



Press Release

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## Novotown Welcomes New Strategic Partners

*Flagship Project of Lai Sun Group steams ahead for transformation of  
Hengqin Island a Hub of Quality Living, Leisure and Creativity*

Novotown, an integrated project with a mix of cultural and entertainment attractions currently under development in Hengqin Zhuhai by Lai Sun Group, today announced a slew of new strategic partners at a ceremony attended by Zengqing Luo, Deputy Director of the Administrative Committee of Hengqin New Area, and representatives of concept brands and media.

Novotown's strategic partners include China Mobile Group Guangdong Co., Ltd. Zhuhai Branch, CITIC Bank, Trans-Island Limousine Service Ltd. and travel partners Guangdong Gongbei Port China Travel Service Ltd., Guang Zhilv (GZL) International Travel Service Ltd. and Century Holiday International Travel Group. These partners will work closely with Novotown to craft and build a quality community in the Greater Bay Area.

'Novotown is Lai Sun Group's flagship project in the Greater Bay Area which aligns ideally with China central government's Greater Bay Area development plan.' said John Tse, Chief Executive Officer of Novotown. 'We're delighted that so many quality partners are coming onboard to support our grand vision for one of the most immersive and participative tourism and entertainment destinations in China, fostering high technology, travel, culture and creativity to benefit economic development of the area.'

He added, 'Novotown has great potential to become the landmark of Hengqin. Together with other lifestyle elements and infrastructure, I am confident that Novotown will become a quality living, leisure and creative destination for both domestic and international audiences.'

China Mobile unveiled its plans to launch its first concept store in Hengqin at Novotown to elevate retail experience of its guests. In addition, the brand will also introduce a 'smart mall' concept to Novotown – by logging-in to the shopping mall's Wifi system, customers can get access to comprehensive services, such as parking payment, restaurant and locker reservation, locating stores and receiving coupons, via app or website. The system also grants tenants access to certain customer data, which could allow them to better craft their marketing strategies.

Meanwhile, CITIC Bank intends to open a branch at Novotown, providing financial services for the residents, tenants and travellers in the area.



Trans-Island Limousine Service Ltd. will provide point-to-point shuttle bus services between Hong Kong and Novotown via the new Hong Kong-Zhuhai-Macao Bridge to encourage customer traffic, while Guangdong Gongbei Port China Travel Service, Guang Zhilv (GZL) International Travel Service and Century Holiday International Travel Group will also help to promote multiple travel products available at the destination to international, mainland China and Hong Kong tourists.

Wenqiang Hu, Director and General Manager of Guangdong Gongbei Port China Travel Service Ltd., said: 'We are very excited to be the strategic partner of Novotown. As travellers are more sophisticated these days, Novotown's partnerships with world-renowned brands create a diverse range of themed entertainment experiences, which together with their comprehensive infrastructure, are the key elements that help us attract these travellers in such keen competition. We are happy to work closely with Novotown and promote it as a vibrant and creative lifestyle community in the Greater Bay Area.'

In addition to strategic partners, a range of China's popular concept brands was a part of the ceremony today. They included Super Species, Sports Infinite, and Hutaoli Music Restaurant & Bar.

Adjacent to Macau, Novotown is positioned as a cultural and creative incubator. Benefiting from China (Guangdong) Pilot Free Trade Zone and Special Economic Zone policies, Novotown has been actively developing a wide range of leisure facilities which helps elevate the quality of life in the Greater Bay Area. With the addition of other confirmed partners including Lionsgate, National Geographic, Taipei Wellness Clinic and Resort, Real Madrid Football Club, Porsche and a world-class institute, the Innovation Leadership Academy Hengqin managed by Harrow International (China), Novotown is gearing up to become a vibrant and creative lifestyle community in the Greater Bay Area.

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*(From left to right) Yuke Wang - Chief Executive Officer of RET, James Liang - Managing Director of Century Holiday International Travel Group, Wenqiang Hu - Director and General Manager of Guangdong Gongbei Port China Travel Service Ltd, Zhixin Mei - President of Hengqin New Area Branch of CITIC Bank, John Tse - Chief Executive Officer of Novotown, Yong Xiong - General Manager of Zhuhai Office of China Mobile Group Guangdong Company Ltd., Shuhua Li - General Manager of Trans-Island Limousine Service Ltd., Wenzhi Zhao - Vice Chairman of Guang Zhilv (GZL) International Travel Service, and Larry Leung - Managing Director of Novotown, attended a ceremony of Novotown at Zhuhai.*



*Zengqing Luo, Deputy Director of the Administrative Committee of Hengqin New Area, delivers a speech at the ceremony*



*Yong Xiong, General Manager of Zhuhai Office of China Mobile Group Guangdong Company Ltd., introduces the concept of Smart Mall*



*Larry Leung, Managing Director of Novotown, is introducing the project's background and potentials to attending guests*



### About Novotown

Novotown is a multi-phase project located in the heart of Hengqin, within a five-minute drive of Hengqin Port, adjacent to Macau. Novotown features a mix of cultural and entertainment attractions and is positioned as a cultural and creative incubator that combines state-of-the-art technology with some of the most innovative concepts for Guangdong, Hong Kong, Macau and Taiwan. Cultural experiences of Phase I include Lionsgate Entertainment World™, National Geographic Ultimate Explorer, Sanitas Healthcare & Medical Beauty Center, a multi-purpose performance hall, wedding ceremony venue and Hyatt Regency Hotel as well as concept retail and dining. Phase II will be headlined by a Porsche Experience Centre, and an indoor Real Madrid Interactive Football Experience Centre. Detailed information can be found at its official website: [www.novotown.com.cn](http://www.novotown.com.cn).

### Issued by GHC Asia on behalf of Novotown

High resolution photos are available here:

[https://www.dropbox.com/sh/bdjig7ysmzyvixo/AABGMZrOpM4Y3GS9ZeuZ\\_RPqa?dl=0](https://www.dropbox.com/sh/bdjig7ysmzyvixo/AABGMZrOpM4Y3GS9ZeuZ_RPqa?dl=0)

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