Day 1 & 2: Story of Hong Kong Streetscape

Story 1: Billboard: Culture or Danger?

My first step into the Hong Kong, perhaps, the most prominent items along the main street (especially in Tsim Tsa Tshui area) is billboards cum signages in various size together with the scaffoldings. These “colorful” billboards are mainly for advertisement use, as indication of the nearby shops.

As compared to Singapore or other South East Asia Country, this culture are unique to Hong Kong and not practice in South East Asia country. However, my concerns is on the scaffolding of the billboards. It is not only hazardous but also affected the streetscape in general.

With the advancement of technology, will these traditional neon light billboard be substituted by modern printout billboards that can be put onto the whole façade of the building? Or will the traditional billboards to be retained as part of the Hong Kong Culture?

When you walk along the street, you would probably find that Hong Kong residents are very comfortable walking under these billboards. I myself feel pretty cautious on these billboards which is right above my head. Some of the scaffoldings are made by bamboo sticks and I doubt about the reliability of these bamboo sticks made scaffoldings.

In the night, these billboards are light up with neon LED and reflected another view of beautiful Hong Kong. Together with the lightscape of high rise building, the night view of Hong Kong is absolutely astonishing.
Day 3: Hong Kong Poly University, IFC 2 The Tallest Building in HK & JLL

The visit to Hong Kong Poly Uni gave us a better understanding of the Hong Kong residential market and the pre-sale property market mechanism.

Professor Eddie Hui gave us a very brief presentations on the residential property market.

The residential properties are categorized by size and there are total 5 classes of residential property.

Class A = below 40m²
Class B = 40-69.9m²
Class C = 70-99.9m²
Class D = 100-159.9m²
Class E = more than 160m²

Most of the residential property in Hong Kong fall under Class B & C. Prof. Barbara gave an interesting talk on Pre-sale Market Mechanism.

In the afternoon, the visit to the current Tallest Building in Hong Kong is really an eye-opening experience. 88 storey IFC—International Financial Centre has very comprehensive management system. To provide the best security to their international financial company tenants, the IFC has 1000 cctv (which is equivalent to the HK International Airport), 24 hrs Patrol system, and even trained dogs to detects bomb. The management also provide 24 hrs technical support system and various advance facilities for their tenants. The management team seek to provide the best service and facilities to their tenants.

In the late evening, Jones Lang LaSalle gave us a briefing on the Hong Kong real estate market outlook.

Day 4: Sino Group, Goldman Sachs & HKU

For those who like to retailing, visit to Sino Group is really beneficial. Sino group gave us two interesting briefing on effective retail marketing.

Sino group showcase to us how they rebrand and carry out marketing for two of their malls, namely Olympian City and TMT plaza. The alliance of Sino Group with TVB, the domi-

Lastly we went to HKU and we were toured around the campus by Prof. Edward Yiu. HKU are one of the 8 Universities in HK and one of the two university that provide Real Estate courses. (the other University tat provide Real Estate studies is HKPU)

HKU has a very beautiful campus with some of the buildings aged about 100 years old.
Day 5: Public Housing vs Luxury Private Housing

Early Morning we arrive at HK Housing authority and we get a chance to visit the HK Housing Authority Exhibition Centre.

In the Exhibition Centre, the transition of Public Housing are displayed together with various model. The construction material and interior decoration from the past till modern are also being published.

Ms Louisa Yan gave us a briefing on the Public Housing Policy in HongKong which also includes the history and development of public housing.

After the briefing, we were given a tour visit to Homantin Estates by the Estate Manager; Mr Lam Kim Hung. Management of Public Housing in HK are outsourced, usually manage by property management company. During the tour, Mr Lam demonstrate the usage of CCTV to capture residents who throw rubbish from the windows.

Points system is also used to punish residents who violates rules and regulations. Typically residents family who have low points will receive warning letter or worse will ask to move out from the estates.

After lunch, we went to visit the Manhattan Hill, residential project by Sun Hung Kai Properties Ltd. The management team in Manhattan Hill seek to provide their residents the most luxurious living experience. Manhattan Hill comprises of 2 clubhouse and the service crew would provides first class service to its residents. All the facilities in the clubhouse and dining room will served the residents as good as in the 5-star hotel.

We also have a chance to visit one of the show flats. As contrast to public housing, units in Manhattan Hill are far much bigger and spacious than public housing.

The picture below indicate the luxurious decoration in Manhattan Hill.

A. Comfortable Lounge
B. Beautiful greeneries along pathway
C. Small fountain along pathway
D. Swimming Pool
E. Luxury dinning table at clubhouse
Day 6: Macau - Upcoming Eastern Las Vegas

We arrive in Macau University. Dr Javier C. Cuervo give us a briefing on the Macau's economy overview which includes economic structures, demographics of Macau, Residential– Public Housing etc.

In recent years, Macau has a lot developments especially in gaming industry. Gaming industry is the main economy activities in Macau. The main income come from mainland Chinese who travel to Macau to gamble.

When ask about its public housing, Dr Javier mentioned that Macau’s public housing plays a very little role in the overall residential market.

In the afternoon, We visited The Venetian, a new launched casino in year 2007 in Cotai, Macau. Being the second largest property in the world after NASA, The Venetian will be the one of the exciting entertainment destinations and preeminent convention and exhibition venue.

In the evening, we proceed to MGM Grand, another casino with about 600 rooms and exclusive architecture design. In view of marketing of casino, MGM believe in royal customer programmes. MGM has its own customer record system and rewards its customer accordingly.

Day 7: Shen Zhen - The 29 years old City

Shen Zhen is a very young city with only 29 year modern city history. Shen Zhen is the first Special Economic Zones (SEZ) in China, that is officially established in 1979.

This urban city have much potential to unleash and a lot of economical advantages awaiting due to it proximity to the SAR Hong Kong. Being a young urban city, a proper planning ahead will help to maximize the potential of the city and reduce urban dilemma.

The visit to the Shen Zhen Planning Authority has given us a better understanding of the development of Shen Zhen despite the language barrier.

In the afternoon, we are pleased to visit Vanke, a major private residential developer in China. Vanke has shown passion in its advancement in research and development especially in creating comfortable living environment for new home buyer. They look into the various factor that could affect the comfort of the home owner.