

# The Business Transformation and Innovation Journey of Chinachem Group

Friday, 17 December 2021



CHINACHEM GROUP

華懋集團



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*Driven by Purpose*  
*Creating Places with Heart*



## Our Roots, Our Future

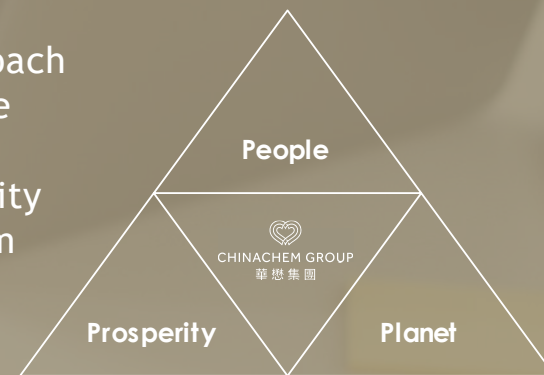
Established in 1960, Chinachem Group is one of the largest property developers in Hong Kong. Today, we develop and manage residential, commercial, retail and industrial properties, own and manage hotels and run an entertainment business.

With a firm foothold in Hong Kong, we are building on our heritage and our solid foundations to craft the next chapter of our success.



## Triple Bottom Line

Chinachem takes tremendous pride in its balanced approach to business. We operate not solely for profit, but with the higher aim of contributing to society. We want to create positive value for our users and customers, the community and the environment, thereby achieving the triple bottom line of benefits to People, Prosperity and Planet.



*"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."*

# Corporate Strengths

## Property Development

Completed over **180**  
property development projects  
in Hong Kong over the years

## Property Investment

**7,530,000** sf  
of Group Leasing Portfolio

## Hospitality and Entertainment

8 Hotels and Serviced  
Apartments with

over **2,900** keys

1 self-owned and  
self-operated Cinema

## Property Services

Over **80**  
developments under  
the management of  
Chinachem Group  
subsidiaries (about  
**200** properties)





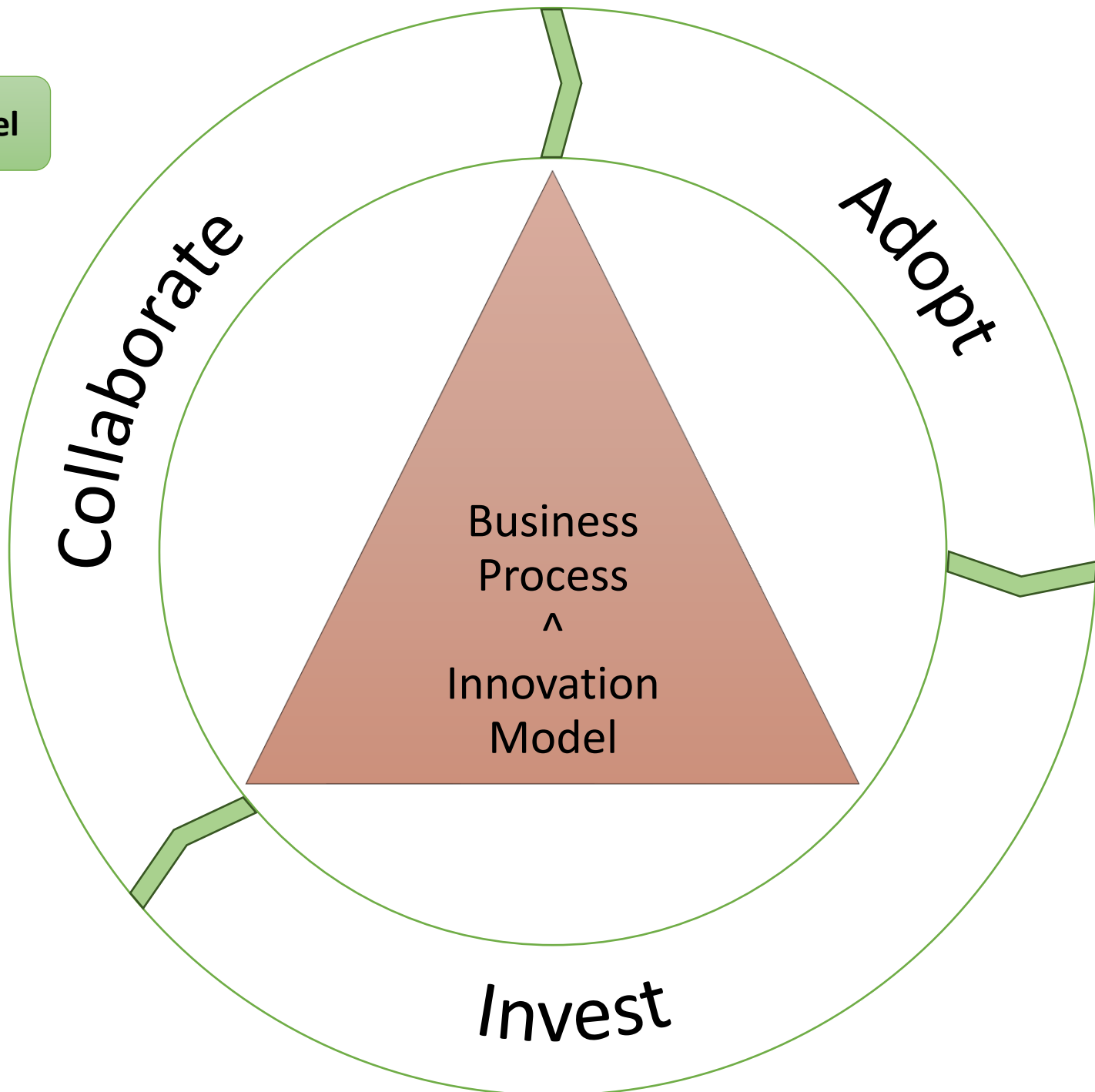
## Embracing Technology and Change

We understand the importance of meeting evolving demands and expectations, and of delivering innovative, relevant services. That's why we set up our Digital Transformation Department in 2019. By digitising our operations, property construction and management processes, we continuously enhance and transform our business. By adapting the latest technologies and data analytics, we can improve end-user experiences while better managing our operating costs and increasing efficiency. We are also spearheading the promotion of PropTech in the development of smart communities, and capturing new business models and revenue streams as the business landscape evolves.

A photograph of three business professionals in an office setting. A man in a blue blazer and glasses stands on the left, looking at a tablet held by a man in a light blue shirt in the center. A woman in a blue and white striped shirt stands on the right, also looking at the tablet. In the foreground, there is a large wooden architectural model of a building. The background shows a whiteboard with charts and a window. The text "Our Innovation Approach" is overlaid in white on the image.

# Our Innovation Approach

CCG Innovation Wheel





INTRODUCTION

ACCELERATOR

ABOUT US

CONTACT US



# CCG ACCEL

POWERED BY HKSTP

Reshape the City through World-Class  
PropTech Innovations





# Inno Place @CCG

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- Opens up Chinachem Group's diverse range of retail, residential & commercial properties as test beds
  - "Innovation Places" to promote entrepreneurship and creation of shared value
  - Realises "Smart City" vision
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# Problem statement for PolyU Innovation Challenge

1. We are looking for automation for cleaning. This includes cleaning of interior space and outer wall of buildings. We are also looking for solution which can clean vertically curved outer wall.

2. We are looking for solutions for better energy usage of our facilities and buildings. Interest areas include new materials that save energy consumptions, better energy management, chiller optimization system, etc.