



ISCM 2023 Greater Bay Area Spring Study Tour

感受大灣區零售商業發展魅力・啟發之旅

15 April 2023 (Saturday)

ISCM will organize a one-day study tour to Greater Bay Area (Shenzhen) on 15 April 2023, where participants will be given the opportunity to visit Nantou Ancient City (南頭古城) in Nanshan, Haiya Mega Mall (海雅繽紛城) in Bao'an, The MixC Shenzhen Bay (深圳灣萬象城) in Shenzhen Bay, MixC Shenzhen (深圳萬象城) and MixC Sungang (萬象食家) in Luohu. Furthermore, participants can enjoy an enlivening bonding experience with peers. We trust this tour will bring you a unique travel experience that combines learning with travelling.

TOUR INFORMATION

Date: 15 April 2023 (Saturday)

Train: Hong Kong West Kowloon ↔ Shenzhen Futian

PACKAGE INCLUDES

- Round Trip from Hong Kong West Kowloon to Futian by High-speed trains
- Travel around various well-known shopping malls in Shenzhen
- Lunch
- Transportation with private coach
- Travel insurance

REGISTRATION FEE

Member
HK\$1,088

Non-Member
HK\$1,388

APPLICATION DEADLINE
7 April 2023 (Friday)

Register now at:
<https://forms.gle/m3pjVghAQb7AX5u5A>



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ITINERARY



Departing Kowloon West Station in Hong Kong



Arriving Futian Station in Shenzhen

Visit
1

Nantou Ancient City (南頭古城) in Nanshan

Visit
2

Haiya Mega Mall (海雅繽紛城) in Bao'an



Lunch

Visit
3

MixC Shenzhen Bay (深圳灣萬象城) in Shenzhen Bay

Visit
4

MixC Shenzhen (深圳萬象城) in Luohu

Visit
5

MixC Sungang (萬象食家) in Luohu



Departing Futian Station in Shenzhen



Arriving Kowloon West Station in Hong Kong

Remarks:

- Participants' travel document must be valid for at least 6 months including entry and transit visa for your journey
- Participants' registered name must be identical with the travel document.
- The itinerary is subject to change without prior notice.
- Participation priority will be given to ISCM members.
- Health Code to Shenzhen must be applied by participants.
- ISCM reserves the right to amend the itinerary without prior notice.

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南頭古城 (Nantou Ancient City)

南山區市政府與萬科聯手用了5年時間去改造了一個已有1,700年歷史的南頭古城。一個集舊區重改，融入現代商業元素，並尊重舊有本土文化與居民生活共融互創理念，是大灣區內一個標桿改造項目。南頭古城改造項目近年已獲來自各界最少17個獎項，自2020年開幕以來已有2,000萬人次到訪。



海雅繽紛城 (Haiya Mega Mall)



這個位於南山區與寶安區交界的零售商業項目，自2012年開業以來一直為顧客帶來不斷驚喜。近300萬平方呎面積內包括有動物園、劇院，親子樂園等體驗空間，超出一般零售商與顧客的想像。

深圳灣萬象城 (MixC Shenzhen Bay)

面積80萬呎位於深圳灣的深圳灣萬象城，自2018年開業後，已是多個國際奢侈品牌 CHANEL, BERLUTI, Goyard等在深圳的唯一零售點。加上與ANDAZ酒店及近400米高的「春笋」(華潤總部大廈)為鄰，是另一個大灣區內的高水平零售商業項目。



深圳萬象城 (MixC Shenzhen)



無論是2004年竣工的第一期，2009年期竣工的二期以及剛於竣工的三期，200萬呎的深圳萬象城近20年來都不斷優化其硬件與品牌組合去提升定位，現已是大灣區內一流購物中心的標桿項目。特別鳴謝華潤萬象生活，今次會專為ISCM團友導賞及解說，期待深港兩地同業一次難得的交流機會。

萬象食家 (MixC Sungang)

2022華潤首個「市集型購物中心」於笋崗開幕，是一個合共八層由「食」與「家」為主題的商場項目，近月來吸引區內外大量年輕人的到訪。

