

理想與策略

VISION AND STRATEGY

我們的理想

為香港締造優質的城市生活，令我們的世界級都會充滿朝氣，成為更美好的家園。

我們的使命

為實現理想，我們會以靈活的手法和敏銳的觸覺，與各合作夥伴携手並進，按步就班，推行重建，並且悉心栽培我們的員工。

我們的工作重點：

加速重建發展，去舊立新，創造更美好的生活環境；

促進及鼓勵復修殘舊的樓宇，防止市區老化；

保育及修葺具歷史或建築價值的樓宇，並致力保留地方特色；

更新舊區，促進經濟，改善環境，造福社群。

我們的合作夥伴：

受影響的社群，包括租客和業主；

政府；

地產發展及金融機構；

專業人士及學者；

其他有關人士。

我們的員工：

關懷社群，勇於創新，自我增值，致力為香港市民建造更美好的家園。

我們的信念

以人為本

領導有方

承擔責任

團結一致

創意無限

資源增值

Our Vision

To create quality and vibrant urban living in Hong Kong - a better home in a world-class city.

Our Mission

To realise our Vision, we act on our priorities with ingenuity and sensitivity, join forces with our partners and nurture our people.

Our Priorities are:

to accelerate redevelopment by replacing old buildings with new to provide a better living environment and neighbourhood;

to enable and encourage the rehabilitation of dilapidated buildings to prevent urban decay;

to preserve by maintaining and restoring buildings of historical and architectural value, and to sustain local characteristics;

to revitalise through enhancing and strengthening the socio-economic and environmental fabric for the benefit of our urban communities.

Our Partners are:

Affected communities including tenants and owners;

Government;

Development and financial institutions;

Professionals and academics; and

Other stakeholders.

Our People are:

caring and innovative, aspiring to create value through urban renewal for the community of Hong Kong.

Our Values

People-oriented

Leadership

Accountability

Teamwork

Innovation

Value-Aspiration

重建 發展

Redevelopment



樓宇 復修

Rehabilitation



舊區 更新

Revitalisation



文物 保育

pReservation