



## HSIN CHONG GROUP HOLDINGS LIMITED

# Heralds in New Horizons

Diversifying our business and overcoming fresh challenges enters a new era of growth for Hsin Chong, says IR JOSEPH CHOI, Executive Director and Chief Executive Officer of Hsin Chong.

**O**n 15 April 2016, Hsin Chong Construction Group Ltd. began to operate under its new name, Hsin Chong Group Holdings Limited (新昌集團控股有限公司 in Chinese). The most notable change is that 'Construction Group' has become 'Group Holdings', which signifies the Group's new business direction in diversifying and expanding its businesses in Hong Kong, the Mainland of China and overseas.

"Our footprint spans Hong Kong and various parts of the globe including a number of Mainland China locations, Macau, Saudi Arabia, Saipan and Cambodia. From our core construction business through which we have and will continue to build landmark structures for Hong Kong, the Group's business has expanded into property management, hospitality and the development of integrated communities with special attention on senior living," says Ir Joseph Choi, Executive Director and Chief Executive Officer of Hsin Chong Group Holdings.

Outside Hong Kong, the company this year won a construction management contract for the 133-storey Thai Boon Roong Twin Tower World Trade Center project in Cambodia. This will be Cambodia's tallest building when finished.

### Aged Care Living Concept

After signing a Memorandum of Understanding with Australia's Sapphire



**Ir Joseph Choi: "Hsin Chong has grown from a traditional construction company to an integrated property and construction group reaching out for new opportunities in Hong Kong, Macau, the Mainland of China and overseas."**

Group to collaborate on providing world-class aged care services in the Mainland of China and other parts of Asia, the Group continues to push forward in this area. "We plan to allocate a portion of our large-scale integrated property development projects to build high quality aged care residential areas under the international health management concepts of Sapphire. The opportunity in this market is immense because of the ageing population in China," says Ir Choi.

### Eyeing Belt and Road Initiative

'Belt and Road' will remain an important item on the Hsin Chong agenda. Since late last year, the management team has spoken at a number of international conferences to discuss possible infrastructure projects related to the initiative and how the company can support. "Our team has also made exploratory visits to a number of countries in Southeast Asia, Europe, Africa and South America. Most notably, in February 2016, we met with senior officials and senators in Brazil on how to move forward with the Twin Ocean Transcontinental Railroad project, which will provide an East-West freight corridor across South America via Brazil and Peru," according to Ir Choi.

"Last but not least, we are delighted that the Hang Seng Indexes Company has selected Hsin Chong as a constituent stock in the Hang Seng Composite Index, which became effective on 14 March 2016," Ir Joseph Choi remarks, "With the solid foundation we have been building since 1939, Hsin Chong is committed to further contributing to the sustainable growth and development of the communities that we operate in." ■



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