



From left: Gavin Boyd, COO, WTC Melbourne, Ms Diana Liang Xiaodan, Director of China World Apartments Division, Clement Lee, MD WTC Melbourne, Liao Xiaoqi, Chairman China World Trade Center, Ms Deng Xiaobing, Senior Consultant to China World Property & Hotel Management, Wei Kai, Kevin Lee, Director WTC Melbourne, Philip Hill, Director Group Strategy WTC Melbourne

廖晓淇先生 Mr Liao Xiaoqi, Chairman of the China World Trade Center

Official Visit to WTC Melbourne 中国国贸中心董事长率团访问墨尔本

On Monday, 28th May, 2012, a high-level delegation from China headed by Mr Liao Xiaoqi, Chairman of the prestigious China World Trade Center (CWTC) paid a visit to its counter part in Melbourne. Mr Liao was warmly welcomed by the Managing Director of WTC Melbourne, Mr Clement Lee.

2012年5月28日，著名中国国际贸易中心有限公司(CWTC)董事长廖晓淇先生率领来自中国的高层代表团访问墨尔本，获得墨尔本世贸中心(WTC)董事总经理Clement Lee的热情欢迎。



Clement Lee, MD WTC Melbourne,
Mr Liao Xiaoqi, Chairman China World Trade
Center, Gavin Boyd, COO WTC Melbourne



内

在墨尔本晴朗的早上，代表团抵达墨尔本多间设施进行参观及举行会议，包括乘坐观光船畅游墨市埃拉河畔(Yarra River)。

来自北京的代表团在此次访问之行向墨尔本代表成员介绍了中国国贸的庞大规模，令人印象深刻。中国国贸占地17公顷、总建筑面积110万平方米，是旗舰型的建筑设计。国贸大厦高度为330米，比墨尔本市中心Eureka塔的292米还要高。其它关于国贸的数字也令人啧啧称奇，包括国贸的停车位超过3,000个，酒店客房数共有1,591间，另外，国贸购物中心的建筑面积达10万平方米。国贸于1985年注册成立，是大型中外合资企业，中外方股东分别为中国世贸投资有限公司及嘉里兴业有限公司(香港嘉里集团的子公司)。不用说，国贸是中国乃至全球规模最大、功能最齐全的综合性高档商务服务企业之一。

The meeting and tour of the WTC Melbourne facilities took place on a clear Melbourne morning and included a highly pleasant river boat cruise along the scenic Yarra River.

The significance of the delegation visit is underscored by the sheer size of the CWTC project the delegation represents based in Beijing. Covering an area of 17 hectares and a total gross floor area of 1.1million square metres, its flagship structure, the China World Tower is a staggering 330 metres tall which is the tallest building in Beijing. This compares with Melbourne's tallest building, the Eureka Tower at 292 metres. Other statistics are also impressive. There are 3,000 carparks, 1,591 hotel rooms and a 100,000 square metre shopping mall. CWTC is jointly owned by China Shi Mao Investment Co Ltd and Kerry Industrial Co Ltd (a subsidiary of the Kuok Group). Needless to say, CWTC is one of the largest commercial mixed use developments in the world.

Jenny Wang of WTC Melbourne,
COO WTC Melbourne Gavin Boyd,
Mr Liao Xiaoqi, Chairman China World Trade Center





The existence of a World Trade Center in a city sends a very clear message to the rest of the world that this city is open for business and the world is welcome to come here, to meet with and forge partnerships for cooperation with local businesses.

The presence of a World Trade Center also conveys to local businesses the importance of a regional resource as they compete for overseas business.

Source of quote: WTCA website

The Chairman of CWTC, Mr Liao Xiaoqi enjoys an illustrious career; Senior Officer of the Policy Research Office of the State Construction Committee, Director of the Policy and System Department of the Ministry of Foreign Trade and Economic Co-operation and was later named as Ministry of Commerce of the People's Republic of China. He also served as Commercial Counselor of the Embassy of the People's Republic of China in the Republic of Lithuania, Deputy Director of the State Science Technology and Education Leading Group, Vice Minister of the Ministry of Commerce of People's Republic of China. In addition, he was a committee member of the Chinese People's Political Consultative Conference.

国贸董事长廖晓洪先生拥有丰富的工作经历，曾经担任国家建设委员会政策研究室干部及对外经济贸易部政策体制司处长(其后改命为中国商务部)。他也曾经出任驻立陶宛经济商务参赞处参赞、国家科技教育领导小组办公室专职副主任，其后获升任为商务部副部长。此外，他也曾经是中国人民政治协商会议全国委员会成员。



China Delegation with Chairman Liao, viewing the WTC precinct on the Western Gateway to the city aboard the 1986 Royal Barge, Elizabeth Anne

WTC Wharf, Property Council of Australia's 2012 finalist for Victoria's Best Mixed Use Project



Mr Liao Xiaoqi, Chairman of the China World Trade Center, Beijing, China



Mr Liao Xiaoqi and Mr Clement Lee discussing the enormous scale of the China World Trade Center



Philip Hill WTC Melbourne Director Group Strategy with Chairman Liao

世贸中心于一个城市的存在向全世界表达了一个清楚讯息这个城市对外经贸开放，并欢迎世界各地的人光临，会见当地企业，并建立合作伙伴关系。

世贸中心的出现还向当地企业表达区域资源的重要性，以争取对外贸易商机。

引句来源：WTCA网站



DELEGATION ATTENDEES

- Liao Xiaoqi, Chairman China World Trade Center
- Deng Xiaobing, Senior Consultant, China World Property & Hotel Management
- Diana Liang Xiaodan, Director of China World Apartments Division, China World Trade Center
- Gao Zhiyuan, Deputy Director, General Affairs Division China World Trade Center
- Li Wenying, Manager, General Affairs Division China World Trade Center
- Wei Kai, General Manager, China World Property & Hotel Management
- Liu Yu, Consul, Consulate General of the People's Republic of China in Melbourne
- Kang Yingjie, Vice-Consul, Consulate General of the People's Republic of China in Melbourne

WTC MELBOURNE REPRESENTATIVES

- Clement Lee, Managing Director
- Gavin Boyd, Chief Operating Officer
- Philip Hill, Director Group Strategy
- Betty Lee, Director
- Kevin Lee, Director

What is less known to the general public is the linkages between many of the world trade centres around the world. The first 'world trade center' was built in New York in 1939 as part of the 1939 World Fair in Queens. Other world trade centers soon flourished around the general concept of a common place to do international business, exchange ideas, host events and meetings and have a public open space for community gatherings. The term WTC is used under license approved by the World Trade Center Association based in New York.

Building complexes branded as 'world trade centres' around the world are, by their nature, landmarks for the geographic region they reside. The branding signifies a clear purpose statement. They are typically located in prime commercial locations and attract premium tenant profiles.

— 些少为人知的是世界各地很多世贸中心之间的联系，1939年美国纽约市皇后区举办世界博览会而兴建了‘世界首个世贸中心’。世界其它世贸中心随之出现，互相促进了国际贸易、意见交流、举办经贸活动和会议，并为公众社群汇会提供开放平台。世贸中心(WTC)这个专有名称获得纽约的世界贸易中心协会(WTCA)的认可使用。

世界各地兴建及标签为‘世贸中心’大楼被广泛视为代表当地国家或地区的地标建筑物。这个标签清楚说出了它的意思。这些中心都是座落于主要商业区的黄金地段，吸引大型企业及公司设立办事处。

出席代表团成员

- 中国国际贸易中心董事长廖晓琪 (音译: Liao Xiaoqi)
- 国贸物业酒店管理高级顾问邓小平 (音译: Deng Xiaobing)
- 中国国际贸易中心国贸公寓部主任梁小丹 (音译: Diana Liang Xiaodan)
- 中国国际贸易中心综合事务部副主任高志远 (音译: Gao Zhiyuan)
- 中国国际贸易中心综合事务部经理李文英 (音译: Li Wenying)
- 国贸公寓常务经理韦凯 (音译: Wei Kai)
- 中华人民共和国驻墨尔本总领事馆领事Liu Yu (音译: Liu Yu)
- 中华人民共和国驻墨尔本总领事馆领事副领事康英杰 (音译: Kang Yingjie)

世贸中心(WTC)代表成员:

- 董事总经理 Clement Lee
- WTC首席运营官 Gavin Boyd
- 集团策略董事 Philip Hill
- 主任 Betty Lee
- 主任 Kevin Lee

Innovative Refurbishment Program

WTC Wharf redevelopment along North Wharf is a complete commercial, rebranding, retail and public space development which comprises leasable spaces with views and access to a valuable riverfront location. Where once there was only service areas, car parking and ancillary spaces turning their back to the water and compromising the potential of all the WTC's interiors to make use of its premier location, there now exists connections, promenades and riverfront tenancies.

Confronting several challenges, the design of WTC Wharf went through many versions and variations in an effort to create impact and revitalise this waterfront location with a feasible and effective design. An eye catching dynamic graphic scheme completely transforms the whole precinct. The new façade and alterations to the existing one dramatically alters the character of the building from every vantage point but is especially effective viewed from the Spencer Street bridge over the Yarra.

By activation of the waterfront, the project not only benefits the tenants and owners of the development but also links all the activities fronting the Yarra in this location and this in turn spurns tourist potential to this part of the city. Similarly from a social viewpoint the redevelopment has now created a well-used and usable civic space, activated by 24hour commercial and retail use. It is no longer the 9 to 5 office environment it once was.

The precinct now encourages pedestrian and cycling activities which are of value environmentally as well as socially.

By introducing retail frontage onto the river with alfresco dining and outdoor seating areas, the design has increased public activities and provided an interface between the public river promenade and the building to promote entertainment, outdoor dining and retention of pedestrians in the area.

WTC Wharf was a finalist in the Property Council of Australia awards 2012 for best Mixed use Development, and was one of four finalists in the National Award of Excellence in Australia, together with noted projects of – The Gungahlin Town Centre ACT, Kingston Foreshore ACT and The Charles Redevelopment in Tasmania, competing for the honour of the Award for Best Mixed Use Development in Australia at the Innovation and Excellence Awards.

WTC Melbourne is a dramatic backdrop to the Yarra River



创意翻新计划

沿着北区码头(North Wharf)的世贸中心码头已经重建成为一个完整的商业、零售及住宅集于一身的海滨区，提供大量可以眺望海景及通往河边位置的出租空间。翻新前，该区只有一些服务点、停车场及附属空间，而无法善用世贸中心的优越位置，现在该区出现了连接设施、海滨人行道及河畔租户。

设计世贸中心码头面对多项挑战，经历不少设计蓝图及修改的过程，希望以可行及有效的设计，务求为这个河畔优越位置创造及注入活力。最终，一个夺目而富有生气的设计方案完全把整个区改造过来。全新外貌及翻新现存建筑物大大改变了建筑物的特质，从埃拉河上的史宾沙街(Spencer Street)桥上眺望最为突出。

翻新改造项目不但对租户及发展商带来好处，还把埃拉河畔上的所有活动连结起来，吸引更多游客，成为墨尔本另一新景点。从社会角度来看，这个再发展计划令该区的公民空间得到完全使用，商业及零售活动可以全天候24小时进行，不再是以往朝九晚五的环境。

这区现在鼓励行人及自行车的活动，对环境及社会均有帮助。

翻新计划推出在河畔旁边开设零售店及露天餐厅和户外雅座地方，令公共活动有所增加，并提供海滨人行道给公众及游客享用，建筑物上推广娱乐活动及户外美食，刺激游人消费。

世贸中心码头获得2012年澳洲房地产理事会颁发之最佳综合开发项目，并入选澳洲全国杰出奖最后四强，与其它著名发展项目角逐的有堪培拉的根嘉连镇中心(Gungahlin Town Centre)、堪培拉的金斯顿前滨(Kingston Foreshore)及塔斯曼尼亚州的查尔斯区(The Charles)，它们都争夺澳洲创新及杰出表现奖中的最佳综合开发项目殊荣。

WTC Wharf – Melbourne's Meeting Place

The World Trade Centre Melbourne is a progressive redevelopment and refurbishment of the former World Trade Centre complex. It is one of Melbourne's largest integrated waterfront office complexes, strategically located on the banks of the Yarra River.

WTC Wharf was officially declared open in a spectacular Grand Opening celebration on Wednesday October 19th, 2011.

In a glamorous red carpet affair, guests included Ted Baillieu MLA, Premier of Victoria and WTC Ambassador Ruby Rose in an indulgent gourmet journey featuring a delicious grazing menu designed by WTC restaurants, Byblos, The Wharf Hotel, River's Edge Events and Kobe Jones Riverside Teppanyaki.

The complex forms part of the larger North Bank Precinct an 11 hectare waterfront site which includes the Crowne Plaza Hotel and Convention Centre, the proposed redevelopment of the Former Goods Shed 5 and at the centre, and positioned directly opposite the new Melbourne Convention Exhibition Centre, is the World Trade Centre which is the gateway to Melbourne's Central Business District.

New road networks and air bridges link the World Trade Centre with the nearby Docklands. Formally known as Melbourne's old waterfront, Docklands is now well advanced as a major commercial, high technology and residential waterfront precinct, all within walking distance.

The Southern Cross station major development, Etihad Stadium, and surrounding development activity are all coming alive in this precinct.

Recently relaunched as the new WTC World Trade Centre, the complex occupies over 150 metres of waterfront, over 70,000sq.m. of office space, and is home to Thales Australia and Thales Land groups, Victoria Police Headquarters, Australian Taxation Office, Australian Energy Market Operator and other major corporations.

(direct source: www.wtcmelbourne.com.au)

From left to right: Mr Gavin Boyd, Mr Clement Lee, The Hon. Ted Baillieu
MLA Premier of Victoria, Mr Phillip Hill, and Tan Sri Azmi Wan Hamzah



世贸中心码头 – 墨尔本的聚脚点

墨尔本世贸中心的现貌是经过大规模重建及再翻新旧有世贸中心大楼而成的，它是墨尔本最大型河畔办公室大楼之一，屹立于风光名美的埃拉河畔之上。

世贸中心码头于2011年10月9日星期三举行精彩庆祝活动，宣布正式开幕。

世贸中心大楼沿着河畔而立，中央朝向北岸，直接对望墨尔本会展中心。世贸中心可谓是进入墨尔本商业中心区的门户。新道路网络及空中天桥连接世贸中心，毗邻是新开发的Docklands海滨区。曾经是墨尔本旧码头的Docklands现在已经发展成为主要商业、高科技及住宅集于一身的先进内城区，跟离墨市商业中心区只是步行距离。

世贸中心邻近的南十字火车站大型兴建，Etihad体育馆及四周的发展项目都是墨市这个黄金地段生生不息的活动。近期重新推广为新世贸中心覆盖河畔逾150米，占有超过7万平方米办公空间，澳洲国防承包商和地产集团Thales、维州警察总部、澳洲税局、澳洲能源市场营运机构(AEMO)及其它大企业 and 集团都选址这里为办事处。

(资料来源: www.wtcmelbourne.com.au)



LEGENDARY SERVICE IN THE HEART OF BEIJING

Offering the perfect blend of sophistication and innovation, The Peninsula Beijing provides the ultimate in luxury. Enjoy elegantly designed guestrooms, award-winning western cuisine at Jing, the superb Cantonese delicacies of Huang Ting, and unsurpassed levels of personalised service that is synonymous with The Peninsula name for over 80 years. Add to this our city centre location within walking distance to main shopping areas, the Forbidden City and Tiananmen Square. For more information on Beijing's most distinctive hotel, please visit us at peninsula.com

THE PENINSULA
BEIJING

8 GOLDFISH LANE, WANGFUJING, BEIJING 100006, THE PEOPLE'S REPUBLIC OF CHINA (86-10) 8516 2888 OR PENINSULA.COM
HONG KONG NEW YORK CHICAGO BEVERLY HILLS TOKYO BANGKOK BEIJING MANILA SHANGHAI 2009