



FSC SHOWFLAT CONSULTANT LTD.

People-Centric Design Proves Winner for Industry Champ

Market positioning experience and a flair for designing ingenious projects helped take FSC SHOWFLAT CONSULTANT LTD to new heights of market acceptance.

From 1989 to 1993, Fred Chan worked at LWK & Partners (HK) Ltd, a well-known architect firm in Hong Kong, on various interior design projects.

Later, he served as the project manager at a few large-scale American and Japanese companies. From 1997 to 1999, he was a lecturer at Hong Kong School of Design helping nurture the next generation.

In 1999, Fred founded FSC Design in Hong Kong, providing professional design services to various high-end brands. His work received recognition from clients due to his solid experience and unique design concepts as well as his sound advice on the market positioning of the projects.

In 2000, Chan set up FSC Showflat Consultant Ltd in Shenzhen and the company's business has been growing ever since. The first project that the company successfully launched was Laguna Verona, a residential project developed by Tycoon Li's corporation Hutchison Whampoa in Dongguan.

Enviably Growth

In a few years, the company's has built foothold in more than 10 cities, including Hong Kong, Guangzhou, Shenzhen, Shanghai, Beijing, Hangzhou, Nanchang, Shenyang, Nanjing, Changzhou, Sanya, Yichang, Zhongshan, Macau, Zhuhai, Dongguan and Huizhou.



Fred Chan: "I believe design can enhance people's lives and contribute to the sustainable growth of businesses."

Its well-applauded projects include show flats, sales offices, medical aesthetics clubhouse, shopping malls and luxury residential properties. The company has worked with many famous developers, to name a few, Hutchison Whampoa Property, New World Development, Concord Group Limited, Kowloon Development Company Ltd, Shenzhen Pengji Group, Holy Lake Group, Shanghai Tian Yi, Yamada Miyura, Crabtree & Evelyn, 1000 Colors, Pengai Hospital Management Group, LERDO and SIEMENS. The success of these well-acclaimed projects has helped the company to establish a long term working relations with customers.

Thanks to his experience and perseverance, Chan completed many outstanding projects through his unique

design concepts. He has won numerous industry awards and has been interviewed by media in Hong Kong and China, showcasing his accomplishments in the interior design industry.

"Creativity is not the only reason leading to a successful project. Every project planning task should consider creativity, people's lives and the market environment. It should also integrate a theme, idea and people's lives in a creative way so as to add value to the project and improve sales ultimately," Chan says

He meets the needs of many well-known companies and developers and has won their trust and recognition.

"I believe design can enhance people's lives and contribute to the sustainable growth of businesses. My motto is 'never give up learning' and share your experience with others. This is the basis of our success which also helps us to build good reputation in the market." ■



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