



Press Release

Celebrities joined in Shanghai for Charity at Four Seasons “Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund” Launched at Four Seasons Hotel, Pudong, Shanghai

(Shanghai, 5 November 2012) The grand opening of Four Seasons Hotel, Pudong, Shanghai and the signing ceremony of “Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund” was held in Shanghai today. Officials of Shanghai Municipal Government, leaders of Shanghai Charity Foundation, members of Wai Yin Association from Hong Kong, and friends from the media all joined together to witness another grand occasion at the Bund.

Four Seasons Hotel, Pudong, Shanghai situated in the center of the influential Lujiazui Financial District. With spectacular view and art deco motifs, the Four Seasons Pudong unleashes its glamour in a contemporary manner. Since the first hotel opened in 1961, Four Seasons has kept its pace in innovation and considerable expansion so as to reach the highest standard. In the recent half decade, this Canadian company has perfectly brought together friendliness, efficient and the benchmark of world-class hotel management. Four Seasons has reshaped the meaning of luxury given by modern travellers. The exclusive living experience begins with a warm smile and a sincere greeting by Four Seasons.

21st Century Tower, where Four Seasons Hotel, Pudong, Shanghai situated, is at the heart of Lujiazui Financial District. Both Four Seasons Hotel and the branded residences “Four Seasons Place” were developed by SOCAM Development Limited after acquiring them with jointed partners in 2010.

To celebrate the grand opening, a limited edition charity photo book “Style & Glamour” will be launched to tell the generous help the Wai Yin Association has offered joining hands in hope with the Shanghai Charity Foundation. During the trip, a collection of elegant photographs were taken for the members of Wai Yin Association in selected locations around the hotel.

“Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund” targets charity projects for pre-school children of migrant workers. The fund was established with a RMB1

Million initial donation from SOCAM Development Limited, with an annual supplement fund of RMB0.5 Million over the following three years. Also, guests are invited to donate for the book “Style & Glamour”. For every donation of RMB500 to the Shanghai Charity Foundation, each guest will receive a photo book. It also contains photographs of the Hotel and outlines the collaboration between Four Seasons and Shui On Group, and the design inspirations that led to the realisation of Four Seasons Hotel, Pudong, Shanghai in the heart of China’s commercial capital.

At the ceremony, Mr. Philip WONG, Managing Director and Chief Executive Officer of SOCAM, and Ms. Min Zhu JIN, Vice President of Shanghai Charity Foundation entered into an agreement for the fund. Mrs. Loletta CHU LO, Ms. Ellen WONG, Ms. Angie CHIU, Ms. Monica CHAN, Ms. Anne HEUNG, Ms. Mandy CHO and Ms. Nicole LEE, members of Wai Yin Association, then shared the inspiration of the trip. The ceremony reached the climax at ribbon-cutting by Mr. Vincent LO, Chairman of Shui On Group; Ms. Kathleen TAYLOR, Chief Executive Officer of Four Seasons Group; Mr. Guo Qin FENG, President of Shanghai Charity Foundation, together with Vice President Ms. Min Zhu JIN and Vice President cum Chief Secretary Mr. Guo Ping FANG; Ms. Yu Min XIE, Deputy Governor of Pudong New Area Division; Mr. Shan Zhou SHEN, Deputy Director-General of Shanghai Municipal Tourism Administration; Mrs. Loletta CHU LO, Honorary Life President of Wai Yin Association; Ms. Ellen WONG, Chairman of Board of Trustees; Mr. Stephen LAU, Chairman of HPL Hotels & Resorts Pte; Mr. Shu Yin LEE, Director of PGR Asian Real Estate Fund, and Mr. Philip WONG, Managing Director and Chief Executive Officer of SOCAM.

Mr. Guo Qin FENG, Chairman of Shanghai Committee of Chinese People's Political Consultative Conference cum President of Shanghai Charity Foundation said, “We highly appreciate the initiative of SOCAM and Four Seasons Hotel, Pudong, Shanghai, and we are pleased to witness the formation of Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund. We look forward to having more opportunities in the future to work with socially responsible enterprises on the same front as Shui On and Four Seasons Hotel, so as to express our concerns on improving the welfare of the less privileged groups, and promote a positive message on the related areas in the society.”

Mr. Vincent LO, Chairman of Shui On Group, who brought the legendary “Shanghai Xintiandi” concept into life, also travelled to Shanghai for the event. “We have pleasure to contribute to Shanghai Charity Fund and the children of migrant workers in this place by setting up Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund,” said Mr. LO at the ceremony. “Shui On has been putting great emphasis on developing into a responsible and benevolent enterprise. Shui On is not a property developer which merely builds buildings between cement blocks but we build dreams for children who are in need of support and education.”

Ms. Kathleen TAYLOR, Chief Executive Officer of Four Seasons Group, also flew to Shanghai for the occasion. “It is an exciting moment at the grand opening of Four Seasons Hotel, Pudong, Shanghai today. We are delighted to partner with an industry leader like Shui On which shares the same values as us. Four Seasons has been splendid among its peers by offering unique experiences at high standard. With extraordinary designs and products in our hotels, together with unparalleled personalised services, Four Seasons Hotel Pudong brings the distinct Four Seasons hospitality to Pudong to fulfill every guest’s expectation of warm hospitality in comfortable, contemporary surroundings.”

“Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund” raised funds for charity projects related to subsidising the day care centers for pre-school children of migrant workers, so as to improve the teaching environment, purchase more educational toys, enhance the facilities of the existing day care centers, and to provide training for teachers. A fund management committee has been formed to oversee the daily management and operations of the fund. The committee is formed by representatives of Shanghai Charity Fund and SOCAM Development Limited.

Earlier on 25 August, “Four Seasons Place Shanghai”, the 73 luxury branded residences landed in Lujiazui. These high-end residences, located above the Hotel, were developed through a collaboration between SOCAM and Four Seasons. Yabu Pushelberg, the internationally renowned interior designer of many luxury brands and top-class hotels, was instrumental in giving each apartment its distinctive, relaxing ambience. A designated service team from the Hotel is available 24 hours to satisfy every resident’s needs.





“Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund”
launched at the grand opening of Four Seasons Hotel, Pudong, Shanghai.

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About SOCAM Development Limited (SOCAM)

SOCAM (HKSE Stock Code: 983) is principally engaged in property development in the Chinese Mainland with a focus on special situation projects and knowledge communities. The Company specialises in developing quality high-end projects with visionary plans and precise moves leveraged on its strong expertise and solid background in construction operations.

Listed on the Hong Kong Stock Exchange in February 1997, SOCAM is a member of the Shui On Group.

About Four Seasons Hotels and Resorts

One of the most recognized world-class luxury hotel groups, Four Seasons Hotels and Resorts owns 82 properties all over the world. By providing beyond luxury service to meet expectation from travelers, the brand gets a global recognition and appreciation from the consumers. As a leadership in the luxury hotels industry, Four Seasons continues to receive praise and awards around the world. In the last 22 years, Four Seasons was awarded the AAA five-star honors more than any other hotel groups. Recently, the brand named the best international hotel by “Zagat Survey”.

In 2002, Four Seasons Hotels and Resorts opened its first hotel in Puxi, the most historical place in Shanghai. Ten years later, the brand has been successively established its hotels in Hong Kong, Macau and the West Lake in Hangzhou. Also, the new Four Seasons hotel will be open in Guangzhou this year, and a number of hotels are also included in the blueprint of Four Seasons development in China.

About Shanghai Charity Foundation

Shanghai Charity Foundation (SCF) is a nonprofit corporation founded in 1994. With the mission of “Help the Old, Support the Young, Sponsor Education and Relieve the Needy”, SCF aims at serving children, senior citizens and needy people from impecunious families in Shanghai. Over three million citizens have been benefited by the foundation.

“Shanghai Charity Foundation - Shui On Four Seasons We Care for You Fund” helps raise money for children of migrant workers to improve the facilities of their daily care centers.

About Wai Yin Association

Wai Yin Association is a registered charity institute in Hong Kong founded by a group of Miss Hong Kong Beauty Pageant title-holders and finalists in 1982. With contributing to charitable works and supporting community services as major objectives, people and institutions received help from Wai Yin has crossed Hong Kong, Taiwan, China and other Asian Countries.

Today, over 300 charity activities were organised, participated or supported by Wai Yin. More than 30 charity projects including various organisations, community centers and schools (including schools and kindergartens in Sichuan, China and Myanmar) are named after Wai Yin. More than 100 beneficiary recipients, NGOs, charities, and countless individuals, have reaped the rewards of its good work.