Property Management Limited
ISO 14001:2004	Broadway-Nassau Investments Limited
OHSAS 18001:1999	Urban Property Management Limited
OHSAS 18001:1999	Broadway-Nassau Investments Limited

With a commitment to continuous improvement, Urban Group has established different audit teams to oversee the integrity, effectiveness and efficiency of its management system across all functional areas. Regular audits are undertaken by the "Hong Kong Quality Assurance Agency" and the "Federation of Hong Kong Industries" for verification of Urban's management system performance with best practice and in accordance with international standards.

品質監控 Quality Assurance

國際標準 要求嚴格 Fulfills International Standards

富城集團之品質管理工作，主要是在質量、環境及安全管理系統上作整體的建立、維護、支援及監察。其中最重要的是要確保集團各管理系統在各部門及地區辦事處均能順暢及有效地運作，並且符合客戶、國際標準、相關的法例及法規等之要求。

富城的品質管理工作主要包括：

- 建立及推行新品質管理系統。
- 建立、檢視及推行作業程序及工作指引。
- 定期檢視質量，環境及安全管理系統政策及系統文件之適用性，並更新或修訂相關的文件，以簡化工作流程。
- 監察各管理系統在各部門及地區辦事處的運行狀況。
- 安排內部審核。
- 安排外部審核，如香港品質保證局及香港工業總會。
- 跟進內部及外部審核報告事項，並採取糾正及預防措施。
- 提供專業意見及服務，協助各部門及地區辦事處解決各管理系統運作疑難。
- 建立及定期檢視作業風險評估及環境因素評估。
- 定期檢視相關的法例法規及要求。
- 監察及分析各部門及地區辦事處的主要工作指標報告，以評估及提升服務質素。

Urban Group's Quality Management service is mainly responsible for all matters related to the quality, environmental and safety systems of the Group. Its core function is to ensure the systems are running efficiently and effectively and in line with all statutory requirements and relevant international standards.

The scope of Quality Management services offered by Urban is as follows:

- Responsible for the implementation of new quality management systems;
- Development of new operational procedures and work instructions;
- Regular review of the quality, environmental and safety system policies and documents;
- Monitoring the implementation of the quality, environmental and safety systems at site level;
- Arrangement of Internal Audits;
- Arrangement of External Audits by independent parties such as HKQAA and FHKI;
- Follow-ups on the findings of the Internal and External Audits;
- Provision of advisory services to site offices regarding quality related issues;
- Conducting Risk Assessments and Environmental Aspects Identification;
- Reviewing compliance status against legal and other requirements;
- Monitoring safety performance and conducting accident investigations;



品質監控 國際標準 要求嚴格

Quality Assurance Fulfills International Standards



- 監察各部門及地區辦事處的職業安全表現，並對工傷意外進行調查及分析，以改善作業安全。
- 推動及宣傳良好職業安全及健康文化。
- 參與外間的職安健活動。
- 設計及安排質量，環境及安全管理培訓課程予各級員工。
- 設計及安排周年客戶滿意度問卷調查，並進行分析。
- 執行特別審核。

品質管理部門並為其他部門及地區辦事處提供運作檢視，以協助改善系統運作，以期能為客戶提供更貼合其需要的服務。該部門更為個別地區辦事處建立及協助推行新品質管理系統，以進一步提升服務質素。為提高員工質素，品質管理部會以行業借鑒方法為地區辦事處員工引進行業最佳的作業典範。

- Monitoring of the key performance indicators report from site offices;
- Promotion of occupational safety and health culture;
- Participation in occupational safety and health activities organized by external organizations;
- Design and delivery of quality, environmental and safety management training;
- Arrangement of Annual Customer Satisfaction Survey to compile summary report;
- Carrying out special audits as and when required.

The quality management services of Urban provide site operations system review services, utilizing internal and external resources to ensure that site operations are in line with customer requirements. They can also provide new system development and implementation support services to individual site offices so as to upgrade the quality of service. Moreover, benchmarking exercises are conducted to observe the best practices in the market and share experience with site staff so as to update their knowledge and service quality.



WUHAN SENGHAI ACADEMY 滬江維多利亞學校

流程管理 Process and Operational Planning

全方位支援服務 Provides Comprehensive Administrative Supports

總辦事處喜遷新址 — 展現新動力

為配合集團業務發展的需要，以及方便對外聯繫，富城集團總辦事處在2007年1月遷至九龍灣其士商業中心。新總辦事處位於九龍灣商業中心區，交通便捷，配套設施齊備，不但擁有寬敞的工作空間，舒適的環境，更促進對外交流，使員工之間更加和睦融洽，增加歸屬感。各員工在嶄新的設計及多功能的配套下發揮所長，提升服務效率及彰顯效益。

New Headquarters – generates new forces in service delivery

To cope with the Group's development in the industry and to facilitate better communications with external parties, our head office was moved from Trade Square to Chevalier Commercial Centre in January 2007. The new office is located in Kowloon Bay, a business centre which enjoys convenient transport and good infrastructure. Not only does it provide a spacious and comfortable working environment, it also helps promoting communications with external parties and building harmonious relationships and sense of belonging amongst our staff. The brand new design and multi-purpose amenities provide flexibility for our elite teams to achieve efficiency and effectiveness in service delivery.

招標及外判流程管理 — 遵從法律法規

建築物管理條例（第344章）之修訂於2007年8月1日起生效，為遵照新修訂之條例，富城集團重新檢視招標及外判服務合約審批政策，並即時修改有關程序，以符合法定的要求。為使員工盡快適應，集團亦對日常應用的表格作出相關的修改，以專業的精神嚴密執行及監管每項流程運作。

Tender and Contract Administration – endeavours to pursue legal compliance

To comply with the amendment on Building Management Ordinance (Cap. 344) effective from 1 August 2007, we intensively review the Group's policies and procedures on tender and contract administration. We take immediate action to revise the policies and procedures on tendering and processing of outsourcing contracts to be in line with the modifications in legal and statutory requirements. To facilitate a smooth and efficient transformation, we incorporate the new elements into our standard form for our staff to adhere to the new standard. We also keep close monitoring on each process flow to ensure the management and execution of tendering and contracting procedures strictly conform to all legal requirements.

知識管理 — 建立知識寶庫

富城集團致力提升卓越知識及保險市場情報，每年邀請資深保險專家舉辦保險研討會。研討會環節包括集團保險計劃及保險單細節、理賠程序注意事項、以及房地產保險新知及市場動向。透過個案探討及專家經驗分享，各員工除了明白保險概念，亦能掌握日常應用的專業技巧。

Knowledge Management – enhances intelligence sharing

To enhance professional learning and market intelligence sharing in property insurance, we invite insurance experts to organize insurance seminars for our staff on an annual basis. The seminars focus on various topics including the Group's insurance programme and policy specifications, highlights on claims handling procedures, market trends and updates on property asset management insurance. By analyzing typical cases and sharing previous experiences amongst specialists, the participants learn not only new insurance concepts and theories, but also professional skills and techniques for daily application. The positive feedback and comments from the evaluation results show that our customized insurance programme clearly enhances the intellectual capacity of our staff and creates value for our prestigious customers.

策略夥伴管理計劃 — 為顧客選賢與能

我們堅守持續改善的理念，力求卓越服務的承諾，富城集團著重甄選、評審及監控優質策略夥伴。集團一直推行系統化、公平、公開的申請策略夥伴管理計劃。計劃內設有申請者在互聯網上自我評分制度，合乎預審資格才可遞交申請，並進行評審。為確保策略夥伴能提供高質素的服務水平，富城每半年向策略夥伴進行表現評估，我們在卓越的管理機制下監控1,500個策略夥伴，為客戶提供多元化增值服務。

Strategic Partner Management System – scrutinizes supplier performance

In pursuing continuous improvements and sustaining business excellence and corporate success, Urban Group recognizes the importance of selection, assessment and maintenance of a pool of qualified strategic partners. Over the years, we have implemented a systematic, equitable and customized strategic partner application management system. To streamline the application procedure, applicants have to undergo a preliminary self-assessment process through Urban's website. Only qualified applicants are eligible to submit applications for panel assessment. We conduct assessments bi-annually on the performance of the registered strategic partners to ensure that high service standards are rendered. Based on this integrated approach, Urban Group maintains about 1,500 registered strategic partners in collaboration with our core management team to provide value-added supply chain services to our customers.



卓越明智減廢 — 綠色企業管理

富城集團積極參與不同的環保計劃及綠色管理項目，其中包括持續參與由環境保護署舉辦的「明智減廢計劃」，並自2005年4月起已考獲「卓越明智減廢證書」。為響應環保企業及建立綠色文化，我們透過不同途徑實踐環保方案，包括減少及避免製造廢物、回收循環再用物料、以及購買循環再造產品，並於每年訂立新環保方案，積極推行全面化的環保管理措施。

Gold Wastewi\$e Logo – advocates Green Management

As a keen practitioner in environmental protection and green management, Urban continues to participate in the Wastewi\$e Scheme organized by Environmental Protection Department and has been awarded the Gold Wastewi\$e Logo since April 2005. To preserve the environment and develop a Green culture for the Group, we establish various targets with accomplishments through the means of waste avoidance and minimization; collection and recycling of recyclable materials; and purchasing recycled products. We develop new targets each year to pursue our ultimate goal of adopting Green practices all round.

人力資本管理 Human Capital Management

創新・專注 Innovative and Focus

富城集團相信員工是企業之價值及優勢。為了鼓勵及推動員工發揮所長，富城採用了以下10個人力資本策略工作領域，務求提升人力品質及引導員工主動學習新知識。

- 1) **發展專才** — 富城備有一系列人力分配統籌報告及工作職責說明指引，並為員工提供集團系內升遷機會，締造完善的事業發展機會，推動員工不斷作出改善。
- 2) **優化流程** — 富城不斷優化工作流程以提高效率。透過運用人事管理系統、服務提升團隊、政策及程序和人力資本管理運作指引改善工作流程。
- 3) **表現管理** — 集團透過不同的管理工具來檢討及管理員工之績效，如「主要結果範圍」、「360°全方位表現評估」、「種籽計劃」及「卓越計劃」等。
- 4) **履行企業社會責任** — 富城集團致力履行企業社會責任，主動及積極參與各項社會活動。自1999年起，富城集團已響應香港特別行政區政府開辦之各項輔助就業計劃，為中年人士及青少年提供就業機會。
- 5) **機構學習** — 推出「富城企業大學」、富城「新天新地」全民學習咭及網上學習計劃。
- 6) **知識管理** — 集中在「學習、除舊習、再學習」3方面，讓員工獲得潛藏和顯而易見的知識。
- 7) **事業策劃** — 「種籽計劃」、「卓越計劃」及策略研討會皆有助富城集團培養未來領袖。
- 8) **守法自律** — 富城深信良好企業管理乃機構成功之要素。因此，我們致力確保營商及人力資本管理均符合法例之要求。
- 9) **表揚優才** — 富城集團每年均頒發不同之獎項，表彰及肯定集團內之傑出員工、領袖及長期為集團服務之員工。
- 10) **關係無間** — 為了促進集團與各級員工之關係，我們每年均舉辦不同類型的員工活動和競技比賽，並制定《僱員手冊》及《僱員紀律手冊》，讓員工了解集團的要求和期望。



Urban Group believes our staff are our valuable asset and strength. In order to encourage and motivate our employees at all levels to develop their potential at work, 10 Human Capital Management Sub-systems have been implemented with key focuses on quality enhancement and knowledge mastery.

1) Human Capital Development

Manning Guides, Master Job Description and In-Group transferal opportunities are provided to illustrate career opportunities in Urban Group so as to drive our staff towards continuous improvement.

2) Work Processes

Various work processes have been set up to improve the efficiency of workflow and documents flow. The HumanCentric System, System Enhancement Teams, Policies and Procedures and Human Capital Management System Operating Guidelines are constantly reviewed and updated within the Group.

3) Performance Management

Performance is reviewed and managed by different management tools like Key Result Areas, 360° appraisals, Strategic Employee Evaluation and Development Scheme (SEEDS) and Superior Urban Performance Evaluation and Review Baseline (SUPERB).

4) Corporate Social Responsibility

Urban commits to corporate social responsibility and actively participates in different social and public activities. Since 1999, we have been a supporter of different initiatives and programmes of the HKSAR Government by providing employment opportunities to the Middle-aged and the youth.

5) Organizational Development

The Group employs the Urban Corporate University, Urban Human Asset Value Creation Cards and e-Learning programmes to encourage a learning culture within the Group.

6) Knowledge Management

There is a strong focus on "Learn, Unlearn and Relearn" to balance staff's tacit and explicit knowledge within the Group.

7) Career and Succession Planning

Through the Strategic Employee Evaluation and Development Scheme (SEEDS), the Superior Urban Performance Evaluation and Review Baseline (SUPERB) and the Strategic Forum, a pool of high flyers within the Group is successfully identified for further development as future leaders.

8) Legal Obligation

Urban Group believes that good corporate governance is vital to the long-term success of a corporation. It is our top priority to ensure that the Group is fully compliant with the laws and regulations when conducting businesses and managing the staff.

9) Employee Recognition

To appreciate and recognize Outstanding Employees, Outstanding Leaders and Long Service Employees in Urban, different internal awards are presented to staff during the Annual Dinner.

10) Employee Relations

To enhance staff relationships at all levels, activities and events like the Annual Dinner, the Sports Fun Day and various types of sporting and recreational competitions are held internally every year. In addition, the Code of Conduct and Employee Handbook are distributed to staff members, and seminars are held regularly to ensure that our staff understand the requirements of the Group.



職安健管理系統 OSH Management Strategy

Targets 目標零意外 Zero Accident

富城集團作為一間負責任的企業，承諾為員工提供一個安全和健康的工作環境，以確保我們所進行之任何業務均不會危害各員工及大眾的安全和健康，並符合法例的要求和OHSAS 18001的標準。

富城致力在各項服務上做到所有物業資產及設施管理業務每年遞減工傷數字為目標，並持續改善以最終達至零意外率。集團更為僱員提供職業安全及健康培訓，確保所有相關人士均理解、運用和維持集團的安全及健康管理系統。

在2008年2月，富城更把職業安全及健康政策提升。新的修訂將職業安全及健康的領域擴展至富城的承辦商，為他們提供一個更全面、一致、清晰及前瞻的方向，處理有關職業安全及健康方面的風險，以強化富城在日常工作上的需要。

為貫徹此宗旨，富城集團於2007至2008年期間積極推展多元化的職業安全及健康活動，除每月兩次向每位員工發放有關職業安全及健康熱門話題的「職安小貼士」外，並舉辦職安遊戲「錯在那裡？」、「個人防護對對碰」、及「填字遊戲」；更出版《職業安全及健康指南》和《識別工作危害指南》兩本書冊，分派給各部門及前線員工，以建立富城的職安健文化。此外，各員工更積極參與職安健培訓短片之製作，顯示他們對推動富城職安健文化的熱誠。

我們更積極鼓勵各員工參與由職業安全健康局主辦之各項活動，如研討會、工作坊、問答比賽及職安健比賽等，以加強員工的職安健知識。在2008，富城物業管理有限公司更榮獲職安局「良好工作場所整理比賽」優異獎、「最佳物業管理公司—職安健」優異獎及職安健「最佳演繹獎—金獎」。

Urban Group, being a responsible organization, is committed to provide a safe and healthy working environment for its staff and to ensure all business activities carried out by the Group do not have adverse effects on the safety and health of its staff and the community. The Group endeavours to ensure that all statutory obligations in respect to safety and health and the OHSAS 18001 standard are complied with.

Urban aims at reducing the accident rate for all property asset and facility management services, and its ultimate goal is to achieve an accident rate of zero. Safety and health related training has been provided to all employees to ensure that the Safety and Health Management System is properly understood, implemented and maintained by all concerned.

In February 2008, Urban Group updated its Occupational Safety and Health Policy. New initiatives have been extended to reinforce the safety and health culture among Urban's contractors, so as to enhance a more comprehensive, consistent, clear and proactive direction for managing risk in occupational safety and health to strengthen its ongoing practices.

Occupational safety and health programmes were delivered regularly between 2007 and 2008. Apart from the design and distribution of the "Safety Tips" leaflet twice a month to all levels of staff for updates on hot safety topics, OSH Games of "Finding Mistakes", "PPE Matching" and "Fill in the Blanks" were formulated. Moreover, two booklets named "Occupational Safety & Health Guide" and "Job Risks Assessment Quick Guide" were distributed to all portfolios and staff to establish the OSH culture within Urban Group. Besides, employees engaged in producing short movies for OSH training, showing their enthusiasm and contribution in promoting OSH.

Urban encourages all staff to participate in occupational safety and health activities organized by the Occupational Safety and Health Council such as seminars, workshops, quizzes, talks and award competitions. In 2008, Urban Property Management Limited received the Merit Award of the Good Housekeeping Awards and Best Property Management Company in OSH Competition, and the Gold Award of The Best Performance Award in the Construction Safety Promotion Campaign 2008.



OCCUPATIONAL SAFETY & HEALTH GUIDE

職業安全及健康指南



職業安全資訊

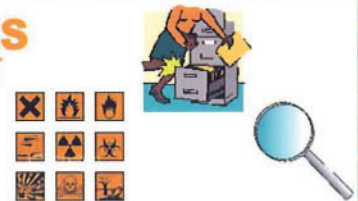
本「職業安全及健康指南」、相關的品質管理程序
及 安全小貼士可經下列網址查閱
<http://urbannet.urban.com.hk>



JOB RISKS ASSESSMENT QUICKGUIDE

職業安全及健康
- 識別工作危害指南

JOB RISKS ASSESSMENT



職業安全資訊

本「識別工作危害指南」、職業安全及健康指南、
相關的品質管理程序、工作指引手冊及安全小貼士
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資訊科技服務 IT Services

提供強大支援網絡 Provide Strong Supporting Networks

品質管理及資訊科技部門轄下之資訊科技組，是富城集團內其中一個對地區前線運作最重要的支援組別。其主要功能為：

- 為總辦事處及各區域辦事處提供技術支援服務。
- 監察網絡及各應用系統之運作，確保其穩定性及作出適當調整或改善。
- 提供專業意見及開發適當應用系統以配合集團發展方向和目標。
- 確保所有系統資料的保密性，完整性及可靠性，防止因電腦病毒及黑客入侵而造成資料洩漏及破壞。

資訊科技組的主要日常運作為：

- 中央技術支援熱線及客戶服務系統
- 應用系統及程式之技術支援
- 資訊科技儀器採購服務
- 建立電腦網絡系統，硬件安裝及設定
- 富城智能管理系統™
- 富城網™ 及電郵服務
- 富城內聯網
- 財務管理系統
- 電郵及電子傳真服務
- 中央資料儲存系統
- 中央資料保護系統(包括防毒，防火牆及資料備份)
- 伺服器，電腦及有關之硬件維修及保養
- 網絡及各應用系統之運作監察
- 提供技術講座及編寫技術指引，供各同事參考
- 定期與硬件及網絡供應商洽議，以最優惠之價錢提供最適合之貨品及服務
- 以集團的目標及願景為本，策劃及實行應用系統之開發，升級或調整

透過富城資訊科技部門的專業服務，能確保集團的網絡、硬件、應用系統及程式均可以正常運作。加上運用先進科技開發之應用系統，從而加快各部門之間的溝通，增強工作準繩度，簡化工作流程，提供有效而快捷的監察及管理，改善工作效率，提供更佳的服務質素。

The IT Section of the Quality Management and Information Technology Department is one of the key supporting sections of the on-site frontline operations. Its main functions are:

- Provision of IT support at Head Office and at regional offices;
- Close monitoring of network services and operation of system applications to ensure a stable provision of service. Carrying out fine-tuning exercises for service improvement;
- Provision of professional advice for the development of suitable system applications that align with the mission and vision of the Group;
- Ensuring the confidentiality, integrity and reliability of all electronics data. Provision of data protection against computer virus attacks and hacker intrusions.

The scope of services provided through its well-trained staff include:

- Centralized IT Support Hotline and comprehensive CRM;
- Technical Support on system applications and programmes;
- IT procurement;
- Design and build up of computer network infrastructure, hardware installation and configuration;
- Sm@rtUrban™ – Intelligent Facility Management System;
- i-Urban™ and Email Service – A tailor-made portal for Urban's customers;
- Urbannet – Urban Intranet;
- FlexAccount – Financial Management System;
- Email and Electronic Fax Service;
- Centralized Data Storage System;
- Centralized Data Protection System including Anti-Virus System, Intrusion Protection System, Firewall and Data Backup System;
- Hardware Maintenance including servers, network equipment, PC and related peripherals;
- Monitoring of network services and operation of system applications;
- Provision of IT briefing sessions and preparation of technical guidelines for end user reference;
- Negotiation with ISP and hardware vendors to work out the best deal on service plans and products to suit the needs of the Group;
- Constitution of IT budget and IT project plan for future IT development;
- Planning and implementation of system development, revamp and upgrade to align with the mission and vision of the Group.

Via the professional services provided by the Information Technology Department of Urban, a stable and reliable IT operating environment including networking, hardware, system applications and programmes are guaranteed. With innovative application systems developed by advanced technology to speed up communication between departments, strengthen work accuracy, simplify operational processes, and provide an effective supervisory/management mechanism, the result is an overall improvement.



商業成績 07
Results





力求卓越品質

The Pursuit of Quality Systems Excellence

獲頒品質保證局集團證書 Obtains HKQAA Corporate Certificate



富城集團歷年來均致力持續改善其品質管理系統，並投放大量資源，提升集團內各成員公司的品管質素和推動其實行品質管理系統認證，讓各公司均能符合同一高品質標準。於2006年8月，富城獲香港品質保證局簽發品質管理集團證書，此為品質保證局簽發的首張香港物業及設施管理界的集團品管證書，反映出該局對富城在追求品質卓越及持續改善的成就和貢獻之肯定。

香港品質保證局集團證書之頒發資格為申請機構之所有分公司、部門或營運組別之主要業務，均必須獲該局以同一標準認證，而有關機構必須持有最少3張同一標準之品管證書。

富城集團自1997年獲得ISO 9001品質管理證書，並於2002年將ISO 9001品管證書提升至2000年版本。富城本著持續改進的宗旨，進一步推動其屬下多間成員機構考獲及更新其ISO 9001, ISO 14001 及 OHSAS 18001證書，成為香港房地產及設施管理界在品質管理上之先導者。

Urban Group has invested significant resources to upgrade the quality level of all its subsidiaries and to align them to the same standard of excellence to achieve management system certification. The Hong Kong Quality Assurance Agency awarded the Corporate Certificate for ISO 9001:2000 to Urban Group in August 2006 to recognize its commitment and achievement in pursuing corporate excellence. This is the industry's first Corporate Certificate awarded by the HKQAA, reflecting the fact that Urban's quality systems excellence and continuous improvement are highly recognized by the Agency.

The criteria for awarding the Corporate Certificate strictly require that the core activities of all subsidiaries, divisions or operating units of an applicant organization should have been certified by the HKQAA to a single common standard and that all certificates are valid at the time of the award. The organization should also hold a minimum of 3 certificates of the applicable standard to qualify.

Urban Group has, since its attainment of the ISO 9001 Quality Assurance Certification in 1997 (which was successfully converted to the 2000 version in 2002) assisted its associated companies to receive and renew the ISO 9001, ISO 14001 and OHSAS 18001 certificates respectively over recent years, which represents a unique achievement in the real estate and facility management industry.



優質服務及環保管理

Quality Services and Green Management

獲Q嘜認證 Obtain Q-marks



富城集團一向貫徹全面優質管理的服務理念，積極提升由其負責管理的各個房地產及設施項目之質素和價值，並致力為客戶創建一個綠色的生活環境，達致超越客戶的期望。

在2008年5月，富城集團順利通過香港工業總會轄下香港優質標誌局「香港Q嘜標誌認證」各項要求，同時獲頒「香港Q嘜優質服務證書」及「香港Q嘜環保管理證書」，再一次肯定了其服務水準已達到極高水平。

與此同時，由富城負責管理之上環新紀元廣場、中環新世界大廈及銅鑼灣光明臺亦獲頒「香港Q嘜優質服務證書」；而筲箕灣愛蝶灣及馬鞍山錦泰苑則獲頒「香港Q嘜環保管理證書」，足見富城的優質顧客服務及環保管理已成為集團的企業文化。

Urban Property Management Limited, under the wider Urban Group, received the Hong Kong Q-Mark Service Certificate and the Hong Kong Green Mark Certificate administered by the Hong Kong Q-Mark Council under the auspices of the Federation of Hong Kong Industries (FHKI), after fulfilling the prescribed requirements, reflecting Urban's outstanding performance in implementing the Total Quality Management (TQM) approach.

Moreover, three properties under Urban's management, including Grand Millennium Plaza in Sheung Wan, New World Tower in Central and Illumination Terrace in Causeway Bay, also received the Hong Kong Q-Mark Service Certificate. In Addition, Aldrich Garden in Shau Kei Wan and Kam Tai Court in Ma On Shan were awarded the Hong Kong Green Mark Certificate, recognizing their good performance in quality service provision and environmental management.

30th Anniversary Celebration of Hong Kong Q-Mark 2008

香港工業總會 FHKI

香港優質標誌局
Hong Kong Q-Mark Council

香港Q嘜30週年慶典



環保管理策略 Environmental Care Strategy

獲100獎項 Receives 100 Achievements

富城集團在過去5年均致力在屬下之房地產及設施項目推動「環保管理策略」，為保護地球資源出力。在2004至2008年間，集團共獲得超過100個環保獎項，肯定其對環境保護的貢獻。

推動節約能源

在節約能源方面，富城屬下之項目均積極配合集團環保政策，推行不同的節能措施，以減低能源消耗，包括於深夜時份暫停部份升降機運作、更換大廈走廊電子火牛燈盤、使用高效節能光管、及於非繁忙時間調控部份樓層和公眾走廊之照明系統等，為各項目節省逾百萬元電費支出，成效顯著。

在2007及2008年度由機電工程署主辦之「香港能源效益獎」中，富城集團屬下沙田第一城獲頒發「銅獎」；而上環新紀元廣場、帝后華庭及西環泓都亦先後獲頒優異獎。而在2008年，富城屬下30項物業獲「知慳識電節能運動證書」，肯定了集團在實行節能措施上的努力。

Urban Group actively advocates an "Environmental Care Strategy" in its managed properties, demonstrating its efforts in the area of environmental protection. Between the years 2004 to 2008, Urban Group received a total of 100 environmental awards, reflecting its endeavours and contributions towards green management.

Promoting Energy Saving

In the area of energy saving, Urban's properties actively implement various energy saving measures to reduce energy. These include partial lift suspension during the night time, introduction of electrical ballast luminaries and installation of high efficiency T5 tubes in public areas and adjustment of the public illumination system, leading to an annual saving of over \$1,000,000 in the electricity bill per year across the properties.

In the "Hong Kong Energy Efficiency Awards" organized by the Electrical and Mechanical Services Department in 2007, City One Shatin under Urban Group received the Bronze Award and Grand Millennium Plaza received the Merit Award respectively, in addition to Queen's Terrace and The Merton receiving the Merit Award in the same scheme in 2008. In 2008, 30 of Urban's properties received certificates in the PowerSmart Campaign organized by the Friends of the Earth (HK), demonstrating our outstanding achievements in energy saving.





制定減廢措施

在減廢方面，富城總辦事處及其屬下多個項目，於環保署「明智減廢計劃」中，分別獲「卓越明智減廢標誌」及「明智減廢標誌」，肯定其在制訂減廢措施上的成效。此外，多年來，富城致力在屬下項目推動「廢物源頭分類計劃」，鼓勵客戶實行「環保由家居開始」的理念，並獲環保署頒發感謝狀以資表揚。自2005年至今，富城屬下超過25個房地產及設施項目已參與此計劃，其中沙田第一城及奧卑利街已婚警察宿舍更於2008年分別獲頒「廢物源頭分類計劃金獎」及「最低廢物棄置量大獎」。

在空氣質素改善方面，中環新世界大廈及上環新紀元廣場分別於2007及2008年參與由環保署舉辦之「辦公室及公眾場所室內空氣質素檢定計劃」，獲環保署頒發「良好級室內空氣質素檢定證書」，為該兩甲級商廈之使用者提供舒適怡人的新鮮室內空氣。

Formulating Recycling Policies

Urban not only promotes energy saving, but also implements waste reduction programmes in its managed properties. Urban encourages properties under its management to participate in various environmental activities and has achieved outstanding results. In the "Wastewi\$e Scheme" organized by the Environmental Protection Department, Urban's Head Office together with a number of properties received the "Gold Wastewi\$e Logo" and the "Wastewi\$e Logo" respectively, demonstrating its outstanding achievements in environmental management.

Urban also supports the Source Separation of Waste Scheme and encourages its customers to take part in this waste reduction programme. The Environmental Protection Department has awarded Certificates of Appreciation to recognize Urban's contributions to the successful implementation of the scheme in its properties. Over 25 properties under Urban have joined the Scheme since 2005. Among them, City One Shatin received the Gold Award, while Old Bailey Street Police Married Quarters in Central won the Award for Lowest Waste Disposal Quantity in 2008.

In the area of air quality improvement, New World Tower in Central and Grand Millennium Plaza in Sheung Wan have been actively participating in the "Indoor Air Quality (IAQ) Certification Scheme for Offices and Public Places" organized by the Environmental Protection Department in 2007 and 2008 respectively. They received the "Good Class Indoor Air Quality Certificate", recognizing their efforts in achieving good indoor air quality and providing a pleasant working environment for all users of the property.

推動環保管理

Promoting Environmental Care

獲頒多個環保管理獎項

Obtains Green Management Awards

富城集團重視企業社會責任，積極推動一連串環保管理措施，因為我們明白到為環保發展而努力，也是為客戶提供美好生活的一個重要因素。

「香港環保企業獎」

富城屬下的項目對環保管理有豐富經驗，並屢獲外界之認同。其中筲箕灣愛蝶灣便連續兩年在環境保護運動委員會舉辦的「香港環保企業獎」中獲「環保物業管理(私營房屋)優異獎」，嘉許其對環保管理的貢獻。

「卓越明智減廢標誌」

在集團的大力推動下，屬下各項目均積極訂定各項減廢目標及措施，並對保護環境作出承諾，在2008年，沙田第一城、北角海峯園、屯門景峰花園及恆順園、筲箕灣愛蝶灣、葵涌高盛臺、新蒲崗采頤花園、荃灣海濱花園、元朗蝶翠峰及美孚新邨分別獲頒「卓越明智減廢標誌」，而半山嘉富麗苑和香港仔嘉隆苑則獲頒「明智減廢標誌」，表揚各項目對減廢之成就。

「企業環保成就獎—傑出成就獎」

集團對環保工作的熱誠並沒有因為獲獎而鬆懈，相反，更積極尋求嶄新的方法推動環保管理工作，此努力獲香港環境保護協會認同；在2007年，富城集團獲頒發「企業環保成就獎—傑出成就獎」，讚揚企業對環境保護的貢獻。

As the premier property management company in Hong Kong, Urban strives to fulfill our corporate social responsibility to promote environmental protection and to contribute to the sustainable development of the community, aiming to provide a green environment for our customers.

Hong Kong Eco-Business Awards

Urban is experienced in green management and various properties under its management have reaped fruitful results in environmental protection. Aldrich Garden in Shau Kei Wan received the Hong Kong Eco-Business Awards: Green Property Management (Private Housing) Merit Awards organized by the Environmental Protection Department for the 2nd consecutive year, recognizing its contributions to environmental protection and green management.

Wastewi\$e Scheme

Urban also encourages various properties to devise waste reduction initiatives in their daily operations, demonstrating commitment to the environment. City One Shatin, Harbour Heights in North Point, Prime View Garden and Handsome Court in Tuen Mun, Aldrich Garden in Shau Kei Wan, High Prosperity Terrace in Kwai Chung, Rhythm Garden in San Po Kong, Riviera Gardens in Tsuen Wan, Sereno Verde in Yuen Long and Mei Foo Sun Chuen in Lai Chi Kwok were awarded the Gold Wastewi\$e Logo, while Clovelly Court in the Mid-Levels and Ka Lung Court in Aberdeen received Wastewi\$e Certifications in 2008, recognizing their efforts in waste reduction.

Enterprise Environment Achievement Award

Urban Group is never satisfied with the status quo, owing to its enthusiasm in environmental protection. We strive to implement comprehensive environmental protection policies and actively participate in various green activities. In 2007, Urban Group received the Enterprise Environment Achievement Award - Outstanding Award, which is the highest honour from the Hong Kong Environment Protection Association, commending our efforts and contributions to environmental management over recent years.



「環保建築大獎」

此外，沙田第一城於「2008年度環保建築大獎」中獲頒「環保管理—優異獎」（現有建築類別），以嘉許其在環保管理及可持續發展上之理想成績。

富城集團深信實行環保工作人人有責，在重視企業社會責任之餘，更為環保作出承擔，才可以為客戶及香港市民提供舒適的生活環境和優質的綠色家園。

Green Building Award

City One Shatin under Urban Group also received the “Green Management - Merit Award” (Existing Building Category) in the Green Building Award 2008 Presentation Ceremony, reflecting its efforts and commitment to green management and sustainable development.

Urban believes green care is important to everyone in the community. We commit ourselves to contributing to the sustainable development of the community to provide a better environment and green living style for our valuable customers as well as the people of Hong Kong.

智能管理服務

Innovative Intelligent Management Services

建立「無障礙優異網站」

Build Caring Websites

富城集團屬下獲 2008
「無障礙優異網站獎」之網站名單
Websites under Urban Group receiving
the 2008 Web Care Award

無障礙優異網站—卓越獎
Web Care Excellence Award
www.urban.com.hk

無障礙優異網站—銀獎
Web Care Silver Award
www.aldrichgarden.com.hk
www.baguiovilla.com.hk
www.belairmonte.com.hk
www.blessingsgarden.com.hk
www.cheongshingcourt.com.hk
www.chingwahcourt.com.hk
www.chingwangcourt.com.hk
www.cityoneshatin.com.hk
www.clovellycourt.com.hk
www.dragoninncourt.com.hk
www.eustoncourt.com.hk
www.flourishcourt.com.hk
www.funlaicourt.com.hk
www.greenwoodterrace.com.hk
www.handsomecourt.com.hk
www.hangchuncourt.com.hk
www.harbourheights.com.hk
www.harmonygarden.com.hk
www.hongleecourt.com.hk
www.illuminationterrace.com.hk
www.kalungcourt.com.hk
www.katincourt.com.hk
www.kaiserestate.com.hk
www.kamtaicourt.com.hk
www.leikingwan.com.hk
www.lungfunggarden.com.hk
www.meifosunchuen.com.hk
www.merton.com.hk
www.montecarlton.com.hk
www.newtownmansion.com.hk
www.ningfungcourt.com.hk
www.ningyeungterrace.com.hk
www.parcpalais.com.hk
www.parkvale.com.hk
www.pierheadgarden.com.hk
www.pokhongestate.com.hk
www.primeviewgarden.com.hk
www.queensterrace.com.hk
www.rhythmngarden.com.hk
www.rivieragardens.com.hk
www.scenicrise.com.hk
www.scholasticgarden.com.hk
www.serenoverde.com.hk
www.siupongcourt.com.hk
www.southhillcrest.com.hk
www.tinlaicourt.com.hk
www.tinyaucourt.com.hk
www.tungchuncourt.com.hk
www.villacarlton.com.hk
www.wingfaicentre.com.hk
www.yinlaicourt.com.hk
www.i-urban.com.hk

富城集團投資逾2千萬元建立的「富城智能管理™」系統之一——「富城網™」，是一個以「顧客為本」的物業網站，該網站作為一個線上房地產及設施管理的平台，為客戶提供多元化的一站式網上增值服務和即時資訊，加強富城與客戶之間的溝通和聯繫，加深他們對項目的了解和社區的歸屬感。

「富城網™」除得到客戶的支持外，亦獲得資訊科技界的表揚。自2002年起，富城集團的企業網站及「富城網™」屬下的優質物業網站便獲「互聯網專業人員協會」頒發「無障礙優異網站」的榮譽；而在2008年，富城集團企業網站連續第五屆獲頒「無障礙優異網站」——卓越大獎，而「富城網™」屬下52個物業網站則獲「無障礙優異網站」銀獎，肯定了我們在建設無障礙網站及電子溝通網絡上的努力。

i-Urban™ - one of the key elements of the Sm@rtUrban™ system, provides an online platform for the delivery of professional property asset management services, which are customer-oriented, and provide diversified value-added services. It strengthens communication between Urban Group and its customers, creating a sense of belonging towards the property and the community.

i-Urban™ receives substantial support from customers due to its convenience and efficiency. It is also widely recognized by the information technology industry for its barrier-free support. Since 2002, the Urban Group corporate website and its property websites have been awarded the "Web Care Award" by the Internet Professionals Association (iProA). In 2008, Urban's corporate website received, for the 5th consecutive year, the Web Care Excellence Award and 52 property websites under i-Urban™ obtained the Web Care Silver Award, demonstrating the endeavours of Urban in offering barrier-free and easily accessible websites to satisfy demand in the community so that more people can benefit from Internet services.



www.urban.com.hk



富城的企業網站不僅包含了豐富的資訊，更特別裝置了專為視障人士而設的網頁系統，使更多不同需要的人士可以暢通無阻地上網瀏覽，分享到互聯網發展所帶來的方便和效益。而「富城網™」則結合了線上房地產及設施管理的概念，提供24小時全天候的資訊及多元化的一站式網上增值服務，為客戶帶來更多生活的樂趣。

Urban's corporate website not only provides substantial features and information for users, but is also installed with specially designed mechanisms for the visually impaired. Fulfilling a different role, the i-Urban™ portal specializes in establishing a unique website for individual properties managed by Urban. It combines information-laden websites and our online property management concept to provide 24-hour updated news and a variety of online services for our customers.

「用心服務 專心管理」

Passion of Service Quality Credentials

建立優秀企業品牌

Build up a Recognized



富城集團一向視企業品牌是客戶與企業共同擁有的珍貴財產，故此我們不斷推陳出新，以維持及提升集團在香港及亞太地區市場上的競爭力，及體現「用心服務 專心管理」的品牌核心價值。

「最佳品牌企業獎2008」

富城繼2006年及2007年分別獲香港生產力促進局頒發「最佳創建品牌企業獎及優秀企業發展」和「最佳創建品牌企業獎（大中華區）」後，再接再厲，於2008年獲「最佳品牌企業獎2008」，確認我們在品牌管理策略之成績，並為業界樹立優秀的典範。該獎項的評審準則包括：企業內部組織發展、品牌管理及策略、企業領導及文化、企業創新能力和企業品牌創建能力等。

「2007香港驕傲企業品牌」

此外，富城更獲由明報及香港中文大學市場學系聯合主辦的「2007香港驕傲企業品牌選舉」頒發評審團優異獎，表揚富城在建立「香港品牌」文化的貢獻及努力。該獎項的評選方式分別由消費者及專家評選委員會從各參選類別中甄選出表現優秀的企業名牌，評審過程專業而嚴謹。由於獎項主要根據企業的品牌策略及執行、管理與文化、業績及成就等3大範疇進行仔細的評分，因此得獎機構盡是以優質產品或服務見稱的香港名牌。

Urban Group perceives our corporate brand as a shared treasure between our stakeholders and the Group. In order to deliver our core brand value of "Passion of Service Quality Credentials," we strive to sustain our competitiveness in the Asia Pacific Region by offering innovative and quality services to our customers.

2008 Best Brand Enterprise Award

Following the success in the Best Brand Enterprise Awards presented by the Hong Kong Productivity Council in 2006 and 2007, Urban Group again received the 2008 Best Brand Enterprise Award (Greater China) in 2008, recognizing its outstanding performance in corporate brand building and development, as well as being the role model and pioneer in the industry. The judging criteria are comprehensive, comprising organizational development, brand management and strategy, corporate leadership, corporate innovation and brand building.

Hong Kong Proud Corporate Brand Award

Additionally, Urban Group received the "Merit Award in Hong Kong Proud Corporate Brand Award 2007" jointly organized by Ming Pao and The Chinese University of Hong Kong (Msc in Marketing), reinforcing its leading position in corporate brand strategy formulation and development among its competitors in the market. Through recognizing Hong Kong based enterprises that excel in corporate branding, the Award aims to raise public awareness of Hong Kong brands and ultimately making Hong Kong "The City of Quality Brands". The impartial judging mechanism has demonstrated the high level of credibility and trustworthiness of the Award and the judging criteria focus on three major areas, namely: brand strategies and executions; brand management and culture; and corporate results and achievements.

Corporate Brand



「盛世大中華企業品牌年獎」及 「資本傑出企業成就獎」

自2007年起，富城更兩度獲由大中華經濟商務月刊《盛世雜誌》主辦之「盛世大中華企業品牌年獎」及《資本雜誌》頒發「資本傑出企業成就獎—最佳物業管理公司」，是全港唯一連續兩年囊括此兩項榮譽的房地產及設施管理服務集團。

「智選物業管理品牌大獎」

於2007年，富城更獲《資本壹週》頒發「第一屆智選品牌大獎—智選物業管理品牌大獎」，再一次肯定了富城的企業品牌及服務質素在業內的領導地位。

「良心品牌大獎」

作為香港的「社區經理」，富城集團在企業社會責任方面的工作一向不遺餘力。在2008年，富城獲「香港市務學會」頒發「良心品牌優異證書」及「良心品牌—關懷工作環境銀獎」，以彰顯其企業品牌是一個以商業道德、人道主義、關懷社會及環境保護為品牌核心的企業。「良心品牌大獎」整個評審程序共分4個階段，並由評審委員會對6項良心品牌準則：1) 商業道德；2) 公司管治；3) 公平貿易及商業操守；4) 關懷工作環境；5) 關懷環境；及6) 關懷社區作出審核，可見富城獲獎乃實至名歸。



Capital Outstanding Enterprise Award and Prime Award for the Best Brand Enterprise in Greater China

Since 2007, Urban Group has been awarded the "Capital Outstanding Enterprise Award – Capital Outstanding Property Management Company" launched by the Capital Magazine and the Prime Award for the Best Brand Enterprise in Greater China organized by Prime Magazine for two consecutive years, to become the only real estate services group to receive both honours from reputable business and financial magazines in Hong Kong and the Greater China region.

PROchoice Award

In 2007, Urban received the "PROchoice Award – Property Management Company", launched by Capital Weekly. This recognition reflects the success of Urban Group in best-in-class brand management and successfully establishes its reputation in the Greater China market.

Brand-with-a-Conscience Award

One of the core values of Urban Group is to be a responsible 'Corporate Citizen'. In 2008, Urban was granted "Brand-with-a-Conscience Award – Caring Work Environment Silver Award" organized by the Hong Kong Institute of Marketing, to recognize our contribution to the betterment of society through humanity and ethics. There were altogether 4 stages in the selection process by the Panel of Judges, and the 6 Principles of Business Conscience are: 1) Business Ethics; 2) Corporate Governance; 3) Fair Trade and Business Practices; 4) Caring Work Environment; 5) Environmental Care; and 6) Community Care.

客戶關係管理

Customer Relationship Management

獲「香港工商業獎：顧客服務優異證書」

Receives Certificate of Merit in
2008 Hong Kong Awards for Industries:
Customer Service

在2008年，富城集團獲香港零售管理協會頒發「2008香港工商業獎：顧客服務優異證書」，以嘉許集團在客戶關係管理上的成績。

「2008香港工商業獎：顧客服務」旨在鼓勵及表揚提供優質客戶服務的機構，及推廣優質服務的重要性。該獎項的評審程序共分三個階段，分別是「初步篩選」、「面談」及「最後評審」。在初選階段，主辦機構會以「神秘顧客」的形式進行評審。通過神秘顧客的探訪，評判可以從前線及實際的層面去觀察客戶服務計劃的實施、監察和表現等情況，同時進一步核實參賽機構的顧客服務水平。

隨著客戶對優質服務的要求不斷提高，富城不斷推出嶄新的服務概念及模式，希望能給予客戶更多生活的驚喜和方便。透過推出眾不同的溝通渠道，如「廿四小時客戶服務中心」、「黃金接觸」、「黃昏茶聚」及「聖誕心聲計劃」等，我們能更有效地探索出市場的動向和客戶的要求，從而度身訂造合適的服務，以滿足他們的期望。



Urban Group received the Certificate of Merit in the "2008 Hong Kong Awards for Industries: Customer Service" organized by the Hong Kong Retail Management Association, to recognize its achievements in Customer Relationship Management.

The objectives of the "2008 Hong Kong Awards for Industries: Customer Service" were to encourage and applaud those organizations that provide quality services and to promote the importance of service excellence. There were 3 phases in the judging process, namely: initial screening, interviews and final judging. Participating companies were assessed on their service standards through random visits conducted by the organizer's mystery shoppers in the initial screening stage. Such measures can ensure an impartial result because the judges may be able to understand the frontline operations, supervision and performance of the customer service proposal submitted by the contestants and, at the same time, verify the customer service standard of the participating organizations.

Customers' demand for quality customer service has been on the rise over the past years. Urban Group has been keeping abreast of the market changes and has introduced novel service concepts that are customized and convenient to customers. Through various communications channels, such as our 24-hour Customer Service Centre, Golden Touch, Coffee Evenings and the Christmas Bell – Customer Satisfaction Survey, we have successfully enhanced our understanding of the market demands, so that we can tailor-make quality services to fulfill our customers' expectations.



策略性企業資源規劃管理 Strategic ERP Management

獲「最佳業務實踐獎－企業典範獎」

Receives Best Practice in Leadership by Example

富城集團於2008獲Best Practice Management Magazine頒發「最佳業務實踐獎－企業典範獎」，以嘉許其企業資源規劃管理的成效。

「最佳業務實踐獎」旨在推動企業在各業務範疇追求卓越，透過選出表現傑出者，促進企業之間及跨界別的互相標桿學習。有別於其他管理獎項，該獎之評審標準是以客戶及員工的滿意度為依歸。

繼2003年獲「最佳業務實踐獎－創新大獎」及2004年獲「最佳業務實踐獎－客戶關係管理大獎」後，此乃富城集團第三度獲Best Practice Management Magazine頒發獎項。

Urban Group received the Best Practice Awards – Leadership by Example organized by Best Practice Management Magazine in 2008 to recognize its achievements in adopting a strategic Enterprise Resources Planning (ERP) model.

The objectives of the Best Practice Awards are to drive corporations to pursue management excellence in diverse business functions and to facilitate inter-corporation and cross-industry benchmarking by selecting outstanding corporations as role models. The judging criteria of the “Best Practice Awards” are based on customers’ and employees’ levels of satisfaction.

Following the winning of Best Practice in Innovation in 2003 and Best Practice in Customer Relationship Management in 2004, this is the third award received by Urban Group in this event.





富城集團透過策略性及嚴謹的企業資源規劃管理，協助各前線員工為客戶提供優質的房地產及設施管理服務，當中以「風險管理」及「外判關係管理」至為重要。富城在挑選合作夥伴時十分謹慎，以確保在最能符合經濟效益之餘，又能保障客戶的利益。富城更提倡「夥伴質素提升品質圈」計劃，目的是透過定期會議，向承辦商講解我們的政策及服務標準，同時亦要求合作夥伴介紹他們之最新動向、產品及服務發展，更包括各公司推行的企業服務承諾。此舉不僅可以確保各服務承辦商的質素，還能與合作夥伴建立良好的關係，加強供應鏈管理。

Urban Group provides quality real estate and facility management services through our strategic and stringent Enterprise Resources Planning, in which Risk Management and Outsourcing Relationship Management are two major elements. Our ERP model assists our frontline staff to serve our clients better. As the scope of our real estate services is very extensive, we are cautious in selecting our suppliers and working partners so that we can ensure high cost effectiveness and efficiency for the benefit of our customers. Urban Group also launched the Quality Improvement Circle Scheme to exchange corporate policies and service standards with our service partners. Such measures can ensure the quality of the suppliers and strengthen our overall supply chain management.

人力資本策略

Human Capital Strategy

獲兩項國際性人力資源獎項 Wins 2 International HR Awards

富城集團於2008年在由Key Media International 主辦之「香港人力資源獎2008」中，獲頒「最佳管理變化實務獎」，顯示出其人力資本管理策略已達致世界級水平。

這是富城繼2003年及2005年獲頒「亞洲最優秀僱主」後，再一次獲國際性的人力資源管理獎項，是次獲獎有助我們進一步提升在人力資本市場上的競爭力，從而能吸納及挽留更多優質人才，奠定為顧客提供「六星級服務」的良好基礎。

「第一屆優質人才發展計劃傑出僱主選舉」

此外，富城並在僱員再培訓局「第一屆優質人才發展計劃傑出僱主選舉」中獲頒「僱主優異獎」，以表揚我們積極參與人才發展、協助員工持續進修和自我提升及造就各行各業人才成長之傑出僱主。

富城集團是全港首間房地產及設施管理服務機構打破傳統僱傭關係，引入全面優質管理中「人力資本」概念，視屬下3,000位員工為「優質合作夥伴」，彼此建立互諒互信，上下一心的團隊精神。此外，我們又透過成立「富城學習中心」和「富城企業大學」，把培訓及企業目標掛鉤，提升集團在市場上的競爭力。

Urban Group received the "Best Change Management Practices Award" in the HR Awards Hong Kong 2008 Prizes Presentation Ceremony, demonstrating that its human capital management strategy has attained an international standard.

Following the receiving of the "Best Employers in Asia" in 2003 and 2005, the attainment of the HR Award enables the Group to maintain our competitive edge over our competitors in the human capital market and to lay down a solid foundation for our provision of Six-star Services to our customers.

ERB First Manpower Development Scheme Award

Apart from this world-class HR Award, Urban Group also received the "Employer Merit Award" in the First Manpower Development Scheme Award Presentation of the Employees Retraining Board (ERB). The award aims to recognize employers who actively support and participate in the ERB Manpower Development Scheme and have developed a good working relationship with various organizations to provide training opportunities for ERB's service targets.

Urban Group is the first company to re-define labour relations in the Hong Kong real estate and facility management industry through introducing the concept of Human Capital. We value our 3,000 staff members as our Quality Working Partners, emphasizing mutual trust and teamwork. Moreover, we established The Urban Corporate University and The Urban Learning Centre, with an aim of enhancing the competitiveness of the Group.





建立職安健企業文化 Building OSH Corporate Culture

獲選「最佳職安健物業管理公司」 The Best Property Management Company in OSH Awards

富城集團一直致力提升員工的工作環境之職業安全健康水平，並與職業安全健康局保持緊密合作，定時為員工提供相關培訓，增加員工對職業安全的認識，並以維持屬下所有房地產及設施項目的工傷數字達至零意外為最終目標。

富城集團在2008年於職業安全健康局主辦之「建造業安全分享會暨頒獎典禮」上，共獲「最佳職安健物業管理公司—優異獎」、「最佳演繹獎—金獎」及「傑出職安健員工—銅獎」3個獎項，反映出集團非常注重員工的安全和健康，並成功建立了一個良好的職安健企業文化。

而集團屬下之上環新紀元廣場亦於職安局主辦之「良好工作場所整理分享會暨頒獎典禮2007/08」中，獲頒「良好工作場所整理推廣計劃—優異獎」，而博康邨獲此推廣計劃之嘉許證書，彰顯集團致力為員工締造及維持安全健康的工作環境。

富城集團為行內推動職業安全健康的先驅。早於1998年，我們已成立了「職業安全及健康委員會」，監督和推行安全及健康政策。集團於2002年建立「環境及安全管理系統」，成功獲取由香港品質保證局頒發之ISO 14001環境管理系統證書及OHSAS 18001職業安全健康管理系統證書。



Urban Group is devoted to enhancing the occupational safety and health standards at work to ultimately achieve a zero accident rate. Additionally, the Group has been working hand in hand with the Occupational Safety and Health Council to promote occupational safety and health amongst the staff.

Urban Group received "The Best Property Management Company in OSH – Merit Award", "The Best Performance Award – Gold Award" and "The Outstanding Employee in OSH (Property Management Company) – Bronze Award" in the Construction Safety Forum and Award Presentation Ceremony 2008 organized by the Occupational Safety and Health Council, recognizing its care for the safety and health of its employees and the community at large, and confirming its excellent achievements in building a safe and healthy working culture.

Furthermore Grand Millennium Plaza, under the management of Urban Group, received the Merit Award in the "Good Housekeeping Promotional Campaign" organized by the Occupational Safety and Health Council, and Pok Hong Estate also received a Certificate of Appreciation for its participation in the campaign. These awards confirm the achievements of Urban Group in providing a safe and healthy working environment for its employees.

Urban Group is a pioneer in the industry in promoting workplace occupational safety and health. In 1998, the Group established the Occupational Safety and Health Committee to monitor and implement its Safety and Health Policy. In 2002, the Group established its Environmental and Safety Management System and successfully obtained the Certificates of ISO 14001 and OHSAS 18001 from the Hong Kong Quality Assurance Agency.



實踐企業社會公民責任

Fulfilling CSR

獲頒

「商界展關懷」5年Plus證書

Receives HKCSS

Caring Company 5-Year Plus Certificates



作為香港的「社區經理」，富城集團致力推動屬下機構一同參與社群，為建構一個互愛關懷的社會出一分力。我們自香港社會服務聯會於2002年推出「商界展關懷」嘉許計劃以來，便一直積極參與。在2008年，富城已連續參與該計劃逾5年，獲社聯頒發「商界展關懷」5年Plus證書。此外，富城集團內共有11間公司於2009年初獲5年Plus「商界展關懷」及連續5年「商界展關懷」標誌，肯定了集團致力向屬下機構推動企業社會責任的成果。

富城集團並率先響應香港社會服務聯會於2008年推出之「兒童發展基金」，藉着員工擔當兒童的義務師友，或配對兒童的目標儲蓄計劃，幫助他們培養正確人生觀及養成儲蓄習慣，減少跨代貧窮。我們更連續3年成為「商界展關懷」贊助人會會員，以實際行動響應社聯推出之各項社會服務活動。

As Hong Kong's Premier Community Manager, Urban Group actively encourages its subsidiary companies to participate in various social services to build a harmonious community. Urban Group has been participating in the Caring Company Scheme launched by the Hong Kong Council of Social Service in 2002. In view of its participation in the campaign for over 5 years since 2002, Urban was awarded the "5-Year Plus Caring Company Certificate" in 2008. And in early 2009, 11 companies in Urban Group were awarded the "5-Year Plus Caring Company" and "5-Year Caring Company" Certificates, recognizing our achievements in promoting corporate social responsibility and our contributions to serving the community.

Urban is also one of the major enterprises to support the "Children Development Fund" initiated by the Government. The Fund seeks to encourage children from a disadvantaged background to plan for the future and cultivate positive attitudes with a view to reducing inter-generational poverty. Urban will support the Fund by encouraging employees to participate as mentors to contribute to the development plans and to match the savings of the children. Urban is also the Patron Club member of the Caring Company Scheme to support the appeal for 3 consecutive years.



此外，富城集團並積極支持及參與不同的社會服務活動如「樂施毅行者」、「綠色力量環島行」及公益金各項籌款活動，更自2005年起便與保良局結為「企業社會服務合作夥伴」，共同發揚關懷社群的精神。而由富城集團250多位員工及家屬組成的「富城社區關懷小組」，更經常舉辦及參與各類型的社會服務，如探訪長者、義務為長者清潔及維修家居、參與社會福利署編織頸巾及製作吉祥結活動、與及向長者派送福袋及端午粽子等，實踐企業公民責任。

富城在2008年並積極支持由新世界發展有限公司聯同屯門青年協會合辦的「環保精彩大道——走向年青新世界」社區協作計劃，首階段在其屬下11個物業推行舊衣回收活動，藉以協助青少年發展環保回收及銷售業務，為他們提供實習基地及就業職位，以配合特區政府推動社會企業的理念。

Over the past years, Urban has been actively participating in various social activities like Trailwalker, Green Power Hike, and Community Chest events and has been the "Quality Social Service Partner" of Po Leung Kuk since 2005. The "Urban Group Community Care Team," formed by over 250 staff members and their relatives, has been contributing to a number of volunteering and social services such as visiting the elderly, helping the elderly clean their homes and performing minor repairing works; joining the Scarves Knitting and Lucky Knots Campaigns organized by the Social Welfare Department and distributing lucky packs and dumplings to the elderly to promote corporate social responsibility among staff members.

To collaborate with the HKSAR Government in promoting social enterprise, Urban Group also fully supports the initiative of its parent company New World Development Company Limited, which launched a social enterprise titled "Road to Green – Striving for a Young New World" with the Tuen Mun Youth Association in 2008, providing job opportunities for young people in need to develop business in used clothes collection and selling by the social enterprise.

優質服務 Quality Services

屢獲嘉許 Recognized at All Levels

富城集團一直致力為客戶提供專業的管理服務及理想的生活環境，管理成績深獲客戶及公眾的認同。在2007至2008年，富城屬下11個房地產項目獲得多個由各區區議會舉辦之「優質大廈管理比賽」及清潔比賽獎項，證明集團在各區的管理服務質素均達至優質水平。

富城歷年獲獎之物業包括：

管理服務獎項

物業	獎項
新蒲崗采頤花園	2008/09黃大仙區「優質大廈管理比賽」亞軍 2007/08黃大仙區「優質大廈管理比賽」亞軍 2006/07黃大仙區「優質大廈管理比賽」冠軍 2005/06黃大仙區「優質大廈管理比賽」優異獎
紅磡凱旋工商中心	2008/09 九龍城區「優質樓宇管理比賽」優異獎
鑽石山鳳禮苑	2006/07黃大仙區「優質大廈管理比賽」優異獎
筲箕灣愛蝶灣	2006/07東區「優質大廈管理比賽」季軍
半山嘉富麗苑	2005/06中西區「優質大廈管理/清潔比賽」冠軍
葵涌寧峰苑	2005/06葵青區「優質大廈管理比賽」優異獎

清潔服務獎項

物業	獎項
葵涌高盛臺	2008/09 葵青區「屋邨清潔比賽」冠軍
荔景賢麗苑	2008/09 葵青區「屋邨清潔比賽」優異獎
青衣青華苑	2008/09 葵青區「屋邨清潔比賽」優異獎
粉嶺昌盛苑	2006/07 北區「最清潔屋邨/屋苑比賽」冠軍
粉嶺榮輝中心	2006/07 北區「最清潔屋邨/屋苑比賽」亞軍



物業設施 認可證書

此外，為保障客戶的生活質素，富城定期為各物業的供水系統和設施作檢查及維修，以確保各系統運作正常和狀況良好。在2007年，富城屬下23幢大廈獲水務署頒發「食水系統優質維修認可計劃」證書；而在2008年，富城共有39幢物業獲頒「大廈優質食水認可計劃」證書，讓客戶能夠享用優質的食水和我們最佳的物業及設施管理服務。

保安及安全管理 成績卓越

在保安管理方面，富城一向十分重視前線保安人員的專業服務質素和水準。作為物業最前線的守護者，富城的保安人員時刻肩負保障客戶的房地產及財物的安全，為客戶提供一個舒適及安全的生活環境。在2007至08年期間，富城屬下合共29位保安人員獲警方、客戶及其他地區人士的嘉許，而在香港保安業協會歷年的周年大獎中，富城的保安人員亦屢次獲選為「傑出保安員」，足證他們的專業服務已獲得各界的認可。

此外，富城9項物業並在警務處各總區防止罪案辦公室舉辦之住宅樓宇綜合保安管理獎勵計劃及最佳保安服務選舉中獲獎，顯示富城除了為客戶提升保安服務水準外，亦致力為各物業提供優質的保安系統及保安管理，以保障客戶的房地產及財物的安全。



Urban Group is committed to creating a quality living environment for its customers and the results have been widely acknowledged. From 2007 to 2008, a number of properties under Urban gained awards in the "Quality Building Management Competition" and Cleaning Competitions organized by respective district councils, recognizing Urban's quality management service performance.

Urban's award winning properties include:

Quality Management Service Recognitions

Property	Award
Rhythm Garden, San Po Kong	1st Runner-up in 2008/09 Wong Tai Sin Quality Building Management Competition 1st Runner-up in 2007/08 Wong Tai Sin Quality Building Management Competition Champion in 2006/07 Wong Tai Sin Quality Building Management Competition Merit Award in 2005/06 Wong Tai Sin Quality Building Management Competition
Kaiser Estate, Hung Hom	Merit Award in 2008/09 Kowloon City Quality Building Management Competition
Fung Lai Court, Diamond Hill	Merit Award in 2006/07 Wong Tai Sin Quality Building Management Competition
Aldrich Garden, Shau Kei Wan	2nd Runner-up in 2006/07 Eastern Quality Building Management Competition
Clovelly Court, Mid-Levels	Champion in 2005/06 Central & Western Quality Building Management and Cleaning Competition
Ning Fung Court, Kwai Chung	Merit Award in 2005/06 Kwai Tsing Quality Building Management Competition

Quality Cleaning Service Recognitions

Property	Award
High Prosperity Terrace, Kwai Chung	Champion in 2008/09 Kwai Tsing Cleaning Competition
Yin Lai Court, Lai King	Merit Award in 2008/09 Kwai Tsing Cleaning Competition
Ching Wah Court, Tsing Yi	Merit Award in 2008/09 Kwai Tsing Cleaning Competition
Cheong Shing Court, Fanling	Champion in 2006/07 North District Cleaning Competition
Wing Fai Centre, Fanling	1st Runner-up in 2006/07 North District Cleaning Competition

Quality Building Facilities Maintenance Recognitions

In addition, Urban Group carries out regular inspection and maintenance of the plumbing systems and other building facilities at our managed properties to ensure our customers can enjoy the highest quality of water supply. In 2007, 23 buildings under Urban Group were awarded the "Fresh Water Plumbing Quality Maintenance Recognition Scheme Certificates" presented by the Water Supplies Department. In 2008 an additional 39 buildings were awarded the "Quality Water Recognition Scheme for Buildings Certificates" for their endeavours to raise the quality of tap water supply to the users of the buildings.

Quality Safety and Security Management Recognitions

In safety management, Urban Group places high importance on the quality of service provided by its frontline security personnel. Urban's security personnel not only protect the life of its customers but they also provide them with a harmonious living environment. Between 2007 and 2008, the security personnel of Urban gained accomplishments from different stakeholders and in the Annual Award of the Hong Kong Security Association, and Urban's security personnel have been selected as "Outstanding Security Guards" for their exceptional bravery when carrying out their duties.

Apart from these awards, various of Urban's properties have been awarded in the Integrated Security Management Award Scheme and the Best Security Services Selection organized by various regional headquarters of the Hong Kong Police, demonstrating Urban's efforts in upgrading the security management systems and security services of our properties to protect the safety of property assets for our customers.

People
人才為本
TQM

Process
科技流程
Sm@rtUrban™
富城智能管理™

Performance
卓越表現
Exceed Customers'
Expectation

富城的全面優質管理理念是希望

每一位經理均可以表現最優質的「**卓越領導**」才華。

每一位員工均以「**六星標準**」作為優質工作目標。

每一位顧客均得到「**超越期望**」的優質服務。

每一個富城管理的物業均得到最優質的「**資產管理**」服務。

每一天都有「**不斷改進**」的優質成果。

每一處富城管轄的地方都有「**綠化生活**」的優質維護。

每一個工作夥伴都有「**關心社區**」的優質決心。

The Core Drivers of Urban's TQM Model are:

Every manager should exhibit the best “**Visionary Leadership**”;

Every employee should adopt a “**Six-star Standard**” as their prime work goal;

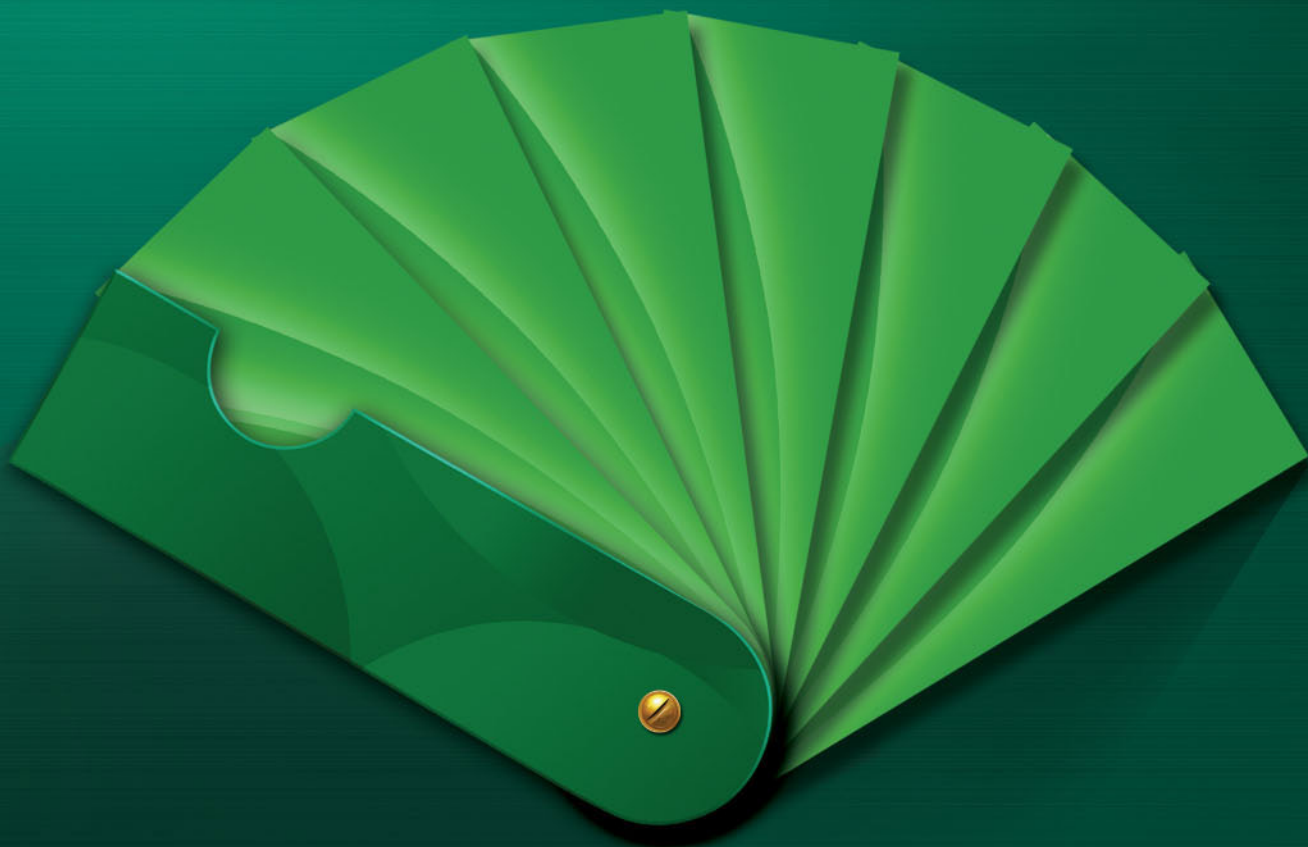
Every customer should receive a premier service that “**Exceeds their Expectations**”;

Every property managed by Urban should benefit from our “**Asset Management**” Philosophy;

Every day should reflect our commitment to “**Continuous Improvement**”;

Every environment under Urban's care should demonstrate our concern for a “**Green Lifestyle**”;

Every business partner should have their heart set on Premier “**Community Care**”.



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