

Quality first, win-win a priority

Three years on, the Chengdu IFS never changes its faith

By China Daily

The Wharf (Holdings) Limited recently announced in Hong Kong its interim results 2017, showing the group's underlying profit increased by 22 percent to HK\$7,271 million. Properties held by the group in the mainland made significant contribution. As a flagship of the Wharf's "International Finance Square Series" in the mainland, Chengdu IFS performed remarkably.

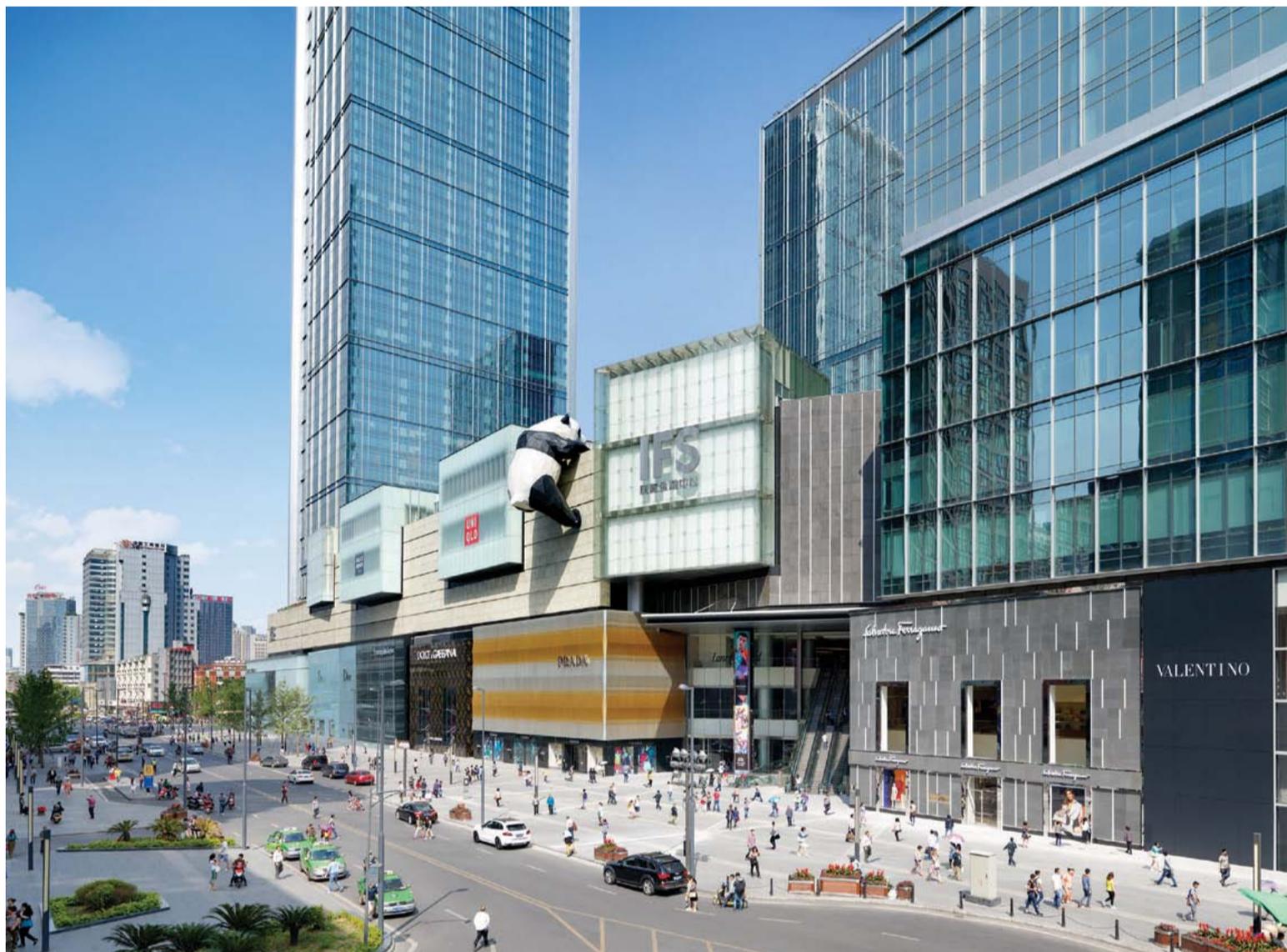
Urbanization has never stopped in the Chinese mainland, especially in the western part of the country. One of China's sprawling cities, Chengdu always holds the model of "city centre" as its key for development. A local landmark project, the three top-notch Grade A office towers raising the bar for future workplace represent the most preferred location for multinationals, financial institutions and major corporations in China West. It has also become a dream destination for multinationals, financial institutions and big firms.

Despite of competition brought by favorable conditions some other developers introduced, the Chengdu IFS is well positioned as an optimal marketplace for tenants to conduct seamless business interaction.

"The group's insight on choosing this location has brought the project (the Chengdu IFS) some 'gifted advantage,'" said Dave Siu, Assistant Director & General Manager (Office Leasing) of Wharf China Estates Limited.

"The Chengdu IFS sits in the busiest area of the city centre, where business atmosphere is strong and access of resources is easy. Its geographical advantage is not comparable. There is no doubt any city's development is a process of sub-centre's continuous growth. But advantage of the core area is irreplaceable. 'Theory of location' is under transformation, but will never vanish."

From location to environment,



A LOCAL LANDMARK PROJECT, the Chengdu IFS is committed to offer tenants top-notch workplace for business activities.

PHOTOS PROVIDED TO CHINA DAILY

and from management to brand, the Wharf, A trail blazer to develop "vertical Wall Street", has been following and responding to the latest market trend in office building management. It is committed to break the concept of developing single projects in some area to foster buildings under its brand a vertical business community to "train industry elites, improve value of tenants, and empowering talents in future development". And it expects to have unique contribution to Chengdu's development.

The Wharf group has a long-term plan for the Chengdu IFS, a wholly-held property. The Wharf group always believes that short-term

rental rate of 100 percent should never be the only goal if it wants to win market recognition and tenants' respect. The group will try its utmost to meet the tenant's need for quality. The Chengdu IFS will, at the same time, be selective, in a bid to find "good neighbours" for tenants. When quality is guaranteed, the property also aims to build a win-win business circle.

A destination for all sectors, leasing rise steadily

The Chengdu IFS has recently attract a series of industry leaders to move in as new tenants, including Top Health Medical, leader of co-work space MyDreamPlus and Towngas Investment the most sizable city gas group in the mainland.

Currently, the Chengdu IFS is already the best workplace for the world's Top 500 firms, multinationals, and industry leaders from different sector. It is also attracting all sorts of rising brands.

Mature firms consider more about its brand and image, as well as work environment. Easy access would help reduce human and financial costs. The Chengdu IFS is a stop to resolve all these challenges.

Formed by three office buildings, the Chengdu IFS's size of total work-



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place is more than 270,000 sqm. It's equal to the size of several other projects coming together.

As huge amounts of office buildings have entered the local market, the Chengdu IFS managed its timing carefully. The first two towers of the project were put in use respectively in 2013 and 2015.

Currently, Tower Three is already full of tenants, while more than half of Tower One have been leased. About 40 percent of Tower Two, the latest building to enter the market, have been leased too.

As a more than one-hundred year old Hong Kong firm, the Wharf does not just pursue high rental rate, but prefers more steady and solid growth.

Besides rental rate, the Wharf Group also cares about experience of tenants, as well as the office building's operation, which must be of international standard and quality. Having super high-rise office building is considered a symbol of economic development for any city nowadays.

A city's need for sound business environment relies on joint-efforts by tenants and landlords. A city's development would need international standard management. The Chengdu IFS of the Wharf Group wishes to have "the No 1 high-rise in the region" as its name card to raise the bar for the whole premium office building sector, to push forward economic development of Chengdu and the entire west China.

"Three years since the operation of the Chengdu IFS, we will never change our initial intention of 'quality first, win-win a priority,'" said Dave Siu, Assistant Director & General Manager (Office Leasing) of Wharf China Estates Limited, when elaborating how the Wharf Group operates the project.



Based on the concept of "quality comes first", the Chengdu IFS wishes to achieve win-win situation with tenants.