

*Welcome the Hon SIN Chung-kai,
Dr Hon Eric LI Ka-cheung, GBS, JP,
the Hon Timothy FOK Tsun-ting, SBS, JP,
the Hon CHAN Kwok-keung, JP &
the Hon TAM Yiu-chung, GBS, JP*



CYBERPORT
數碼港



HONG KONG'S IT FLAGSHIP INVITES THE BEST TO COME ON BOARD

Nicholas Yang
CEO, Hong Kong Cyberport Management Company Limited
15 June 2004

Hong Kong Cyberport

- Cooperation between HKSAR government and PCCW
- US\$2 Billion total project cost (2000-2007)
- 100% owned by Hong Kong SAR Government
- Received “**Intelligent Building of the Year**” Award 2004 on 11 June 2004



What is Hong Kong Cyberport?



- **Fusion of technology, people, and business**
 - Grade A office buildings (95,000 m²)
 - Arcade (27,000 m²)
 - 5-star hotel (173 rooms)
 - 2,930 residential units
 - 10G/ 1G fiber-optic network and WLAN coverage
- **Creating a strategic cluster of 100+ companies in**
 - IT applications
 - information services
 - multi-media content creation



Events Held since 22 July 2003 (last ITB Panel visit)

- Grand opening of
 - Cyber Institute of Hong Kong (18 November 2003)
 - Hong Kong Wireless Development Centre (15 December 2003)
 - Digital Media Centre (29 March 2004)
 - Le Méridien Cyberport Hotel (20 April 2004)
- Soft opening of
 - The Arcade
 - Broadway Cinema (29 April 2004)
 - Food Court (1 June 2004)
 - iResource Centre (4 May 2004)



Transportation



- Currently served by 4 bus, 2 Green Mini Bus (GMB) routes & ferry service

Mode	Route	To & From
Bus	M49	Central (AEL Hong Kong Station)
	73	Stanley
	970P	So Uk Estate
	107P	Hunghom
GMB	69	Quarry Bay (via Causeway Bay)
	69A	Aberdeen
Ferry	-	North Point (via Central)

- Northern Access Road is scheduled to open in July 2004. Two new GMB routes to Central (Route No. 10X) & Kennedy town (Route No. 58) approved
- Working with TD and shuttle bus operators to explore bus/GMB and/or shoppers shuttle routes to/from Causeway Bay, Admiralty, Pokfulam, Ap Lei Chau & Eastern Hong Kong Island

Office Leasing (as of 11 June 2004)



- **Cyberport 1 (Completed)**
 - Comprises 165,959 sq. ft.
 - 70% currently leased out
- **Cyberport 2 (Completed)**
 - Comprises 193,343 sq. ft.
 - 97% currently leased out
- **Cyberport 3 (Completed)**
 - Comprises 576,961 sq. ft.
 - 16% currently leased out
- **Cyberport 4 (will be completed in late 2004)**
 - Stand alone office facility comprises 83,000 sq. ft.

Office Tenants

- 28 Tenants (as of today) of different origins, sizes and at different stages of development
- Tenant's Growth Rate

No. of Tenants	Headcount Increase	Area Increase	Total Area Increase with Planned Expansion
28	+21%	+16.8%	+61.5%

- Average Tenancy : 13 months





The Arcade

- Theme : Youth & Happiness
- Grand Opening : Planned in December 2004
- Comprises 165,900 sq. ft. of lettable space, 65% currently leased
- Committed tenants include :

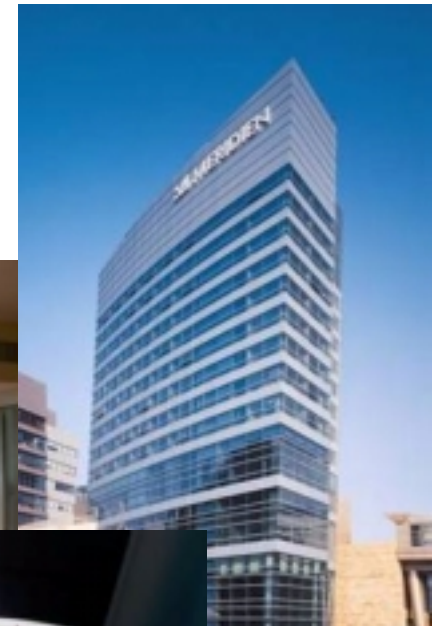
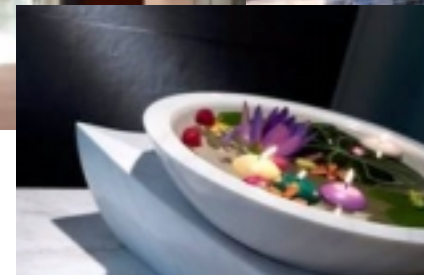
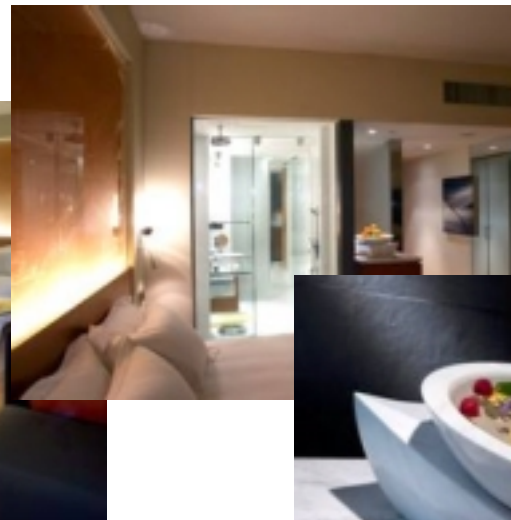
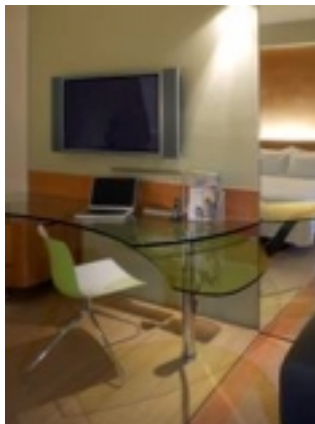




Le Méridien Cyberport Hotel

- Opened on 20 April 2004
- Providing 173 rooms, 3 restaurants and 2 wine bars
- Ultra-chic hotel offering cutting edge technology, wireless broadband connectivity, innovative entertainment, together with hip bars and restaurants, e.g. SMATV (120 channels)
- Use of DECT phone for seamless communication among staff

Le **MERIDIEN**
CYBERPORT





Residential Development



- Current situation (as of 15 June 2004)

Phase	Total No. of Units	Units Sold	Status
R1a & R1b	1,204	1,204	<ul style="list-style-type: none">• 100% sold• First move-in Sept 2004
R111(i) Tower 1-3	300	215	<ul style="list-style-type: none">• Launched with 72% sold
R111(ii) & R1V a	511	N/A	Will be launched in 2 nd half of 2004
R11, R1V b & R1V	898	N/A	Will be launched in 2005-2006



Wireless Development Centre

- Managed and operated by Wireless Technology Industry Association, a neutral body
- Central testing facility for SMEs, with information library on industry standards and trends
- 5 development suites with connectivity to all major local mobile operators; showcase of wireless solutions
- Sponsorship from over 30 key industry players including mobile network operators, handset manufacturers and software vendors
- Opened on 15 December 2003



Digital Media Centre

- 1,000 m² area of state-of-the-art :
 - A/V studios
 - A/V production centres
 - networked render farm – 100 CPUs, 200Gflops
 - motion capture system, 3D scanning and storage
- Testing platform with latest/unreleased hardware from major vendors
- Training sessions, seminars to assist SME tenants in digital media industry
- US\$7M funding from the government, opened on 29 March 2004
- Utilization rate : 88% at peak & 35-45% average/week





iResource Centre

- Soft opened on 4 May 2004
- Over 300 members registered during the 1st month of operation
- Currently provides a digital content library of 8,000 publications from Factiva, 600,000 sound tracks from Naxos, BMGZhomba and Sound-Ideas
- Collaborate with Hong Kong Digital Entertainment Association (HKDEA) to provide game testing resource, e.g. Microsoft XBox Live testing area

Marketing Strategy

- “Pull” Marketing Strategy
- “Focused” Marketing Strategy
- Building Strategic Alliance





“Pull” Marketing Strategy

- Showcase Cyberport’s unique venue & facilities to attract potential tenants and users, e.g.
 - Digital Entertainment Leadership Forum (April 2004)
 - Global ICT Summit 2004 (May 2004)
- Joint Promotions
 - Proactively work with strategic partners, e.g. TDC, InvestHK & HKTB



“Focused” Marketing Strategy

- Increased target markets’ awareness of Cyberport to attract potential overseas tenants:
 - Hong Kong Country Forum at NASSCOM 2004 (February 2004)
 - ICT Expo (February 2004)
 - Guangzhou’s Tianhe Software Park Visit (March 2004)
 - China Technology Forum in Beijing (April 2004)
 - Hong Kong Business Seminar in Stockholm, Sweden (May 2004)
 - U.S. West, Shanghai & Beijing trip (May 2004)



Building Strategic Alliance

- Cyberport-TRLabs Canada MOU (19 January 2004)
- Euro-Asia e-Entertainment Alliance (14 May 2004)
 - Signed by Cyberport, ARC Research Studio & Internet Professionals Association Ltd.
- Cyberport-Shenzhen Hi-Tech Industrial Park (SHIP) Strategic Partnership Agreement (will take place on 17 June 2004)



Upcoming Events

- Formation of strategic alliance
 - Negotiate umbrella agreement/MOUs with key hi-tech parks in China, Beijing, Shanghai & Xian
- Planned trips : US East, South Korea, Japan, the Mainland & Taiwan
- Media exchange
- Joint promotion with strategic partners
 - E.g. Work with HKTDC to organize sub-events in accordance with their annual events calendar, including DELF 2005 as sub-event of Entertainment Expo Hong Kong 2005
- ICT Conference sponsorships
 - Approach event organizers of reputable ICT events to incorporate Cyberport visits as part of the conference programme
 - Showcase Cyberport as a premium venue for quality events

Marketing Review



More...



Thank You!