

新世界中國地產



China Chow Tai Fook Centre

Guangzhou

Challenge

Chow Tai Fook Centre (East Tower) is another landmark in Guangzhou CBD. With a height of 530m, Chow Tai Fook Centre will take the place of IFC to be the highest commercial building in the South China when it is completed. As a huge office supply is upcoming in Zhujiang New Town, to make differential positioning and development strategy for the tower and help it win in the fierce market competition became the greatest challenge for this project.

Our service

Savills conducted in-depth research on 30 well-recognized high-rise complexes in the world, to analyze their successes and failures in function mix, property detail design, leasing scheme, operation and property management. Savills provided New World China Land with objective and strongly practical advices on developing high-end urban complex with great relevance to the features of regional customers.

Achievement

The advice to the design plan in function mix, planning, layout and positioning proposed by Savills has helped New World China Land fully considerate various problems that may occur in operation at the beginning of design. Accurately predicted the market cycle of real estate market in next five years, Savills proved that East Tower has good market potential and development prospect, giving confidence to New World China Land. East Tower laid the foundation stone on September 2009 and was now under construction.

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