

# 理想，使命和信念

## 我們的理想

為香港締造優質的城市生活，令我們的世界級都會充滿朝氣，成為更美好的家園。

## 我們的使命

為實現理想，我們會以靈活的手法和敏銳的觸覺，與各合作夥伴攜手並進，按步就班，推行重建，並且悉心栽培我們的員工。

### 我們的工作重點：

- 加速重建發展，去舊立新，創造更美好的生活環境；
- 促進及鼓勵復修殘舊的樓宇，防止市區老化；
- 保存及修葺具歷史或建築價值的樓宇，並致力保留地方特色；
- 更新舊區，促進經濟，改善環境，造福社群。

### 我們的合作夥伴：

- 受影響的社群，包括租客和業主；
- 政府；
- 地產發展及金融機構；
- 專業人士及學者；
- 其他有關人士。

### 我們的員工：

- 關懷社群，勇於創新，自我增值，致力為香港市民建造更美好的家園。

## 我們的信念

- 以人為本
- 領導有方
- 承擔責任
- 團結一致
- 創意無限
- 資源增值

# VISION, MISSION AND VALUES

## OUR VISION

To create quality and vibrant urban living in Hong Kong – a better home in a world-class city.

## OUR MISSION

To realise our Vision, we act on our priorities with ingenuity and sensitivity, join forces with our partners and nurture our people.

### Our Priorities are:

- to accelerate redevelopment by replacing old buildings with new to provide a better living environment and neighbourhood;
- to enable and encourage the rehabilitation of dilapidated buildings to prevent urban decay;
- to preserve by maintaining and restoring buildings of historical and architectural value, and to sustain local characteristics;
- to revitalise through enhancing and strengthening the socio-economic and environmental fabric for the benefit of our urban communities.

### Our Partners are:

- Affected communities including tenants and owners;
- Government;
- Development and financial institutions;
- Professionals and academics; and
- Other stakeholders.

### Our People are:

- caring and innovative, aspiring to create value through urban renewal for the community of Hong Kong.

## OUR VALUES

- People-oriented
- Leadership
- Accountability
- Teamwork
- Innovation
- Value-Aspiration