

新聞資料 Media Information

Wenchuan Weizhou Tourism cum Qiang Cultural Exhibition and Performance Promote tourism and culture of Weizhou, Wenchuan

(12 December 2009, Hong Kong) New World Development Company Limited (“NWD” or “the Group”, Hong Kong stock code : 17) and New World China Land Limited (“NWCL”, Hong Kong stock code: 917) organize **“Wenchuan Weizhou Tourism cum Qiang Cultural Exhibition and Performance”** on **12 to 13 December** with China Young Leaders Foundation (“CYLF”) and Roundtable Community, promoting and publicizing the social, economic and tourism development of Weizhou, Wenchuan, Sichuan to the public, and showing their support to the local reconstruction.

The exhibition is prepared by a group of Hong Kong tertiary students who participated in the “Wenchuan Cultural Tour” in August 2009. The students visited Weizhou in Wenchuan and got to know more about the reconstruction and economic development in the affected area. They also visited the Qiang villages and shared the Qiang life stories. The students now help promote various Wenchuan reconstruction development projects, tourism and the Qiang culture in this activity through exhibition, photos, videos, cultural performances and display of handicrafts, encouraging the public to support the redevelopment in Wenchuan.

Mr Adrian Cheng, Executive Director of NWD and Chairman of CYLF said, “Immediate monetary donations for the earthquake helped address emergency needs and relieve problems. We believe that recovery, reconstruction and the promotion of self-help are the keys to support the social and economic development of the affected areas in the long run. As a result, we organize this exhibition with Roundtable Community. Moreover, we hope that by introducing the Qiang minority and its art of embroidery to the Hong Kong public, we can help contribute to the preservation and inheritance of the Qiang culture.”

An opening ceremony was held today and the organizers invited Ms Yang Hua Zhen, the representative inheritor of cross-stitching crafts and Founder and Art Director of Tibetan and Qiang Embroidery Center, together with the Qiangs, to introduce the Qiang embroidery, perform traditional dance, play Qiang flute and share their post-earthquake life with the public.

Mr Fred Lam, Chief Campaigner of Roundtable Community, shows his support to the local students’ the cultural exchange with the Mainland, “Cultural exchange allows the youngsters to care and learn about people with different experiences and cultural backgrounds. This activity not only allows the students to share and experience the livelihood of the affected people in the aftermath of the Sichuan earthquake, but also teaches them the importance of treasuring the culture of the minorities.”

The Qiang embroidery, a well-known Qiang handicraft, is the Qiang cultural treasure with more than thousands of years of history. At the exhibition today, the public participated in the Qiang embroidery workshops, learnt the techniques of the Qiang embroidery and had a taste of the Qiang culture. Meanwhile, the Qiang ladies displayed their handicrafts, such as shoes, waist band, handkerchief, pillow and more, attracting a lot of attention and appreciation. In addition, the Qiangs performed their traditional dance, sang folk songs and played Qiang flute so as to demonstrate their culture to the public.

Details of “Wenchuan Weizhou Tourism cum Qiang Cultural Exhibition and Performance”

Date:	12-13 December 2009
Time:	1pm to 8pm 12 December (The Opening Ceremony will be held at 2:30pm) 9am to 6pm 13 December
Venue:	Y-Platform at Youth Square (238 Chai Wan Road, Chai Wan)
Content:	<p><u>Exhibition</u> Introduction of the tourism and economic redevelopment projects of Weizhou through text, photos and videos.</p> <p><u>Performance</u> The Qiang representatives will give cultural performance including dancing and singing</p> <p><u>Workshops</u> The Qiang representatives will demonstrate their special embroidery and teach the general public in designated timeslots</p> <p><u>Display of Handicraft</u> The exhibition will display the handicraft of the Qiang, including shoes, waist band, handkerchief, pillow and more</p>

For details, please visit www.roundtablecommunity.org.hk/wenchuan.



Ms Athena Tai, Representative of NWD and CYLF (middle); Mr Fred Lam, Chief Campaigner of Roundtable Community (2nd from right); Ms Yang Hua Zhen, the representative inheritor of cross-stitching crafts and Founder and Art Director of Tibetan and Qiang Embroidery Center (2nd from left); Representative of the Qiang Lady (1st from left); and Representative of a group of Hong Kong tertiary students who participated in the “Wenchuan Cultural Tour” in August 2009, officiate at the opening ceremony of “Wenchuan Weizhou Tourism cum Qiang Cultural Exhibition and Performance”



The Qiang representatives give cultural performance which demonstrates their culture



Youngsters are interested in the exhibition panels which showcase the tourism and economic redevelopment projects of Weizhou, and the culture of Qiang



Youngsters learn the special Qiang embroidery through the demonstration by the Qiang ladies

This press release will be posted to NWD's website (www.nwd.com.hk), NWCL's website (www.nwcl.com.hk), China Young Leaders Foundation's website (www.chinayoungleaders.com) and Roundtable Community's website (www.roundtablecommunity.org.hk).

New World Development Company Limited

New World Development Company Limited (Hong Kong stock code: 17) is a Hong Kong-based leading conglomerate. Established in 1970, the Group has been listed in Hong Kong since 1972, and is now a constituent stock of the benchmark Hang Seng Index with a total asset value exceeding HK\$177 billion. After more than 30 years of operations, the Group has expanded from its original property business to

include four core businesses, namely property, infrastructure, service and department store. As at the date of this press release, the Group has an effective interest of approximately 57% in NWS Holdings Limited (Hong Kong stock code: 659), 70% in New World China Land Limited (Hong Kong stock code: 917) and 72% in New World Department Store China Limited (Hong Kong stock code: 825).

New World China Land Limited

NWCL is a subsidiary of the Hong Kong-listed New World Development Company Limited (Hong Kong stock code: 17) engaging mainly in property development in China and now has total assets exceeding \$54.39 billion. NWCL has been listed in Hong Kong since July 1999. Its well-diversified property development portfolio comprises of 57 major projects with a developable floor area of over 27 million sq m. These projects are located in 21 cities or major transportation hubs. There are different types of projects including residential estates, service apartments, villas, office, shopping centre, mixed-use buildings and hotels.

China Young Leaders Foundation

Founded in 2007, China Young Leaders Foundation is a non-profit-making organization. It aims at helping the outstanding young people realize their dreams; fulfill their social obligations and national responsibilities. We want to promote an integration of young people's personal growth and their contribution to future society.

China Young Leaders Foundation is supporting various kinds of youth development projects, aiming at transmitting and sharing excellent youth's values and ideas on national consciousness, humanistic spirit, innovative mechanism and international perspective and building a harmonious exchange platform for the young people. Meanwhile, it is committed to providing youth in the Mainland and Hong Kong with as many opportunities and sponsorships as possible to help excellent youth realize their dreams, integrate their individual development with social commitment, and enable them to discover and carry forward their potential so as to realize their values.

Roundtable Community

Roundtable Community was established in 2004. RC is a vibrant community that provides fresh outlooks to the society and the dynamic global scene.

RC is one of the very few scholarly and intellectual networks designed for youths, in particular. Our members include university undergraduates, postgraduates, doctorate candidates and young professionals. In order to facilitate multi-dimensional interflow and cooperation, RC sets up seven Associate Organizations. Each of these platforms is unique and has a distinct area of interests. Through persistent explorations and ventures to new landscapes, RC has hosted a variety of activities and public events to introduce these platforms for our members allowing discussion of international relations and cultural phenomena in the world, having a spotlight on Asia Pacific Region at the same time. RC values these free-flow exchanges of views in order to promote cross-strata dialogue and enable the accumulation of social capital.

For further information, please contact:

New World Development Company Limited

Ms Alison So
Officer – Corporate Communication
Tel: 2844 3179
Email: alisonso@nwd.com.hk

Roundtable Community

Ms Elfa Wong
Campaigner
Tel: 2111 5882
Email: elfawong@roundtablecommunity.org.hk