

CSRS

CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY REPORT 2020/21

企業社會責任及可持續發展報告 2020/21



LAWSGROUP
羅氏集團



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ABOUT THIS REPORT

關於本報告

At LAWSGROUP, we are committed to contributing to the growth and sustainable development of our dynamic world. As global conglomerate with a strong community orientation, we prioritize our efforts in environmental conservation, people development, and engagement with the community.

On the completion of the first phase of our “15-year Sustainability Plan”, we are gratified to note that a wide range of innovative sustainability initiatives have been progressively incorporated into our business operations, with significant results achieved. Based on this proven success, the Group will shift the core of its sustainability strategies from centralized management to self-initiated actions by individual business units.

This report outlines the sustainability measures and achievements in 2020 and 2021 of our four major business units, namely, Textile Manufacturing, Knitting Manufacturing, Property and Investment, and Retail and Branding. It also provides insights on the Group’s upcoming business plans and CSR strategies.

At the commencement of the second phase of our 15-year plan, the theme for this year is “Resilience”. The cover design presents organic polychromatic blocks, which resemble a succession of waves. The navy blue colour blocks braving the winds and waves symbolize the Group’s iron-clad resolve and ability to overcome and adapt to any type of challenge.

For the latest news on our sustainability initiatives, please visit our website at www.lawsgroup.com.

羅氏集團多年來致力貫徹對可持續發展的承諾，積極應對多變的世界。作為一家關懷社會的國際企業，我們視環境保育、人才發展和回饋社會方面為集團工作的重中之重。

回顧「十五年可持續發展計劃」第一階段的表現，集團將各種創新的可持續發展方案逐步納入業務中，並取得卓越的成果。憑著獲得的佳績，集團將會將可持續發展策略的核心，從中央管理轉移至由業務部門自行開發不同行動。

本報告概述集團四個主要業務部門，包括紡織製造、針織製造、房地產及投資，以及零售及品牌於2020年及2021年推行的可持續發展策略和獲得的成就，亦涵蓋集團未來業務發展及企業社會責任方面的計劃。

為配合計劃第二階段的啟動，今年報告的主題為「砥礪立新」。封面設計呈現多個有機形狀的色塊，形成一道道波浪。而代表集團的深藍色色塊則乘風破浪，寓意集團的剛毅意志，能克服和適應各種挑戰。

有關羅氏集團之可持續發展及其他資訊，請參閱集團網站 www.lawsgroup.com。



RESILIENCE

CEO’S STATEMENT

行政總裁致詞

Global events like climate change and the latest pandemic have driven home emphatically the importance of sustainability and the need to act for the planet we share.

For LAWSGROUP, sustainability is a long-term commitment which also presents growth opportunities. As we enter the second phase of our “15-year Sustainability Plan” launched in 2016, we look back with a degree of satisfaction at the progress we have made in various areas. With proven-success, we reaffirm that we are on the right track as we grasp new opportunities when they arise.

2020 will go down in history as one of the most challenging years with widespread changes of unprecedented magnitudes. To counter the impact, the Group left no stone unturned in devising alternative solutions to a multitude of problems besetting us, and in establishing the framework to tackle the “new normal”. This is helped in no small way by the adoption of a “Design Thinking” approach in our management across all business units, and the promotion of a creative mindset and a human-centric approach among staff members.

In the manufacturing side of our business, we have devoted increasing resources to the adoption of cutting-edge technologies, such as IoT, automation, 5G, and more, to upgrade productivity and accelerate our business transformation in sync with changes in the market. As the world heads for Industry 4.0, we make certain we keep abreast of the trend by adopting modern smart technology.

Leveraging our ingenuity and resourcefulness, we initiated different platforms in our sustained effort to promote Creating Shared Value (CSV) in the community. For instance, in support of the HKSAR government’s lead to nurture the local cultural and creative industries, we designated D2 Place as an incubator hub to help young entrepreneurs grow and develop their businesses. In the face of the pandemic, we persevered by combining various online and offline means to help out individual brands. We are gratified to note the increasing recognition and gathering momentum of the movement, as more and more organizations adopt similar CSV models in their businesses for the benefit of the community at large.

Resilience is our corporate theme for this year which is a poignant juncture to take stock of our current strategies to see if our ecosystem can take the shocks and still deliver. In keeping with our H.I.T. spirit, and building on our solid base of passion and teamwork, we are well-placed to confront and overcome any challenges that come our way. Our various monitoring benchmarks suggest that we are nearing the end of the tunnel as the world market starts to recover. We have every confidence in embracing a brighter future ahead.



近年氣候危機和新冠疫情等事件持續影響全球，亦再次警示我們推動可持續發展刻不容緩，必須竭盡全力保護我們共享的地球。

於羅氏集團而言，可持續發展不單只是一個長遠承諾，同時亦為業務帶來增長機會。我們於2016年開展了「十五年可持續發展計劃」，今年即將踏入第二階段。回顧過去，我們在各個業務方面均取得顯著進展和成就。如此卓越的成績，令我們更確信我們正朝著正確的方向邁進，亦讓我們能迅即果斷抓住新機遇。

2020年是充滿挑戰一年，環球市場迎來前所未有的巨大轉變。為應對所帶來的影響，集團不遺餘力，不斷探索各種解決方案，並迎合「新常態」建立全新業務及可持續發展框架，將「設計思維」應用於所有部門的管理中，亦積極向員工推廣創新思維和以人為本的思維模式。

在製造業務方面，集團積極投放資源發展嶄新技術，包括物聯網（IoT）、自動化機器以及5G科技等，從而提高生產效率，並緊貼市場變化，加快業務升級轉型。隨著現今世界提倡工業4.0，智慧製造將會是我們未來發展的重中之重。

作為创新型企業，集團持續致力於建構不同平台，以創造共享價值（CSV）創建多元社區。配合香港特區政府培育本地文化及創意產業的願景，集團以D2 Place扶植本地品牌創業，幫助年輕企業家成長和發展業務。面對疫情，集團並沒有停下腳步，反而堅持不懈探索各種結合線上和線下的可能性，幫助香港小品牌穩步向前。我們非常樂見「創造共享價值」理念獲得社會各界的認可和投入，愈來愈多機構亦在業務中採用類似的營運模式，共同為整個社會帶來更多效益。

「砥礪立新」是集團今年的企業主題。在挑戰重重同時機遇處處的环境下，現時正是我們評估目前策略，以及企業生態系統能否承受衝擊仍然行之有效的最佳時機。秉承集團的H.I.T.精神，加上持續的熱情和堅固的團隊精神，我堅信集團能迎難而上，克服任何挑戰。而各項數據亦顯示，世界市場開始逐漸復蘇，我有充分信心迎接更美好的未來。

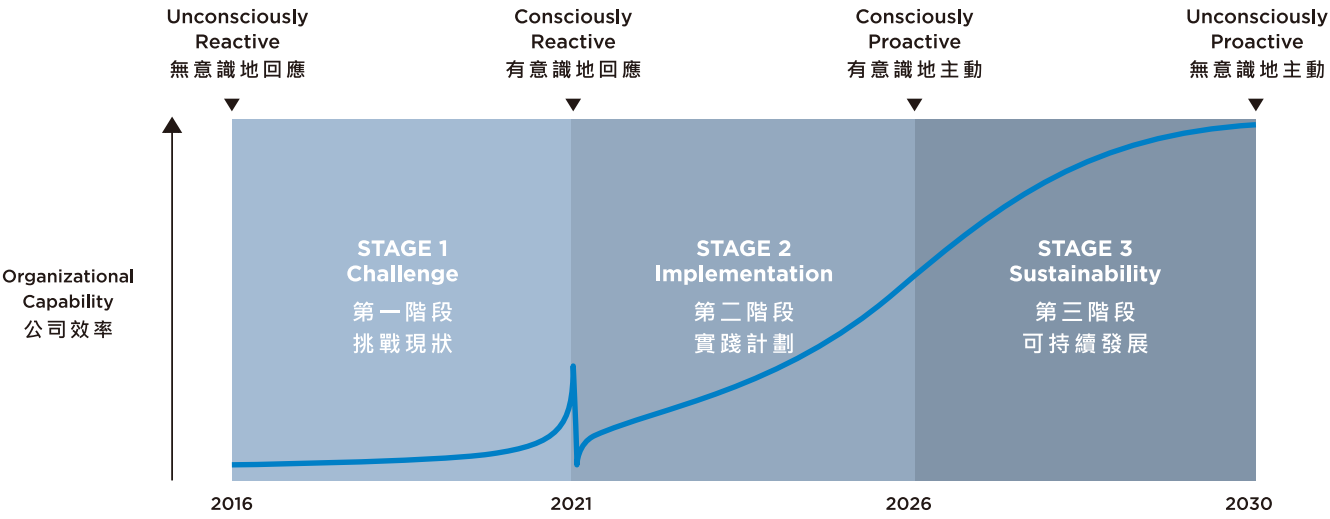

Bosco Law
羅正杰

“ Sustainability is a long-term commitment which also presents growth opportunities. ”

「可持續發展不單只是一個長遠承諾，同時亦為業務帶來增長機會。」

The 15-year Sustainability Plan

十五年可持續發展計劃



Phased Action Plan
分階段行動計劃

To review and revisit current sustainability plan, policies and facilities. Addressing and preparing for future needs, management team determines a new sustainability vision, targets, measures and policies, and sets up initiatives for staff to follow.

“Sustainability Consciousness” is inculcated in staff. The Group refines goals and gradually relinquishes central control to business units, and technology application is a key factor of sustainability plan.

All staff is equipped with a sustainability mindset and the ability to self-initiate different actions, while maintaining technology as a main driver for the sustainability plan.

集團審視現有企業社會責任之計劃、政策與設施，並按照未來所需，由管理層制定新的企業社會責任願景、目標、措施與政策，再推行不同計劃供員工實行。

「可持續發展」的意識已全面滲透至員工層面。集團優化目標後，由業務部門直接自發研究和執行，亦會納入科技為可持續發展計劃的核心元素。

所有員工都具備「可持續發展」的意識，可以自行推動不同措施，而科技在可持續發展計劃中成為不可或缺的一環。

Vernacular
簡單闡明

Data
數據



Information
信息



Knowledge
知識



Insight
見解



Foresight
遠見

SINCE 1975



LAWS INDUSTRIAL PLAZA

COMPANY BACKGROUND

公司背景



Founded in 1975, LAWSGROUP is one of the leading apparel manufacturers in the world and stands as a major player in the industry for more than 45 years. As one of the leading suppliers to world renowned fashion labels, LAWSGROUP builds its reputation on optimizing cost, quality and turnaround time in today's fashion markets.

With its success in supply chain management solutions, LAWSGROUP has further expanded its businesses and investments to Retail, Branding and Property Development since the 1980s, including but not limited to the operations of fashion and lifestyle boutique chain, development and management of Intellectual Properties, Shopping Malls, Office Buildings, Parking Lots, Co-working Spaces, and other global investments.

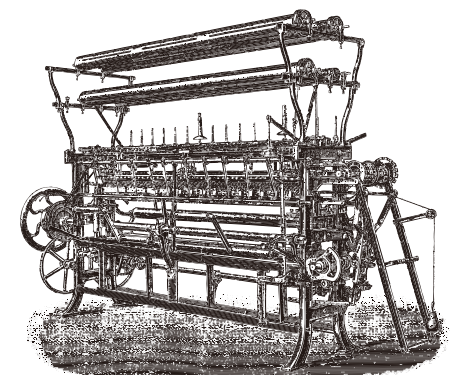
LAWSGROUP currently employs more than 20,000 staff, with offices, factories and retail shops around the world.

羅氏集團創立於1975年，迅速奠定於業界的領導地位，與多個國際知名時裝品牌合作超過四十五年。作為業界領先的成衣生產商及供應鏈管理者，羅氏集團致力優化生產成本、品質及生產周期，以滿足現今時裝市場之需求。

建基於供應鏈管理方案的成功，羅氏集團於八十年代開始進一步擴展業務版圖至零售業、品牌及地產發展，包括並不限於經營連鎖時裝品牌及生活百貨、發展及管理知識產權、商場、寫字樓、停車場、共用工作空間以及其他國際性投資。

羅氏集團現時僱有逾20,000名員工，分佈於全球多個辦公室、廠房及零售商舖。

www.lawsgroup.com



THE LAWSGROUP BRAND

羅氏集團品牌

The LAWSGROUP Brand is created with the following key and distinctive elements for effective brand identities and consistency.

羅氏集團品牌主要由以下鮮明的元素組成，以確保品牌的效益及一致性。

VISION 願景

To have LAWSGROUP apparel in every closet
將羅氏集團的衣服帶到每一個衣櫃內

MISSION 使命

To become a premier global fashion conglomerate, with a relentless approach to innovation, design, and quality
憑藉對創意、設計及品質的執著，成為頂尖的國際時裝集團

VALUES 核心價值

HAPPINESS 快樂

Positive Thinking with Strong Passion
積極思維與熱忱

INTEGRITY 誠信

High Ethics with Effective Communications
良好職業操守及有效溝通

TEAMWORK 團隊精神

Group Cohesiveness
企業凝聚力



LOGOMARK 標誌



MASTERBRAND 主品牌



BRAND MOTTO 品牌格言

passion for fashion

Passion for Fashion™
熱愛時尚

TONE OF VOICE 語調風格

Passionate	充滿熱誠
Insightful	別具遠見
Creative	無限創意
Confident	信心可靠

MASTERBRAND ARCHITECTURE 品牌架構



**APPAREL
MANUFACTURING**
服裝製造



**RETAIL
& BRANDING**
零售及品牌發展



**PROPERTY
& INVESTMENT**
地產發展及投資



**CSR
& SUSTAINABILITY**
企業社會責任及可持續發展



BUSINESS OVERVIEW

業務概覽

1 VISION
一個願景

4 CORE BUSINESSES
四大業務

15 COUNTRIES & REGIONS
十五個國家及地區

20,000+ STAFF WORLDWIDE
全球超過二萬名員工

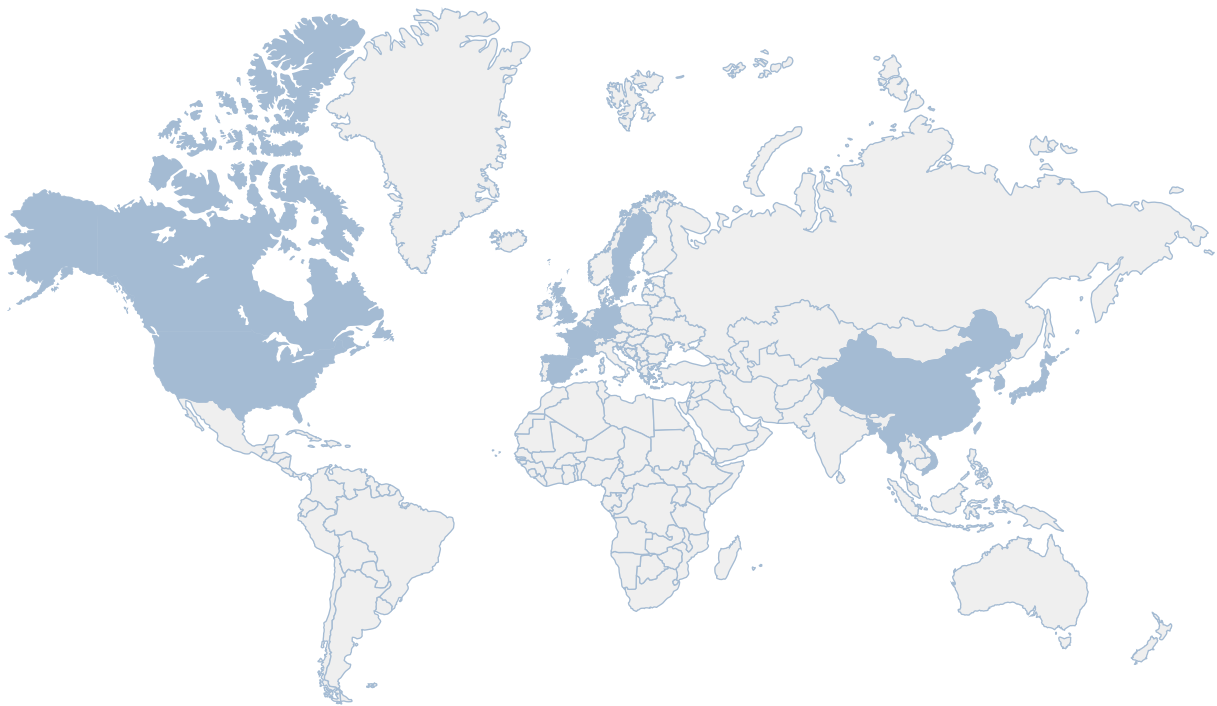
SINCE 1975
創自一九七五年

∞ PASSION
無限熱誠

GLOBAL PRESENCE 國際足跡

LAWSGROUP is one of the earliest Hong Kong-based corporates expanding its businesses along the Belt and Road regions. Since the 1980s, the Group has set up manufacturing facilities, offices, and retail shops in 15 different countries and regions.

羅氏集團是其中一家最早於一帶一路地區擴充業務的香港企業。自上世紀八十年代起，集團逐步於十五個國家及地區開設廠房、辦公室及零售商舖。



OUR CSRS MISSIONS
企業社會責任及可持續發展使命

Corporate Social Responsibility (CSR) and Sustainability are two key components of LAWSGROUP’s business philosophy and corporate values, and they are implemented across four core areas: Environmental Protection, Workplace Quality, Community Involvement, and Innovation. LAWSGROUP has always accorded a high priority to reduction of environmental footprints, staff development, and investment in the community as integral parts of its core strategic objectives.

As a garment manufacturer, LAWSGROUP tackles environmental issues spanning energy consumption, water consumption, air quality, chemicals control, and waste management. It is committed to production equipment advancement, management systems upgrades, and new approaches to increase productivity and reduce energy consumption.

LAWSGROUP also understands the importance of investing in the young generations. Since the launch of its first charity fund in 1987, more than US\$40 million have been donated to the establishment of schools and scholarships in Hong Kong, China, and overseas, with an array of other charity undertakings to promote Art, Culture, Design, Creativity, and Innovations.

In recent years, LAWSGROUP has put Creating Shared Value (CSV) at the core of its CSR and sustainability strategy, and dedicated unrelenting efforts in promoting CSV across the city, with the ultimate goal of connecting different stakeholders and individuals, and creating a momentum for long-term sustainability.

The world has been rocked by a pandemic of unprecedented magnitude, with sustainability becoming an increasingly important global focus, as it allows us to respond to unforeseen issues with flexibility and scalability while maintaining stable operations. LAWSGROUP is dedicated to exploring different possibilities to advance our sustainability drive as well as community work to meet the challenges under “new normal” of the post-pandemic era.

企業社會責任（CSR）和可持續發展是羅氏集團業務理念及企業核心價值中兩個核心元素，透過環境保護、提升工作環境、社區參與及創新四個關鍵範疇實踐我們的可持續發展承諾，並視減低環境影響、積極培育及發展人才以及加強社區參與為可持續發展方案的重點策略。

作為服裝製造業的一分子，羅氏集團致力減少能源及用水消耗，同時改進空氣質量、化學品控制和廢物管理等方面。集團積極提升生產設備、升級管理系統以及探索新方案，提高生產率和減少能源消耗。

羅氏集團亦明瞭投資新一代的重要性。自1987年集團成立首個慈善基金以來，已在香港、中國和海外投放超過4,000萬美元興建學校和設立獎學金計劃，並開展多個慈善項目，促進本地藝術、文化、設計、創造力和創新方面的發展。

近年來，羅氏集團將「創造共享價值」（CSV）視為企業社會責任和可持續發展策略的核心，並竭力於整個香港推廣創造共享價值，務求連繫不同持分者和群體，為長遠可持續發展創造更大的社會動力。

前所未有的疫情撼動著全世界，可持續發展作為全球議題變得日益重要。推行可持續發展讓我們能夠靈活應對突發情況，同時保持穩定運作和業務增長。羅氏集團將繼續探索各種可能性，優化我們的可持續發展框架以及社區工作，以應對後疫情時代下「新常態」帶來的變化。

CORE STRATEGIC
AIMS

策略目標

Minimizing
Environmental
Footprint
減少環境足跡

Innovating
for the Future
為未來改革創新

Committing
to People Development
and a Safe, Fair, and
Healthy Workplace
培育人才並確保安全、
公平及健康的工作環境

Investing
in the Communities
貢獻與建設社區

A woman with long blonde hair is seen from the back, standing in a field of tall grass under bright sunlight. The image is overlaid with large, abstract teal shapes that form a stylized 'X' or star pattern. The overall mood is warm and natural.

MINIMIZING ENVIRONMENTAL FOOTPRINT

減少環境足跡

ABOUT LAWSGROUP APPAREL MANUFACTURING
關於羅氏服裝製造

LAWSGROUP Apparel Manufacturing is one of the leading apparel manufacturers in the world. With manufacturing plants in China, Vietnam, Myanmar, and Bangladesh, the total annual production capacity is over 208,000,000 pieces.

LAWSGROUP Apparel Manufacturing is certified with the ISO 14001 Environmental Management System. It is also awarded with WWF Low Carbon Manufacturing Programme (LCMP) Platinum, as well as other international accolades such as SGS SA 8000, GOTS, GSV, SQP, WCA, and ISO 9001 for its efforts in chemical control, fire and structural safety, protection against children labour, and more.

羅氏服裝製造是全球服裝製造業的翹楚之一，現時於中國、越南、緬甸及孟加拉設有生產基地，年產量高達208,000,000件。

羅氏服裝製造獲得環境管理系統ISO 14001國際認證，同時獲世界自然基金會（WWF）頒發低碳製造計劃（LCMP）最高級別的鉑金獎，以及其他國際標準認證，包括SGS SA 8000、GOTS、GSV、SQP、WCA以及ISO 9001等，在化學品之管制、消防與結構安全，以及禁止僱用童工等政策的表現備受肯定。





NEW DEVELOPMENT PLAN IN APAC

亞太地區發展新計劃

To tap into enormous opportunities arising from the “Belt and Road” Initiative, LAWSGROUP Apparel Manufacturing has been actively expanding its supply chain network across Southeast Asia since 1975, with factories and offices set up in Mainland China, Vietnam, Myanmar, and Bangladesh, and, in the process, bolstering the infrastructure and labour force of the region.

To enhance the Group’s presence in the region and to lift production capacity, a new factory has been established in Myanmar, which will strengthen the Group’s Internet of Things (IoT) network, and drive supply chain visibility and connectivity to gain a distinct advantage in the industry. The new manufacturing plant will also create synergy with other existing plants, enhancing the overall productivity and flexibility.

In line with LAWSGROUP’s long-term sustainability strategies, the new factory will be equipped with the latest facilities and technology, such as new sewing and cutting machines, automatic hanger system, sewage treatment system, steam recycling system, and more. The new equipment not only helps reduce production cost and energy consumption, but also greatly improves the overall productivity.

The pandemic has brought unprecedented challenges to the global fashion industry. In response to the ever-changing business environment, the team will keep a close eye on industry trends and adjust the production strategies accordingly to maintain a competitive edge in the market.

為抓緊「一帶一路」倡議所帶來的龐大機遇，羅氏服裝製造自1975年起積極於東南亞地區擴充生產網絡，先後於中國、越南、緬甸和孟加拉設立廠房和辦公室，同時加強當地的基礎設施和人力生產資源。

為擴大在地區的影響力並提高產能，集團在緬甸開設新廠房，加強我們的物聯網（IoT）網絡，提高供應鏈的可見性和連接性，從而在行業中獲得領先優勢。廠房亦會與其他現有的生產基地產生協同效應，提升整體生產效率及彈性。

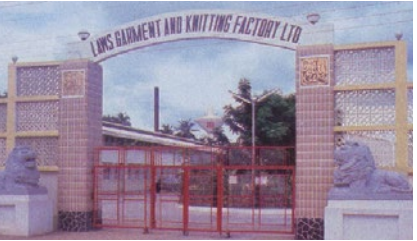
而配合集團的可持續發展策略，新廠房將配備先進設施和技術，包括新型縫紉機及全自動裁床、自動吊掛系統、污水循環系統、蒸汽回收系統等等。新設備不但有效減省生產成本和能源消耗，亦大大提高生產效率。

疫情為全球時裝業帶來前所未有的挑戰。為應對不斷變化的營商環境，團隊會不斷審視行業走勢並調整生產策略，以保持於全球市場的競爭優勢。



WEAVING LOCAL APPAREL STORY

編織本地服裝故事

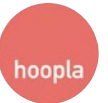


Laws Fashion Knitters started its business as a knitting manufacturer in the 1950s. Over the years, it has consistently strived for further excellence in knitting technique by preserving traditional craftsmanship while making innovative advancements. In the 1980s, Laws Fashion Knitters pioneered with computerized knitting machines which enabled the creation of sophisticated knit art with their cutting-edge technology. It is with this fervent passion for knitting and unbridled spirit for innovation that Laws Fashion Knitters has diversified its business and grown into a leading conglomerate in Hong Kong, LAWSGROUP. In the process, the Group has devoted vast resources to Research and Development, aiming to promote the heritage and sustainability of the local textile industry in a dynamic fashion.

In pursuance of this vision, LAWSGROUP has developed The Gallery of Apparel, Textile & Embroidery (gaTe), a platform dedicated to conserving the heritage and fostering the sustainability of the garment industry in Hong Kong. Through exhibitions, workshops and product showcases, gaTe actively promotes Hong Kong’s knitting culture and grooms local design talents. In collaboration with a group of young Hong Kong fashion designers, a knitting brand, hoopla, and a non-profit platform, Fashion Farm Foundation, were created to drive the development of local fashion industry. Blending traditional knitting techniques with trendy designs, the brand has developed a series of novel and outstanding “Hong Kong-style” lifestyle products, with an aim to share an authentic Hong Kong knitting story with the public.

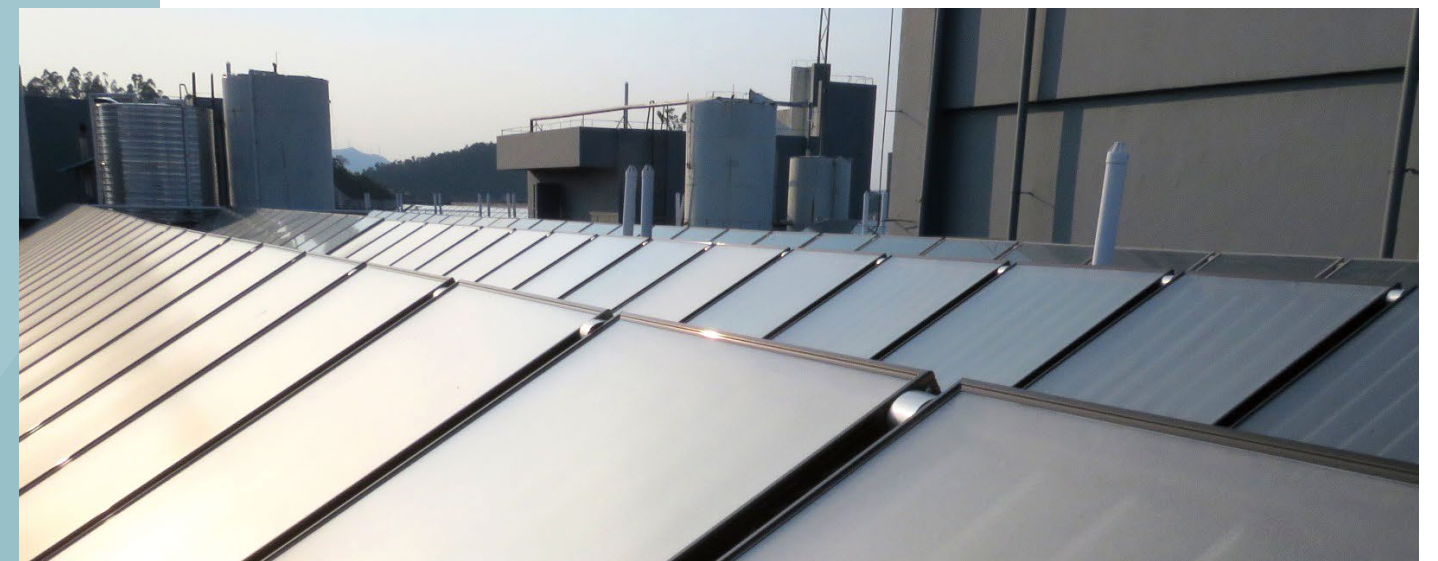
羅氏針織時裝早於五十年代已投身針織製造業，多年來於針織技術上精益求精，在保留傳統工藝的同時持續追求各種創新嘗試。八十年代更率先引入電腦化編織機，利用嶄新技術精準地製作繁複的針織藝術。憑著對針織的熱誠和勇於革新的精神，羅氏針織時裝逐步開拓其業務，迅速發展成業界翹楚並成立羅氏集團，更不斷投放大量資源於科研上，以時尚多變的方式，傳承本地針織文化，推動香港文化創意產業發展。

抱著這個願景，集團開展gaTe織品藝廊，作為促進香港紡織業傳承與可持續發展的平台，透過定期舉辦展覽、工作坊和產品展示等活動，積極推廣香港針織文化及培養本地設計人才。gaTe更聯同一群充滿熱誠的時裝設計師，創立針織品牌hoopla及非牟利時裝平台Fashion Farm Foundation，推動本地時裝業發展。揉合傳統針織工藝及潮流設計，交織出一系列新穎出眾的「香港風」生活精品，與大眾分享不斷延續的香港針織故事。



ANNUAL
OVERVIEW

年度概覽

-24%**Reduced** 減少排放**5K****Metric Tonnes
of CO₂e Emissions**公噸二氧化碳當量 (CO₂e)while produced goods are
increased by **18%**
同時提升產量**-22%****Saved** 節省**6,700,000 KWh****of Energy Use** 千瓦小時的用電量**Reduced** 減少
100,000 m³**of Water Use** 立方米用水**-25%****-29%****Conserved** 節約**60,000 m³****of Natural Gas** 立方米天然氣用量**ENERGY CONSERVATION AND
EFFICIENCY**

能源節約及效益

LAWSGROUP Apparel Manufacturing strives to reduce energy consumption and greenhouse gases emission in the production process. In addition to machinery and equipment upgrades, new energy-saving measures have also been adopted in its facilities, enhancing the overall performance in energy efficiency.

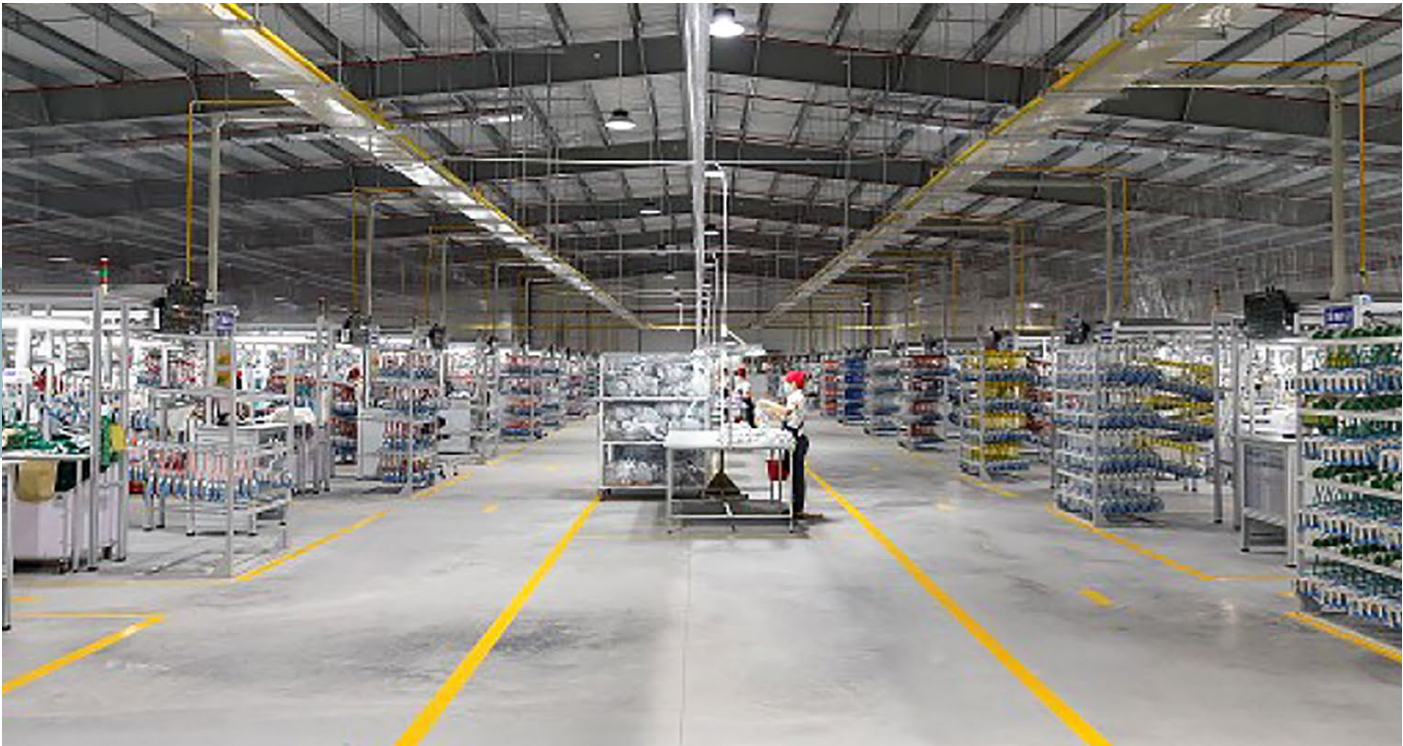
羅氏服裝製造致力在生產過程減少能源消耗及溫室氣體排放。除升級生產機器和設備外，廠房亦採用了嶄新的節能措施，從而提高我們在能源效率方面的整體表現。



WATER CONSERVATION AND RECYCLING 節約用水及循環再用

As an industry pioneer, LAWSGROUP Apparel Manufacturing has actively adopted new technologies and invested in infrastructure to manage water resources effectively. Water-processing equipment and wastewater treatment systems are upgraded in order to maximize the use of recycled water and reduce water consumption in its production line.

作為行業先驅，羅氏服裝製造積極採用嶄新技術，並投資於基礎設施，令水資源得到有效管理。我們升級用水處理設備和污水處理系統，從而增加使用循環水，減少生產線的用水量。



RESOURCES CONSERVATION AND EFFICIENCY 資源節約及效益

LAWSGROUP Apparel Manufacturing has taken steps to minimize carbon footprints by adopting a multi-pronged approach, such as replacing boiler fuel with natural gas and biofuel, installing solar panels, and fully upgrading general lighting system.

羅氏服裝製造積極採取不同措施，多管齊下減少碳足跡，包括將鍋爐燃料更換為天然氣和生物燃料，安裝太陽能電池板及全面升級一般照明系統。



IMPROVING PRODUCTIVITY
提升生產力

Newly adopted automatic machines and systematic management policies have raised the overall production efficiency and accuracy, while reducing production time, manpower, and yield loss.

全新引入的自動化機器和系統化管理策略有效提高整體生產效率及準確度，同時減少生產時間、人力和生產損耗。

AWARDS AND ACCOLADES

獎 項 及 認 證

For years, LAWSGROUP Apparel Manufacturing has dedicated efforts and resources in enhancing the working environment and fulfilling different international sustainability standards, for which it has been recognized with different awards and accolades.

多年來，羅氏服裝製造一直投放資源以優化工作環境，並致力符合不同的國際可持續發展標準，獲發多個獎項與認證。



ABOUT
LAWSGROUP
PROPERTIES
關於羅氏地產



Since the 1980s, LAWSGROUP Properties has been expanding and diversifying its business to span Property Development and Investment, Car Park Management, and Property Management Services. LAWSGROUP Properties manages a portfolio of assets in Hong Kong, Mainland China, and Southeast Asia, including commercial, industrial, warehouse, shopping mall, and residential properties both for sale and investment purposes.

LAWSGROUP Properties is a conservation pioneer in Hong Kong. As one of the first developers to participate in the government's "Industrial Building Revitalization Scheme", it is a forerunner in revitalizing industrial buildings into commercial premises. In recent years, LAWSGROUP Properties has launched different redevelopment projects in Hong Kong, including Connaught Marina in Sheung Wan, East 350 in Kwun Tong, 822 Lai Chi Kok Road in Lai Chi Kok, and more.

自八十年代起，羅氏地產不斷擴充及多元化其業務發展，範圍包括地產發展及投資、停車場管理及物業管理等。物業投資組合遍佈香港、內地及東南亞地區，涵蓋各類商用、工業、貨倉、商場及住宅物業，以供出售及投資之用。

羅氏地產亦是香港保育及活化工廈的先驅，是首批參與政府「活化工廈政策」的發展商之一。集團近年亦開展多個重建項目，包括位於上環的干諾中心、觀塘的East 350以及荔枝角的荔枝角道822號等。

FASHION THE CITY

FEATURED PROJECTS

特色項目



270-degree seaview from Connaught Marina (Taken at the Development on 29 June 2020)

干諾中心的270度海景（攝於2020年6月29日）

CONNAUGHT MARINA

干諾中心

Connaught Marina is a modern boutique office complex located in the heart of Sheung Wan, in close proximity to the CBD, and encapsulates, at the same time, the vibes and cultural heritage of the old city hub. Surrounded by restaurants serving authentic cuisines, art galleries and traditional shops, the building also boasts a 270-degree vista of the bustling harbour. With its flexible layouts, artistic décor and exclusive concierge services, Connaught Marina is a perfect fit for professionals who want to make a statement for their brands.

干諾中心是一座獨特的時尚精品辦公大樓，坐落於上環核心地段，既方便走進繁華的中環商業區，亦能找到多個歷史文化景觀。干諾中心附近擁有眾多地道美食餐廳、藝術畫廊和傳統小店，更可盡覽270度維港景色，配合靈活多變的內部布局、藝術裝置和專業禮賓服務，干諾中心是企業提升品牌形象和發展業務的理想選址。



CONNAUGHT
— MARINA —

Infusing the traditional spirit of the city into its design, Connaught Marina is a harmonious amalgamation of the East and West from an architectural perspective. The classical streamline style inspired by old tenement houses echoes with the vintage tramway as it makes a southerly turn into a vibrant neighbourhood that has witnessed Hong Kong's remarkable evolution over the years.

In line with the Group's vision of nurturing art and cultural development in Hong Kong, Connaught Marina has enlisted the help of eminent local and overseas artists in the design of the façades and common areas, elevating them to focal points of art appreciation and relaxation.

干諾中心承繼城市的傳統特色，於建築設計方面融合中西薈萃的特點。大廈的外觀設計概念源自唐樓的經典流線型建築風格，並與電車軌道轉角互相呼應，令見證香港多年變遷的社區更添活力。

配合集團於香港推動藝術和文化發展的願景，干諾中心亦邀請多名香港和海外的著名藝術家在外牆及公共空間展示其作品，成為非一般的「藝術空間」，並歡迎公眾於休憩的同時欣賞藝術。

FEATURED PROJECTS

特色項目

EAST 350 觀塘道350號

east 350
350 KWUN TONG ROAD

East 350 is a new-generation Grade A office tower in the centre of the emerging Kowloon East Business District, with easy access to the MTR and other public transport. Sitting right next to commercial centres, bank towers, and large shopping complexes, East 350 complements the neighbourhood with its modern and flexible commercial spaces, including offices, signature food and beverage services, retail and event spaces, and parking lots.

The 29-storey iconic circular architecture makes East 350 an easily identifiable landmark in the skyline of East Kowloon – an ideal location for businesses to grow and excel.

新世代甲級辦公大樓**East 350**位於發展迅速的東九龍核心商業區，鄰近港鐵及其他公共交通樞紐、銀行大樓、大型購物商場及商業中心，為社區提供現代化而且靈活的商業空間，包括辦公室、特色餐飲服務、零售和活動空間以及停車場。

樓高29層的**East 350**擁有標誌性的圓柱形設計，將會成為東九龍的新地標，亦是企業擴展業務和成就卓越的理想選址。



822 LAI CHI KOK ROAD 荔枝角道822號

822 Lai Chi Kok Road is a new revitalization project initiated by LAWGROUP in West Kowloon following the success of D2 Place ONE and TWO. The building will be transformed into a retail and commercial complex, creating synergy with D2 Place and bringing vitality to the neighbourhood.

承接D2 Place一期及二期的成功，羅氏集團於同區發起全新重建項目荔枝角道822號，大廈將會被重建成零售及商用辦公大樓，與D2 Place產生協同作用外，同時為社區帶來活力。

AWARDS AND ACCOLADES

獎項及認證

LAWSGROUP Properties has devoted strenuous efforts to minimizing environmental impacts, and has received a host of awards and accolades in the area of property management.

羅氏地產一直竭力減低對環境的影響，並於物業管理範疇獲發多個獎項與認證。



Quality Water Recognition Scheme for Buildings – Fresh Water (Management System) (Blue)
「大廈優質供水認可計劃－食水（管理系統）」證書（藍）



Indoor Air Quality Certificate (Good Class)
室內空氣質素檢定證書《良好級》



Kowloon West Best Security Services Awards 2019 –
Laws Commercial Plaza and Sterling Centre
西九龍最佳保安服務2019 – 羅氏商業廣場及定豐中心



Outstanding Managed Public Carpark 2019 – Laws Commercial Plaza,
Sterling Centre, D2 Place ONE and D2 Place TWO
西九龍最佳管理公眾停車場 2019 – 羅氏商業廣場、定豐中心、D2 Place ONE 及 D2 Place TWO



Charter on External Lighting Platinum Award – Laws Commercial Plaza, Connaught Marina and E168
戶外燈光約章鉅金獎 – 羅氏商業廣場、干諾中心及E168



Peach Blossom Trees Recycling Programme – Laws Commercial Plaza, Sterling Centre and Seapower Centre
桃花回收服務 – 羅氏商業廣場、定豐中心及海暉中心



Earth Hour 2021 – Laws Commercial Plaza, Sterling Centre, Seapower Centre, 822 Lai Chi Kok Road, E168 and 1 Des Voeux Road West
地球一小時2021 – 羅氏商業廣場、定豐中心、海暉中心、荔枝角道822號、E168及德輔道西一號



COMMITTING TO THE PEOPLE AND WORKPLACE

對人才與工作環境的承諾

CORPORATE CORE VALUES

企 業 核 心 價 值

H.I.T. CULTURE H.I.T. 文化

Happiness, Integrity, and Teamwork make up the three corporate core values which define LAWSGROUP's "H.I.T. Culture", and transcend the Group's overall management with special reference to its staff training and development programs.

「快樂」、「誠信」及「團隊精神」為羅氏集團的三個企業核心價值，奠定企業內部的「H.I.T. 文化」，並貫徹於整體管理框架，尤其是員工培訓。

H.I.T. LOGO DESIGN CONCEPT H.I.T. 標誌設計理念

- "h i t" in lower case and script typeface — symbolizing a young and energetic corporate image with Passion for Fashion.
- Letter "i" as a human figure — representing our emphasis on Human Capital and how the "Happiness, Integrity and Teamwork" corporate core values are upheld by our staff.
- Hollowed letter "i" — implying "to empty your cup", to embrace changes positively, and to learn something new with a humble and open mind.
- 細階字母及腳本字型的「h i t」— 象徵着一個年輕、充滿動力及對時尚熱忱的企業形象。
- 人形設計的「i」字母 — 代表以人為本的精神，以及集團員工秉承「快樂、誠信及團隊精神」之核心價值。
- 鏤空的「i」字母 — 意味「保持空杯心態」、積極面對改變，並虛心學習及接受新事物。

HAPPINESS 快樂

Positive Thinking with
Strong Passion
積極思維與熱忱

INTEGRITY 誠信

High Ethics with
Effective Communications
良好職業操守及有效溝通

TEAMWORK 團隊精神

Group
Cohesiveness
企業凝聚力

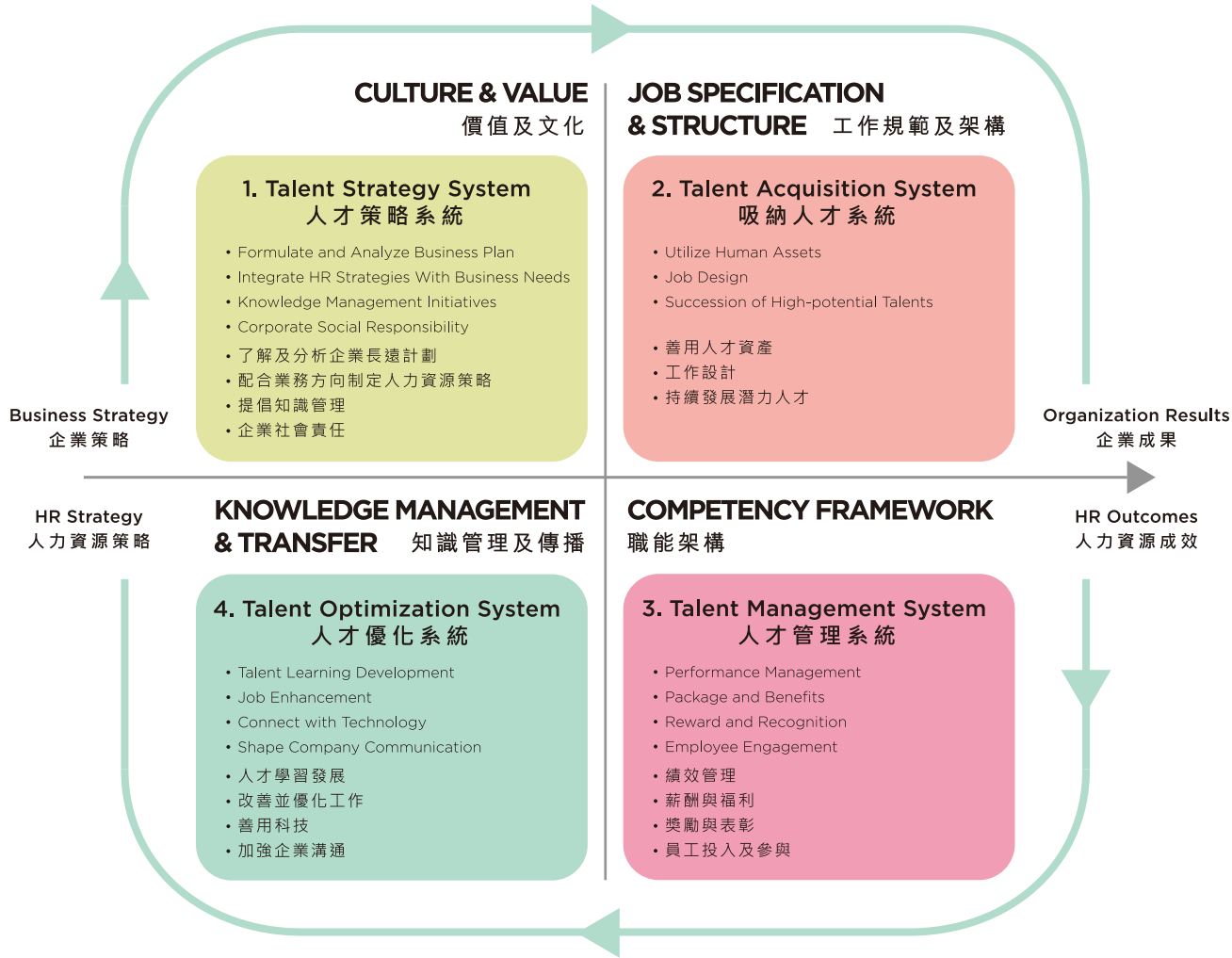


HUMAN CAPITAL STRATEGY

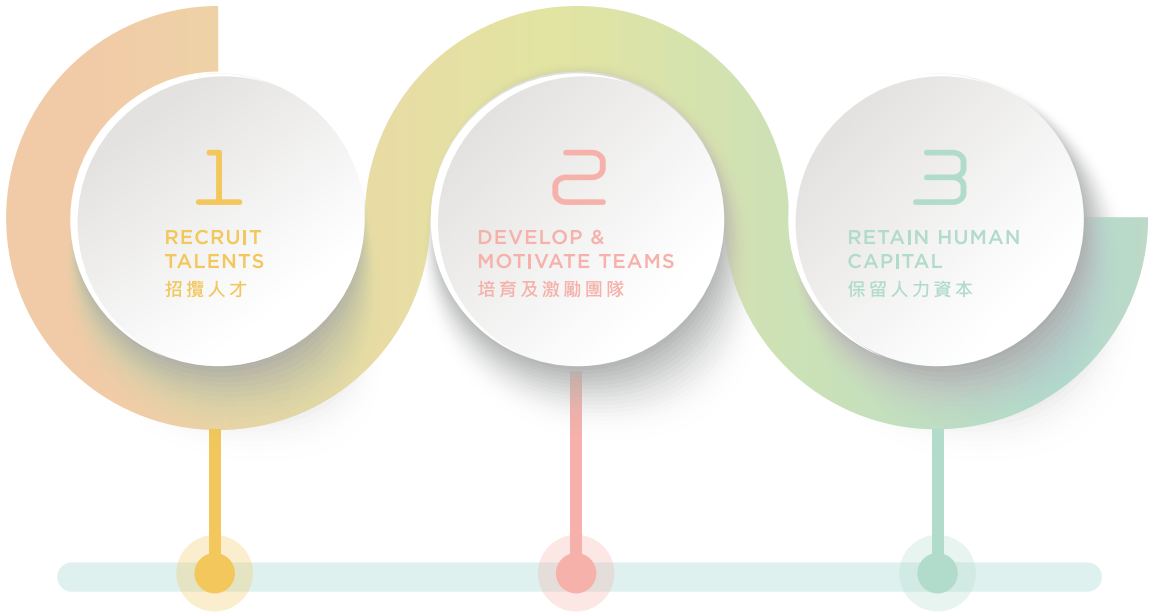
人力資本策略

LAWSGROUP considers human capital as its greatest asset and strives to provide the best working environment for its staff. Echoing the company's vision on innovation, a new human capital strategy has been formulated. The new framework focuses on workforce planning, talent management, and staff engagement, and is designed to align with the needs and goals of the Group.

羅氏集團視人力資源為公司最重要的資產，並致力為員工提供最佳的工作環境。為配合集團對創新的願景，集團制定全新的人力資本策略模式，著重於人力資源規劃、人才管理及員工參與，確保策略切合集團的發展需要及目標。



Source: Human Capital Model (Randy Chiu 2016)



- Clear Career Perspective
- Competitive Package and Benefits
- Seeding in Educational Institutions
- Graduate Trainee Program
- Employee Value Proposition
- Diversified Workplace
- Laws Academy
- Internal Training Programs
- H.I.T. Training
- “The Leadership Challenge” Training
- i-Program Self-learning Scheme
- Design Thinking Training
- Micro-innovation Campaign
- E-learning Platform
- Qualification Framework (QF)
- Everything DiSC® Communication Skill Training
- Experiential Team Building Activities
- Happy, Safe and Healthy Work Environment
- Willingness to Listen and Respond to Staff’s Feedback
- Corporate Branding
- Employee Relations
- Flexible Working Hours
- Fairness
- Corporate Communication
- Technology Connection
- Diversified Wellness Program
- 清晰明確的工作目標
- 具競爭力的薪酬與福利
- 與不同教育機構合辦實習計劃
- 畢業生培訓計劃
- 員工價值主張
- 人才多元化
- 羅氏學院
- 內部培訓計劃
- H.I.T. 企業文化培訓
- 「TLC 領導力」培訓
- i-Program 自導學習計劃
- 設計思維培訓
- 微創新行動
- 網上學習平台
- 資歷架構 (QF)
- DiSC® 溝通技巧培訓
- 團隊建設活動
- 快樂、安全及健康的工作環境
- 願意聆聽並回應員工的意見
- 企業品牌
- 員工關係活動
- 彈性工作時間
- 公平公正
- 企業傳訊
- 善用電子平台
- 多元化健康運動計劃

LAWS ACADEMY



羅氏學院

To implement our Human Capital Strategy effectively across all business units and departments in different countries, Laws Academy was established to provide internal training solutions and to promote LAWSGROUP's Corporate Culture and Values.

Laws Academy Core Value Framework:

Laws Academy continues to implement its corporate core values "H.I.T.", and reinforce two core principles of "The Leadership Challenge - Five Fundamental Practices" and "DiSC® as Communication Tool", through a series of quality training programs and activities.

為了於不同國家的業務和部門有效地實行人力資本策略，我們成立羅氏學院，推動內部培訓方案及羅氏集團企業文化與價值。

羅氏學院核心理念框架：

羅氏學院透過一系列的優質培訓與活動，持續實踐集團的核心價值「H.I.T.」，並深化「TLC領導力 - 五大領導者習慣行為」及「DiSC®溝通工具」兩項主要培訓課程。



HAPPINESS
快樂
INTEGRITY
誠信
TEAMWORK
團隊精神



D - DOMINANCE
掌控型
i - INFLUENCE
影響型
S - STEADINESS
沉穩型
C - CONSCIENTIOUSNESS
嚴謹型



MODEL THE WAY
以身作則
INSPIRE A SHARED VISION
共啟願景
CHALLENGE THE PROCESS
挑戰現狀
ENABLE OTHERS TO ACT
使眾人行
ENCOURAGE THE HEART
激勵人心

TLC THE LEADERSHIP CHALLENGE TLC 領導力培訓

One of the core training programs is The Leadership Challenge (TLC) founded by Jim Kouzes and Barry Posner in 1982, in which the five fundamental practices are in line with the Group's "H.I.T. Culture" and Design Thinking approach.

其中一個核心培訓計劃為由Jim Kouzes與Barry Posner於1982年創立的「TLC領導力」。當中倡導的「五大領導者習慣行為」與羅氏集團的「H.I.T.文化」和設計思維理念不謀而合。

HAPPINESS 快樂

- Passion at work
- Proactiveness
- Stay Positive when facing Challenges



- 對工作熱忱
- 主動性
- 保持積極態度面對挑戰

INTEGRITY 誠信

- Honesty
- Ethical and Effective Communications



- 誠信
- 良好職業操守及有效的溝通

TEAMWORK 團隊精神

- Team Cohesiveness
- 團隊凝聚力



INNOVATION AND CREATIVITY

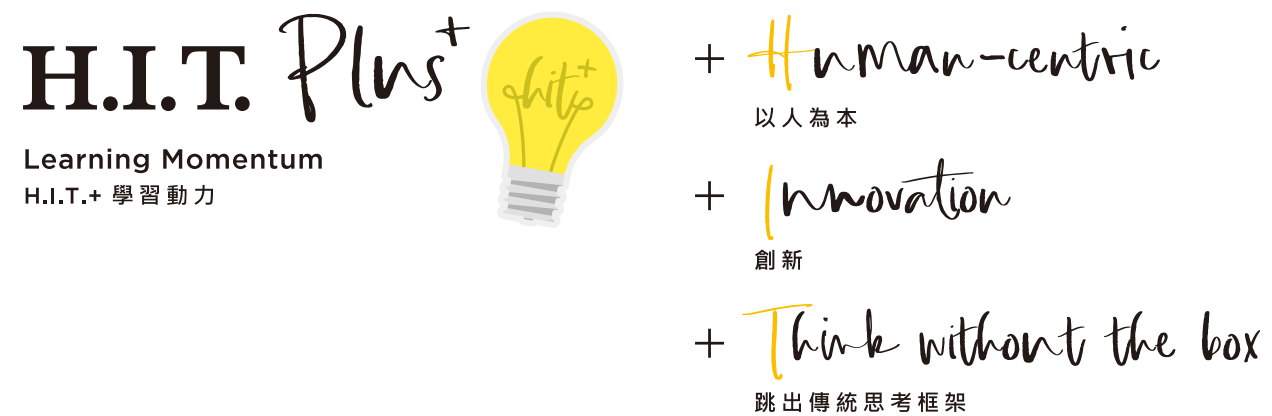
創新與創造力

LAWSGROUP strives to maintain a good working environment that accommodates the needs of its staff and unleash their potentials. In recent years, LAWSGROUP has emphasized on Design Thinking – a human-centric and creative approach for problem-solving.

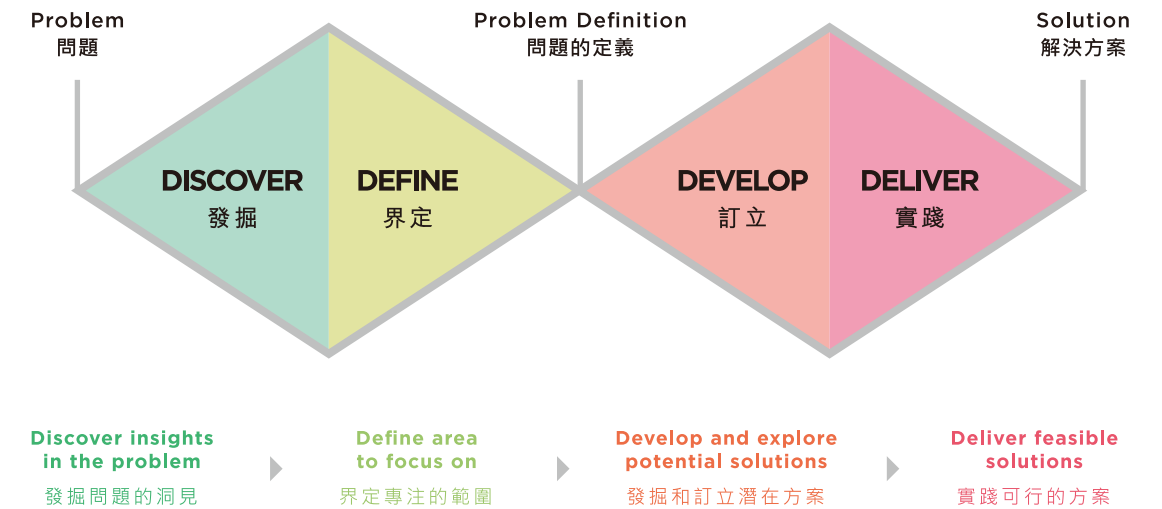
To encourage and implement Design Thinking process effectively in the workplace, LAWSGROUP has introduced the H.I.T. Plus+ Learning Momentum – driving a Human-centric, Innovative and Think-without-the-box approach with a series of redesigned internal training programs.

羅氏集團致力為員工提供良好的工作環境，確保能配合其工作需求，同時啟發他們的潛能。近年集團十分重視設計思維，強調以人為本的創意思考方式解決問題。

為鼓勵員工於日常工作中運用設計思維，集團推出「H.I.T.+學習動力」，以一系列重新設計的內部培訓計劃，推動以人為本、創新及突破傳統框架的思考方式。



DESIGN THINKING 設計思維



COMMITMENT IN DRIVING DESIGN THINKING

全力推行設計思維

LAWSGROUP is one of the first corporations to integrate Design Thinking as part of the internal training curriculum. Designated training programs are organized for all staff, from senior management to general staff across all business units. The management team has also taken the initiative to share their experience through different seminars.

羅氏集團為本地首批將設計思維納入核心內部培訓課程的企業之一，致力為不同業務部門的員工提供相關培訓計劃，管理團隊亦透過不同研討會向各界分享應用設計思維的經驗。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law, HR Director Ms. Miko Cheung, and Senior HR Manager Ms. Betty Lam participated in Design Thinking 101 Workshop organized by Hong Kong Design Centre.

羅氏集團副主席及行政總裁羅正杰先生、人力資源總監張嘉瑩小姐及高級人力資源經理林巧恩小姐參與由香港設計中心舉辦的設計思維101工作坊。



LAWSGROUP HR Director Ms. Miko Cheung joined the first train-the-practitioner design thinking program in Hong Kong by UnleashHK and LUMA Institute.

羅氏集團人力資源總監張嘉瑩小姐參加由 UnleashHK 和 LUMA Institute 在香港舉辦的首個從業人員設計思維計劃。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law attended the "Unleashed! Empowered by Design Thinking" luncheon for business leaders.

羅氏集團副主席及行政總裁羅正杰先生出席香港商界領袖「設計思維，無限可能」的聚餐會議。



LAWSGROUP Management Team joined Design Thinking Workshop as part of the H.I.T. Leadership Training Program. 羅氏集團管理團隊參加設計思維工作坊，作為H.I.T.領導力課程之一部份。



“MICRO-INNOVATION” CAMPAIGN

「微創新·點子大搜「羅」」計劃

To promote design thinking in the workplace as well as strengthen staff's people-oriented problem solving skills, LAWSGROUP has launched a new online platform, encouraging staff to put forward innovative suggestions. A special micro-innovation team has been set up to implement the ideas collected to improve work efficiency.

為了於工作間推廣設計思維，讓員工掌握以人為本的問題解決方法，集團特設線上平台，鼓勵員工發揮創意，提出創新建議提升工作效率。集團更成立微創新小組，將收集到的多個建議切實執行。



APPLICATION OF DESIGN THINKING IN SOCIETY

於社會推行設計思維

LAWSGROUP has adopted Our Hong Kong Foundation’s “Big Little Things” Initiative as one of the core training themes. This innovative program aims to set up a new approach for corporate to support and interact with local communities. Workshops and seminars were organized to motivate staff in solving daily-life problems by utilizing their creativity.

羅氏集團亦將團結香港基金的「民生無小事」計劃納入為內部培訓主題之一，旨在以創新的方式讓企業與社區互動並提供支持，並舉辦工作坊和研討會來鼓勵員工運用創意解決日常生活中的難題。



Unleash! Design Thinking Forum @ Hong Kong Design Centre
Unleash! 設計思維論壇 @ 香港設計中心



CTgoodjobs HR Guru Interview
CTgoodjobs HR Guru 訪問



PROMOTE DESIGN THINKING ACROSS THE CITY

向外推廣設計思維

Ride on its successful experience, LAWSGROUP actively participated in different sharing sessions, media interviews, seminars, and workshops related to Design Thinking and “new normal”, driving an innovative workplace culture across the city.

憑著其成功經驗，羅氏集團積極參與多個與設計思維概念和應對「新常態」有關的分享活動、媒體訪問、研討會和工作坊，於香港推動全新的工作文化。



HR Transformation – Coping with the New Normal Event with HKPC
香港生產力局主辦HR Transformation – Coping with the New Normal活動



Interview by Hong Kong Economic Times
香港經濟日報訪問



Design Thinking Sharing @ Recruit Seminar
設計思維分享活動 @ Recruit Seminar



Design Thinking Sharing @ VTC
設計思維分享活動 @ VTC



Design Thinking Sharing @ Wofoo Social Enterprise
設計思維分享活動 @ 和富社會企業



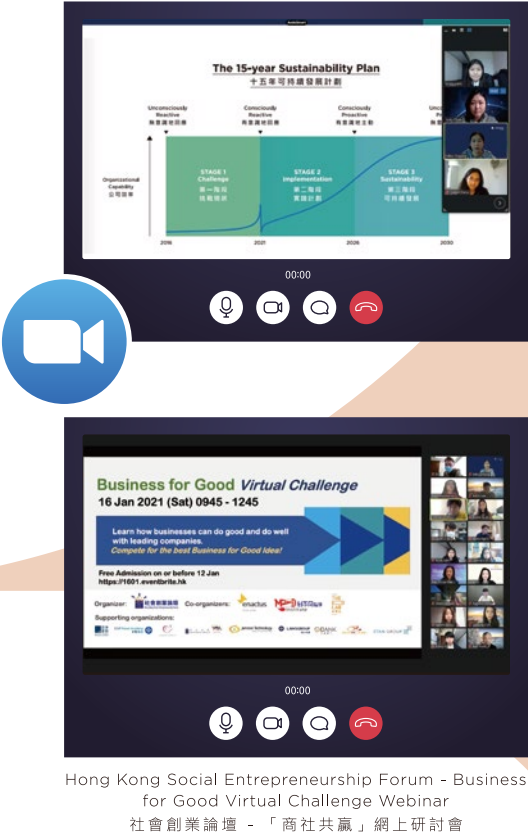
Learning and Development Forum: “Talent Transformation for a learning revolution” @ PEAK
設計思維分享活動 @ PEAK

DRIVING POSITIVE ENERGY

YOUTH SUPPORT WITH DESIGN THINKING 支援青年發揮設計思維

LAWSGROUP understands the importance of grooming young people as future leaders of society, and sets out to promote “Design Thinking” among youths through specially curated activities. Invited by Social Enterprise Summit and Hong Kong Social Entrepreneurship Forum, LAWSGROUP took part as a partner in the “Youth Power·Community Innovation” Case Competition and Business for Good Virtual Challenge. The Group’s HR Director, Ms. Miko Cheung, was invited to share the strategies of corporate innovation and the application of “Design Thinking” with youngsters through workshops and webinars with an aim to cultivate young people’s understanding.

羅氏集團明白年輕人作為社會未來棟樑的重要性，因此著手透過策劃主題活動向年輕人推廣「設計思維」，分別應社企民間高峰會和社會創業論壇的邀請，成為「青年動力·社區創新」案例比賽和「商社共贏」的合作伙伴，人力資源總監張嘉瑩小姐亦於活動工作坊和網上研討會中，與年輕人分享企業創新的策略及以「設計思維」解決問題的應用，以培養青年對「設計思維」的理解。



Hong Kong Social Entrepreneurship Forum - Business for Good Virtual Challenge Webinar
社會創業論壇 - 「商社共贏」網上研討會



“Youth Power-Community Innovation” Case Competition Workshop
「青年動力·社區創新」案例比賽工作坊



推動正能量

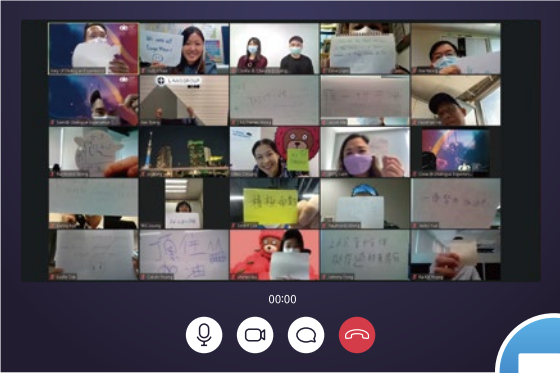
To nurture a positive working atmosphere, Laws Academy has launched a new course series – H.I.T. Power Up Wellness Program to help staff develop their resilience, flexibility, and positive thinking under the current challenging environment through trainings and workshops. Dieticians and exercise coaches have also been invited to share health tips and simple stretching exercises, to bolster the physical and mental health of staff, and enhance the Group’s corporate competitiveness.

為營造積極進取的工作氛圍，羅氏學院推出全新課程系列H.I.T. Power Up Wellness Program，透過培訓活動及工作坊，幫助員工在挑戰重重的環境下鍛鍊抗逆力，保持靈活變通和樂觀心態。集團亦定期邀請註冊營養師及運動教練分享健康資訊及簡易辦公室伸展運動，提升員工身心靈健康與企業競爭力。



In addition to sharing inspirational H.I.T. notes on online platforms and in the office, Laws Academy has also partnered with Dialogue Experience in launching the inaugural “G.R.E.A.T. Online Journey” where visually impaired members are invited to share their stories, boosting positive thinking amongst staff.

除了於線上平台和辦公室內分享H.I.T.勵志語錄，羅氏學院更首次聯同對話體驗合作，推出「G.R.E.A.T. Online Journey」，邀請視障人士分享他們的故事，激勵員工的正面思維。



INTERNAL TRAININGS

內部培訓



E-LEARNING PLATFORM 網上學習計劃

LAWSGROUP's e-learning platform has been upgraded to provide a more innovative and versatile learning experience for staff, by offering e-courses with quizzes, inspirational articles and notes, newsletters, book recommendations, peer-to-peer recognition programs and more.

羅氏集團亦將網上學習平台升級，為員工提供更富彈性及多元化的學習體驗，包括線上課程及小測驗、文章與勵志語錄分享、集團通訊、書本推介及同事讚賞計劃等。

i-PROGRAM SELF LEARNING SCHEME i-Program 自導學習計劃

Our i-Program Self Learning Scheme is designed to encourage continuous learning. Each permanent staff is suggested to obtain a certain number of credits per year through any of the following 4 channels. Different levels of awards will be also given upon achieving of certain credits as an incentive and motivation.

而「i-Program自導學習計劃」則鼓勵員工持續學習，並建議所有全職員工每年透過以下四個渠道取得一定學分數目。為鼓勵員工更積極參與自學計劃，公司亦會因應員工所達到的學分而予以分段獎勵。



Continuous Learning
課堂進修學習



Volunteering and
Recreational Activities
慈善或文娛康樂活動



Reading and Viewing Report
閱讀/欣賞報告



Micro-innovation
微創新

GRADUATE TRAINEE PROGRAM 畢業生培訓計劃

The Internship and Graduate Trainee Program is designed to nurture selected university students and graduates as potential future leaders within LAWSGROUP. On-the-job training is provided for interns and trainees to gain professional skills and knowledge in various business units whilst familiarizing with the business culture and operations. The Group also supports the mentoring programs of different universities, providing students with career advice, job hunting skills and professional knowledge.

畢業生及實習生培訓計劃旨在培養優秀的大學生和畢業生，成為羅氏集團的未來領袖。計劃為學員提供在職培訓，讓他們在各個部門的工作中獲得專業知識及技能，亦更快熟悉企業文化和營運模式。同時集團亦支援不同大學的指導計劃。



INDUCTION
入職



JOB ROTATION
交替職務



FINAL PLACEMENT
最終職位安排

Program Structure 計劃流程		
<ul style="list-style-type: none">• Orientation• Familiarization with Business Operations and Corporate Culture• Mentoring Program with career advice	<ul style="list-style-type: none">• Job Rotation in Various Supporting Departments• Competency-based Development Program• Comprehensive Understanding of Business Structure and Operations• Exposure in Different Business Units	<ul style="list-style-type: none">• Attachment with Various Brands for In-depth Learning and Development
<ul style="list-style-type: none">• 迎新簡介• 熟習營運模式及企業文化• 提供就業指導及建議	<ul style="list-style-type: none">• 於不同部門交替工作• 能力導向發展計劃• 透徹了解業務架構和營運模式• 與不同業務單位合作	<ul style="list-style-type: none">• 被安排到不同品牌並深化學習與發展

THE P.A.C.E. PROGRAM
個人提升與職業發展 (P.A.C.E.) 計劃

Initiated by one of its key clients, GAP, the Personal Advancement and Career Enhancement Program (P.A.C.E.) aims to help female factory workers gain the skills and confidence they need to advance at work and in their personal lives. The program has been integrated in the Group's factories in China since 2014, and has been expanded to factories in Bangladesh in 2019. As of 2019, the Group has notched up a total of 122,000 hours of training.

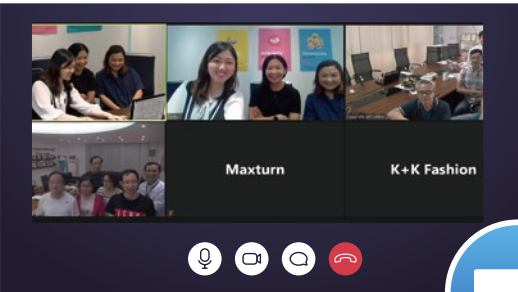
由集團的主要客戶GAP發起，P.A.C.E.計劃旨在幫助工廠的女性員工提升於工作及生活上所需的技能與信心。計劃於2014年於中國工廠率先開展，更於2019年擴展至孟加拉廠房。直至2019年，羅氏集團共進行了122,000小時的培訓。



TRAININGS FOR OVERSEAS UNITS
海外部門培訓

Apart from its Headquarters in Hong Kong and manufacturing base in China, LAWSGROUP's internal training program has also been extended to different overseas factories and business units in Vietnam, Bangladesh, and Myanmar.

除香港總部及中國的生產基地外，羅氏集團亦將內部培訓延伸至海外，包括位於越南、孟加拉及緬甸的廠房與業務部門。



QUALIFICATIONS FRAMEWORK

資歷架構

QUALIFICATIONS FRAMEWORK
資歷架構

In collaboration with Qualifications Framework (QF) of the HKSAR government, LAWSGROUP actively promotes lifelong learning for its frontline staff. Senior staff is encouraged to enroll in the Recognition of Prior Learning (RPL) assessment for formal recognition of their knowledge, skills, and experiences acquired beyond traditional academic training.

羅氏集團與香港特別行政區政府的資歷架構 (QF) 計劃合作，積極推動前線員工終身學習，鼓勵資深員工申請參與「過往資歷認可 (RPL) 」評核，讓他們可以在傳統學術制度以外，得到對其行業知識、技能以及經驗的專業認可資格。



Invited by Qualifications Framework, LAWSGROUP HR Director Ms. Miko Cheung attended the Fashion Industry Consultation Session on the Draft SCS, sharing how employees are benefit from the SCS.

羅氏集團人力資源總監張嘉瑩小姐獲資歷架構邀請出席服裝業業界諮詢簡介會，分享《能力標準說明》對提升專業性以及拓寬從業員就業機會的幫助。



COMMITMENT TO THE WORKPLACE

對工作環境的承諾



A SAFE AND FAIR WORKPLACE 安全與公平的工作環境

LAWSGROUP respects and values the differences of individuals and strives to create a working environment free from any discrimination or harassments. As an Equal Opportunity Employer, LAWSGROUP is committed to provide equal employment and advancement opportunities to all individuals. Employment decisions are made based on the candidate’s actual merit, qualifications, and abilities.

The Group’s equal opportunity policy was formulated based on the following 4 anti-discrimination ordinances, and is adopted across all business units and departments to protect the legal rights of all staff and business partners.

羅氏集團尊重員工之間的差異，致力創造一個沒有任何歧視或騷擾的工作環境。作為提倡平等機會的僱主，羅氏集團致力確保所有人獲得平等的就業和晉升機會，並根據應徵者的實際工作表現、資歷和能力做出僱傭決定。

集團根據以下四項反歧視條例制定內部的平等機會政策，並推行至所有業務單位和部門，以保障所有員工和商業夥伴的合法權益。

- | | |
|--|--------------|
| • Sex Discrimination Ordinance | • 《性別歧視條例》 |
| • Disability Discrimination Ordinance | • 《殘疾歧視條例》 |
| • Family Status Discrimination Ordinance | • 《家庭崗位歧視條例》 |
| • Race Discrimination Ordinance | • 《種族歧視條例》 |

DIVERSITY AND INCLUSION 多元與共融

Employees with family commitments often struggle between work and family responsibilities. LAWSGROUP offers flexibility for staff to balance their work and families by introducing a series of family-friendly employment practices, including:

羅氏集團明白不少員工需要兼顧和承擔家庭責任，因此推行多項家庭友善僱傭措施，協助員工平衡工作與家庭責任，當中包括：

- Granting Special Leaves for employees to meet personal needs, such as marriage leave, compassionate leave, and examination leave.
配合員工個人需要給予特別假期，如婚姻假、恩恤假、考試假等。
- Adopting flexible arrangements, such as five-day work week, flexible working hours, flexitime, work from home, and remote office.
推行靈活工作安排，如五天工作周、彈性工作時間、彈性上班時間、居家或遙距辦公等。
- Offering support such as medical coverage, counseling services, lactation rooms in the workplace and family recreational activities.
提供生活支援如醫療保障、情緒輔導服務及工作坊、於辦公地點設置哺乳間和舉辦家庭同樂的活動等。
- Promoting mental health in the workplace by organizing educational talks and workshops.
舉辦不同的講座和研討會促進員工心理健康。



LAWSGROUP Human Resources Director, Ms. Miko Cheung attended the public workshop co-organized by Apex Institute and Dialogue Experience, sharing practical tips on integrating diversity and inclusion in workplace.

羅氏集團人力資源總監張嘉瑩小姐參加了Apex Institute及對話體驗合辦的公眾研討會，分享將多元化與包容性融入工作場所的實用技巧。

FIGHT THE VIRUS ALONGSIDE STAFF
與員工齊心抗疫

LAWSGROUP accords top priority to the safety and health of its staff. During the pandemic, a number of preventive measures have been adopted at Hong Kong headquarters and overseas business departments. They include flexible working hours, temperature monitoring, air purifier installation, and work zone division. Meanwhile, various health supports were provided to all staff, including free masks, anti-pandemic kits, virus testing, and more, to ensure a safe working environment.

羅氏集團一直將員工的安全和健康放在首位，於疫情期間，香港總部及海外業務部門採取多項防疫措施，包括實行彈性工作時間、安裝體溫監測及空氣消毒系統、分隔工作空間等，同時為員工提供不同支援，包括派發口罩及抗疫包、免費病毒檢測等，確保工作環境的安全。



At the same time, the Group also established “COVID-19 Emergency Committees” in overseas business units, setting up hygiene standards for all staff. Daily temperature check, working area division, and free masks were arranged in factories and offices. Precaution measures and healthcare courses were also offered to strengthen staff’s hygiene awareness.

同時，集團亦在海外業務部門成立「新冠病毒應急小組」，為所有員工訂定衛生標準，並安排每日體溫檢測、分隔工作區域及派發口罩，更設定防疫守則和提供健康課程，加強員工衛生意識。



GENDER

性別

- Promote Equal Employment Opportunity between Men and Women
- Eliminate Discrimination on the grounds of Gender, Marital Status and Pregnancy
- Prevent Sexual Harassment and Victimization
- 為不同性傾向的人提供平等就業機會
- 消除基於性別、婚姻狀況和懷孕的歧視
- 防止性騷擾和任何不公平對待

DISABILITY

殘疾

- Eliminate Discrimination and Harassment based on Disabilities
- 消除基於殘疾的歧視和騷擾

FAMILY STATUS

家庭狀況

- Eliminate Discrimination on the Basis of Family Status
- Grant Special Leave to Meet Employees' Family Needs
- Adopt Flexible Work Arrangements
- Provide Living Support
- 消除基於家庭狀況的歧視
- 針對員工家庭需要給予特別假期
- 推行靈活工作安排
- 提供生活上的支援

AGE

年齡

- Promote Equal Employment Opportunity between Different Ages
- Participate in ERB Post 50 Internship Programme
- 為不同年齡人士提供平等就業機會
- 參與僱員再培訓局「後50·實習生計劃」

RACE

種族

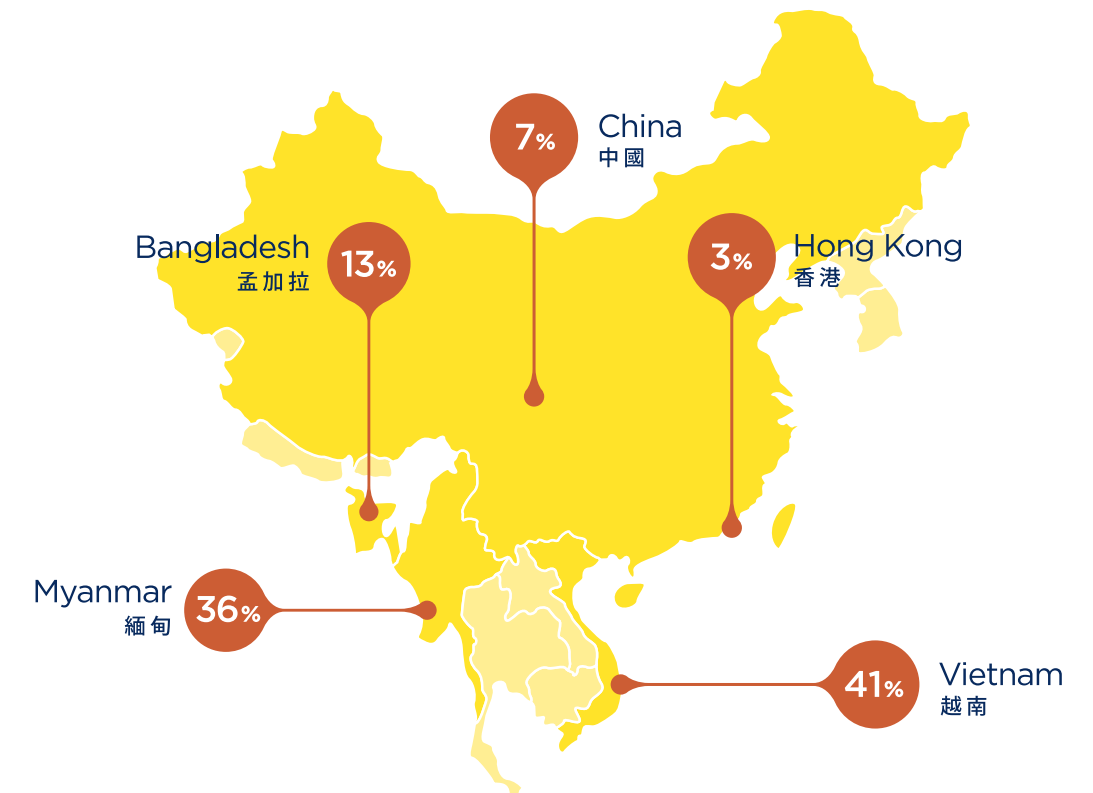
- Eliminate Racial Discrimination
- Promote Racial Equality
- 消除種族歧視
- 促進種族平等

DIVERSIFIED WORKFORCE

多元化勞動力

As a multinational conglomerate, LAWSGROUP is devoted to creating a diversified workplace which fosters teamwork among staff from different cultures and backgrounds. The male-female ratio in headquarter office is relatively even at about 1 to 1.3, while in some regions with manufacturing facilities, the ratio of female staff is significantly higher.

作為一個跨國企業，羅氏集團致力創造一個多元工作環境，鼓勵來自不同文化與背景的員工發揮團隊精神。集團總部的男女比例較為平均，約為1比1.3。而在設有廠房的地區，女性員工的比例則明顯較高。



GLOBAL WORKFORCE DISTRIBUTION

全球員工分佈



AWARDS AND ACCOLADES

獎 項 及 殊 榮

With its continuous efforts in people development and workplace management, LAWSGROUP has received different awards and accolades, such as “FHKI Industry Cares – Grand Caring Award”, “FHKI Industry Cares – The Most Innovative Award”, “ERB Manpower Developer”, “Happy Company”, and “Caring Company” for more than 15 consecutive years.

羅氏集團憑着於人才發展及工作間管理上的努力獲頒多個獎項及殊榮，包括「香港工業總會工業獻愛心 - 至尊關懷大獎」、「香港工業總會工業獻愛心 - 最具創意獎」、「ERB人才企業」、「開心企業」及連續十五年參與「商界展關懷」。



HR Director, Ms. Miko Cheung, and Senior HR Manager, Ms. Betty Lam, received on behalf of the Group, the “Grand Award (Enterprise Group)” and “The Most Innovative Award” at the FHKI Industry Cares Recognition Scheme 2020 from HKSAR Secretary for Labour and Welfare, Dr. Law Chi Kwong. Ms. Miko Cheung also shared her experience in promoting CSR at the prize presentation ceremony.

人力資源總監張嘉望小姐及高級人力資源經理林巧恩小姐代表羅氏集團於香港工業總會2020工業獻愛心表揚計劃中，獲香港特區政府勞工及福利局局長羅致光先生頒發「至尊關懷大獎（企業組）」及「最具創意獎」，並分享履行企業社會責任的經驗及心得。



15+ Caring Company
15+商界展關懷



Good MPF Employer 2019-20
「積金好僱主」2019-20



Happy Company 5+ 2020
開心工作間5+ 2020



HKMA Hong Kong Sustainability Award - Certificate of Excellence
香港專業管理協會香港可持續發展獎 - 卓越獎



HKMA Charter Membership
香港專業管理協會特許會員



LAWSGROUP's efforts in promoting sustainability have been recognized by various professional bodies. The Group was conferred the Excellent CSR & Sustainability Award in the Hong Kong Institute of Human Resource Management - HR Excellence Awards 2019/2020.

羅氏集團促進可持續發展方面的努力得到各個專業機構的認可，於香港人力資源管理學會 - 卓越人力資源獎2019/2020中榮獲「優秀企業社會責任與可持續發展獎」。



Good Employer Charter 2020
好僱主約章 2020



ERB Manpower Developer – Grand Prize Award 2018 - 20
「ERB人才企業嘉許計劃」- 企業大獎 2018 - 20



Qualifications Framework Partnerships Commendation – QF Star Supporter
資歷架構夥伴嘉許計劃「QF星級之友」



Industry Cares Grand Caring Award 2019
「工業獻愛心」表揚計劃2019 - 「至尊關懷大獎（企業組）」



Industry Cares Best Social Impact Award 2019
「工業獻愛心」表揚計劃2019 - 「最具社會創效力獎」



Best Company To Work For In Asia 2019



INVESTING IN THE COMMUNITY

貢獻與建設社區

THE CULTURAL AND CREATIVE LANDMARK

文化創意地標



Named as Designers' Dreams, D2 Place is the first shopping mall cum office complex in Hong Kong to have undergone a remarkable revitalization from an industrial building. Opened since 2013, the trailblazing project comprises two towers, D2 Place ONE and D2 Place TWO, featuring over 500,000 sq.ft. of retail, office, and event spaces.

Unlike other cookie-cutter malls, D2 Place serves as a platform for creative individuals and young entrepreneurs to showcase their talents and develop their businesses. With the vision of driving the development of the cultural and creative industries, D2 Place actively collaborates with different local and overseas designers and other creative parties in organizing different creative and cultural events, including the signature "Weekend Markets".

As an integral part of LAWSGROUP's CSV (Creating Shared Value) Initiatives, D2 Place operates with an innovative "Entrepreneurship Model" conceptualized by the Group's Deputy Chairman & CEO, Mr. Bosco Law, with the aim of nurturing and supporting startups, young entrepreneurs, and local brands.

Widely recognized as a cultural and creative landmark in Hong Kong, D2 Place houses a community of like-minded individuals under the same roof. As at 2021, more than 7,000 local and international creative parties have thrived under its "Entrepreneurship Model", and, in the process, making a significant contribution to business development and cultural exchange in Hong Kong.

D2 Place，又名「設計師之夢想 Designers' Dreams」，是香港首個由工業大廈重建而成的商場及辦公室。項目於2013年開業，由D2 Place ONE和D2 Place TWO組成，合共提供超過五十萬平方呎的零售、辦公室和活動空間。

有別於其他倒模式商場，D2 Place為設計師和年輕創業家提供展示才華和發展業務的平台。D2 Place致力推動文化創意產業的發展，積極與不同本地和海外設計師及其他創意團體合作，舉辦多個創意及文化活動，包括重點活動「週末市集」。

作為羅氏集團創造共享價值（CSV）計劃的一部分，D2 Place以集團副主席兼行政總裁羅正杰先生構想的「初創企業模式」作為營運方針，培育和支持初創公司、年輕企業家和本地品牌。

作為香港新文化和創意地標，D2 Place集結多個年輕創新動力群體。直至2021年，「初創企業模式」已成功令超過七千個本地和國際創意團體受益，促進其業務發展及香港的文化交流。



OVERVIEW 2020

2020概覽

D2 PLACE
Organized
over **75** Weekend
Markets
舉辦超過75場週末市集

Organized more than **125** Cultural and Creative Events related to Art, Culture, Fashion, Sports and Movies
舉辦了125多個推動藝術、文化、時裝、體育及電影文化等創意活動

Collaborated with over **210** Government and Public Institutions, NGOs, Private Companies and Creative Parties
與超過210個政府與公共機構、非牟利組織、私營機構及創意團體合作

Supported more than **7,000** Startups and Local Businesses
支持7,000多間初創及本地企業

Attracted more than **5,000,000** Shoppers and Visitors
吸引了超過5,000,000位顧客

Helped startups generate more than **HK\$225,000,000** of sales
*Excluding revenue from other shops and tenants
協助初創公司帶來超過 225,000,000 港幣的銷售額 *不包括商場內其他商戶之收入

THE BUSINESS-CREATIVE COMMUNITY PARTNERSHIP 商業與創意群組合夥計劃

D2 Place's "Entrepreneurship Model" was created based on the Creating Shared Value (CSV) theory originally proposed in 2011 by Professor Michael Porter and Mark Kramer from Harvard University. The traditional concept of Corporate Social Responsibility (CSR) is a unidirectional sponsorship or support provided directly from corporate to the beneficiary, usually a one-off and short-term support in the form of donation or volunteering work.

CSV, on the other hand, emphasizes a two-way interaction, in which corporate develops a unique business model to facilitate growth for both the company and the beneficiary, nurturing a win-win relationship. Such an innovative concept was first introduced by LAWSGROUP's Deputy Chairman & CEO, Mr. Bosco Law, to D2 Place, and has proven to be of long-term financial sustainability.

D2 Place的「初創商業模式」乃參考哈佛大學教授Michael Porter與Mark Kramer於2011年提出的「創造共享價值」理論而創立。傳統企業社會責任（CSR）是由企業向受惠者提供單向式的贊助或支持，通常是短期及一次性的支持，例如捐款或義工服務。

相反，創造共享價值（CSV）則著重雙向的互動。由企業自行開發獨特的營運模式，促進企業與受惠者雙方的共同發展，從而建立雙贏關係。羅氏集團副主席兼行政總裁羅正杰先生率先將此創新概念於D2 Place推行，亦是保持長遠可持續財務發展的重要元素。



THE 6-STEPS ENTREPRENEURSHIP MODEL 初創企業模式六步曲

The Entrepreneurship Model consists of 6 different stages, in which startups are nurtured and supported progressively from experimental sales experience in the Weekend Markets to managing a developed business across the city and even outreaching the world.

「初創商業模式」分6個階段逐步孕育及支持初創企業——由週末市集的銷售初體驗，到管理已發展成熟的業務，以至擴展生意遍及市內以至世界各地。



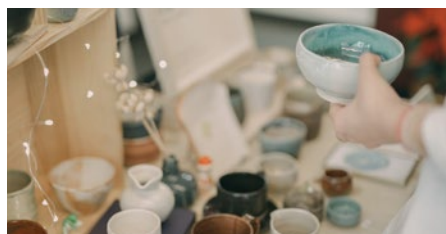


WEEKEND MARKETS, POP-UP STORES AND KIOSKS

週末市集、快閃店及銷售櫃檯

D2 Place is the only shopping mall in Hong Kong to organize “Weekend Markets” every Saturday and Sunday, with more than 100 booths attracting 30,000 shoppers every weekend. D2 Place is also a trailblazer implementing the concept of “Pop-up Stores” and “Kiosks” in Hong Kong. Young entrepreneurs enjoy concessionary and flexible rental rates, and can test the market response and product ideas through interaction with their customers.

D2 Place是香港唯一逢星期六及日舉辦「週末市集」的商場，每個週末吸引超過100個攤檔及30,000名顧客進場。D2 Place亦是其中一個採用「快閃店」及「銷售櫃檯」的先驅，年輕企業可以以優惠及彈性的租金，並透過與客人的互動測試市場反應與產品概念。



THE BARN LIFESTYLE STORE THE BARN 生活百貨



Collaborated with Hong Kong Trade Development Council (HKTDC) Design Gallery, LAWSGROUP has set up THE BARN Lifestyle Store as a showcase platform for local designers. THE BARN provides a comprehensive consignment service as an alternative solution to support startups who are not yet ready to operate their own retail shop on a full-time basis.

為進一步鼓勵和支持初創企業，羅氏集團與香港貿易發展局設計廊合作，開設 THE BARN生活百貨店，為本地設計師提供展示平台，並提供全面的寄賣服務，為尚未準備全職經營零售店的初創品牌提供另一支援選項。

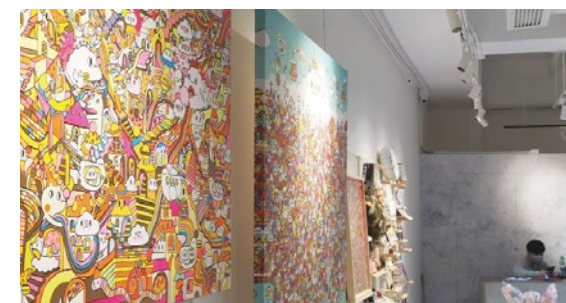


ZAAP⁶ ZOK³ GALLERY STORE 集作 藝品廊

集作
ZAAP⁶ ZOK³

To reinforce the mission of “Made in Hong Kong” and “Top 10 Artisans Award” in recognizing and supporting excellent local designs, Zaap⁶ Zok³ offers a unique platform with exhibition spaces and consignment services for local artists and designers to showcase their creativity. Exhibitions and workshops are organized regularly to promote creativity to the public.

承接「香港掂檔」及「十大匠人選舉」致力表揚和支持本地優秀創作的理念，集作為本地藝術家和設計師提供展示創意的平台，並提供展覽空間及完整寄賣服務。集作亦定期舉辦展覽和工作坊等活動，向公眾推廣本地創意。



SUCCESSFUL CASES

成功案例

D2 Place is dedicated to supporting local culture and creativity by actively lining up collaborations with local start-ups, and providing a range of marketing support and development of customer management systems.

D2 Place全力支持本地文化創意，積極將本地初創品牌引入商場，更投放資源提供市場推廣支援及開設客戶管理系統。



**POWER
PLAY
ARENA**

POWERPLAY ARENA

A home-grown entertainment brand, PowerPlay Arena started as a claw machine pop-up store and rapidly received overwhelming response from young families. Today, the brand has grown to a gaming flagship store with Hong Kong's first indoor kart racing track, as well as a bewildering range of exciting games, providing customers an exceptional gaming experience.

本地新晉娛樂品牌PowerPlay Arena先於商場開設夾玩偶主題快閃店，得到不少年輕家庭擁戴，迅即發展成遊戲旗艦店，擁有香港首個室內飄移車場以及各種有趣刺激的遊戲，為顧客提供獨特難忘的遊戲娛樂體驗。



TORIO

TORIO

Established by a group of young fashionistas, Torio made its debut from a kiosk at D2 Place, selling stylish female casual wear. With operational and marketing support from D2 Place, the brand soon turned into a physical store, and has expanded across the city with 5 physical shops in Causeway Bay, Mongkok, Tseung Kwan O, and more.

Torio由一群年輕時尚達人創立，從D2 Place的銷售櫃檯開展業務，售賣時尚的女性休閒服飾。在D2 Place的營運和市場推廣支援下，品牌很快轉為實體店，更將業務於整個城市內擴展，在銅鑼灣、旺角、將軍澳等地區開設了五家實體店。

SERIOUS BY SHU

Serious by Shu is a pet-themed design brand that commenced its business from Weekend Markets at the pet-friendly shopping mall D2 Place. With encouraging response from pet-lovers and young females, the brand opened a pop-up store and joined the consignment service at Zaap⁶ Zok³. Subsequently the label operated its first physical shop with operational and promotional support from D2 Place.

以寵物為主題的設計品牌Serious by Shu在寵物友善商場D2 Place的「週末市集」開始營運。受到愛寵之人和年輕女性的熱烈歡迎，該品牌開設了快閃店，並加盟為集作的寄售品牌，隨後更得到D2 Place的營運和推廣支援，發展成實體店。

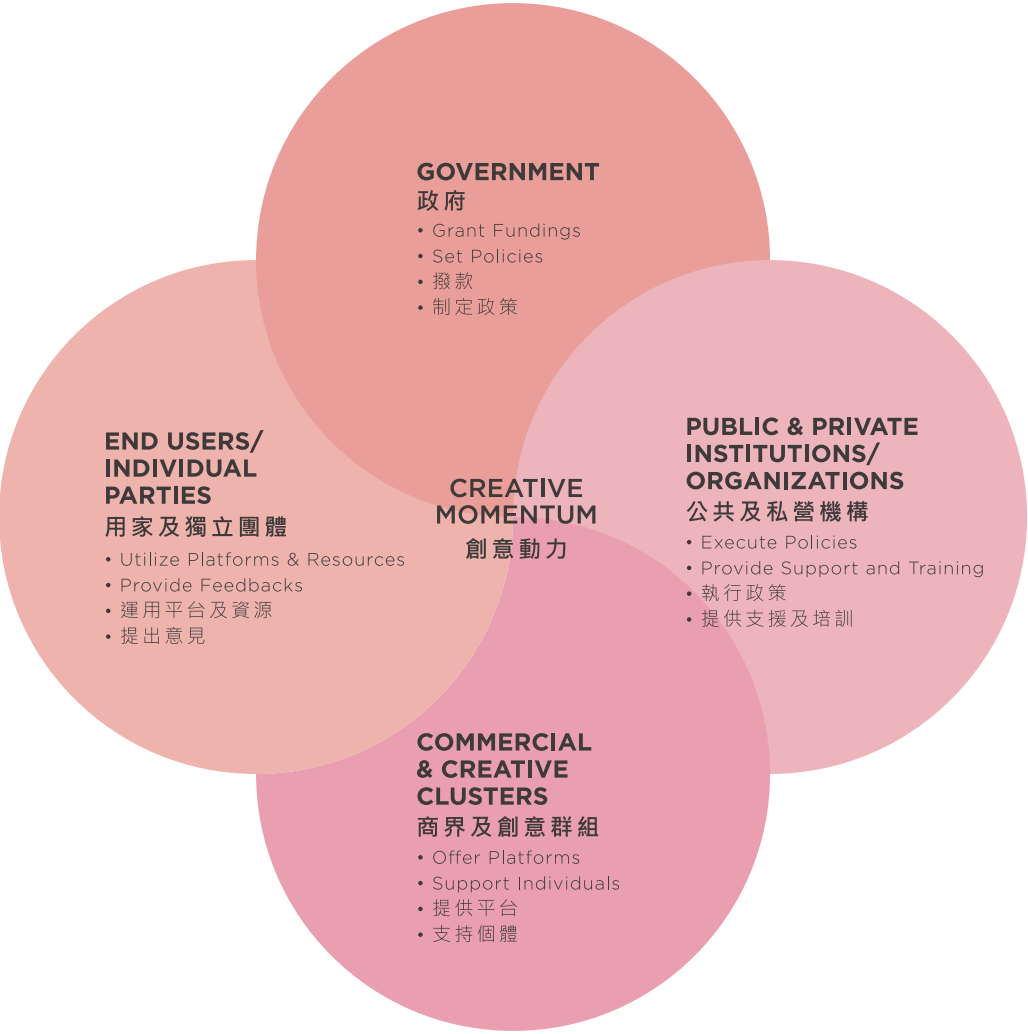


Serious by shu

HONG KONG CULTURAL AND CREATIVE ECOSYSTEM
香港文化及創意生態

LAWSGROUP believes “Creating Shared Value (CSV)” is not only for individuals but also applicable to entities. To promote the sustainable development of Hong Kong’s cultural and creative industries, all stakeholders are encouraged to adopt CSV in their business models. Led by the HKSAR government and supported by commercial and creative clusters, a new Cultural and Creative Momentum has evolved in recent years. We believe more and more startups will benefit from the movement in the future through active collaboration across different sectors.

羅氏集團深信「創造共享價值」（CSV）並不單是針對個人，而是涉及所有群體的事情。要推動香港文化創意產業的可持續發展，需要各個持分者將CSV理念應用於業務當中。近年香港政府特意牽頭，與商界和創意產業群組合形成全新的「文化創意動力」，我們相信透過跨領域的積極合作，未來將會更多初創企業從整個動力中受惠。



BUSINESS FOR SOCIAL GOOD GRAND AWARD
「商社共生」傑出大獎

In recognition of its dedication and proven results of D2 Place's innovative “Entrepreneurship Model”, LAWSGROUP was conferred the Grand Award at the inaugural Business for Social Good Award organized by Our Hong Kong Foundation, a prestigious award recognizing corporates with exceptional contributions in Creating Shared Value.

The hotly-contested Award was independently judged by over 500 professionals, including corporate CEOs, non-governmental organization CEOs, and MBA students. It represents an unequivocal endorsement of the sterling effort of LAWSGROUP in implementing CSV in Hong Kong.

憑著D2 Place「初創商業模式」的卓越貢獻和成果，羅氏集團於由團結香港基金舉辦的首屆「商社共生大獎」中獲得傑出大獎，旨在表揚於「創造共享價值」（CSV）方面有傑出成就的企業。

這個備受認同的獎項由超過500位專業評審遴選及投票選出，當中包括企業行政總裁、非牟利機構行政總裁、以及工商管理碩士學生。羅氏集團於過百家參選企業脫穎而出獲得傑出大獎，是對集團於香港履行CSV的肯定和鼓勵。



OUTSTANDING AWARD



LAWSGROUP Deputy Chairman & CEO, Mr. Bosco Law, received the “Business for Social Good - Grand Award” from Chief Executive of Hong Kong, Mrs. Carrie Lam, and Convenor of HKSAR Executive Council, Mr. Bernard Chan at the Business for Social Good Outstanding Award Presentation 2017.

羅氏集團副主席及行政總裁羅正杰先生於「2017商社共生傑出大獎頒獎典禮」獲香港特別行政區行政長官林鄭月娥女士及香港特別行政區行政會議召集人陳智思先生頒發「商社共生傑出大獎」。



**BUSINESS-GOVERNMENT-COMMUNITY
TRI-PARTITE PARTNERSHIP**

民商官三方協作模式

With its innovative operation model, unique shops and crowd-drawing events, D2 Place has rapidly developed into a cultural and creative hub with special appeal for the younger generations. As a shining, successful case under the Industrial Building Revitalization Scheme, D2 Place has become a subject of study for government, universities, and commercial entities. Various senior government officials have, over the years, visited D2 Place to show their support and appreciation for the project.

D2 Place operates as a commercial entity, but its strategies align with the HKSAR government's policies in fully supporting youth development — serving as a platform to foster the “Business-Government-Community Tripartite Partnership”.

憑藉其創新營運模式及獨特的商舖和精彩活動，D2 Place迅速發展成為年輕人的文化及創意地標。作為活化工廈政策的成功案例之一，D2 Place成為政府、大學和商業機構的研究課題，不同部門的政府高層官員更親身到場參觀，表達對項目的支持和讚賞。

作為商界的一份子，D2 Place的營運方針與香港特區政府全力支持青年發展的政策步伐一致，提供促進「民商官三方協作模式」的平台。



Guided tour and presentation of D2 Place for Mr. Paul Chan, Financial Secretary of the HKSAR.
為香港特別行政區財政司司長陳茂波先生介紹及導覽D2 Place。



Guided tour and presentation of D2 Place for Mrs. Carrie Lam, Chief Executive of the HKSAR.
為香港特別行政區行政長官林鄭月娥女士介紹及導覽D2 Place。

Guided tour and presentation of D2 Place for Mr. Edward Yau, Secretary for Commerce and Economic Development of the HKSAR.
為香港特別行政區商務及經濟發展局局長邱騰華先生介紹及導覽D2 Place。

SPACE SHARING SCHEME
FOR YOUTH
青年共享空間計劃

The HKSAR government launched the “Space Sharing Scheme for Youth (SSSY)” in 2017 as part of the “Business-Government-Community Tripartite Partnership”. The objective is to foster collaboration between different landlords and young startups by providing creative spaces at affordable rates.

As one of the first batch of developers joining the scheme, LAWSGROUP committed over 30,000 sq.ft. of retail and event spaces in D2 Place ONE and TWO as part of its Entrepreneurship Model. Young entrepreneurs who are eligible to participate in the scheme enjoy concessionary rental offer, together with a complete business solution with sales, marketing, and distribution support from D2 Place and LAWSGROUP.

作為「民商官三方協作模式」的其中一環，香港特區政府於2017年啟動了「青年共享空間計劃」，旨在促進與不同業主與初創企業合作，並以優惠租金向他們提供創意空間。

羅氏集團是首批參與此計劃的發展商之一，特意於D2 Place一期及二期劃出超過30,000平方呎的零售及活動空間，作為初創企業模式的一部分。符合參與資格的年輕人或初創企業將能以優惠租金享用空間，並能善用D2 Place與羅氏集團提供的全面銷售、推廣及分銷支援。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law (Left 3), Chief Secretary for Administration of the HKSAR, Mr. Matthew Cheung (Left 9), Chairman of the Commission of Youth, Mr. Lau Ming Wai (Left 8), together with other government officials and landlord representatives joined the Press Conference of the “Youth Entrepreneurship Sharing Session”.

羅氏集團副主席及行政總裁羅正杰先生（左三）、香港特別行政區政務司司長張建宗先生（左九）、青年發展委員會副主席劉鳴煒先生（左八），以及其他政府官員和業主代表出席「青年同行工作成果分享會」記者招待會。

Spaces are offered in different forms, ranging from pop-up stores and kiosks to a multifunctional event space, THE SPACE, to support young startups with different needs and operation styles. As of 2021, D2 Place has organized more than 950 youth activities, lending a helping hand to over 7,000 young entrepreneurs.



共享空間分為快閃店、銷售櫃檯以及多用途活動空間 THE SPACE等多個形式，以配合年輕初創公司不同的需要和營運風格。直至2021年，D2 Place的共享空間已舉辦超過950場青年活動，支援逾7,000名年輕創業家。

	POP-UP STORES 快閃店	Provide versatile retail spaces at flexible rates and terms for entrepreneurs to test the market 為創業者以靈活租金及條款提供多元零售空間，以測試市場反應
10,000 sq.ft.	KIOSKS 銷售專櫃	
	WEEKEND MARKETS 週末市集	Offer over 100 market booths every weekends 每週末提供超過100個市集攤位
	THE SPACE THE SPACE 多用途活動空間	Lease to government and public institutions, non-governmental organizations, educational institutions, and other creative parties at preferential rents 以優惠租金租予政府及公共機構、非政府團體、教育機構及其他創意團體使用
12,000 sq.ft.		
	THE BARN THE BARN 生活百貨店	Provid a comprehensive consignment service to young entrepreneurs and designers 為本地設計師及創業者提供一站式寄賣服務
	ZAAP⁶ ZOK³ 集作 藝品廊	
9,000 sq.ft.		

PROMOTING CSV BEYOND LAWSGROUP

於集團以外推動創造共享價值

As one of its key missions in sustainable development, LAWSGROUP has been actively promoting the concept of “Creating Shared Value” across the city through media interviews and coverage, public speeches, seminars and contests, as well as other social and commercial events.

作為我們可持續發展的其中一個主要任務，羅氏集團一直積極透過媒體訪問及報導、演說、研討會、比賽及其他社會和商業活動，於城中推廣「創造共享價值」理念。



At the invitation of Shared Value Project Hong Kong, LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law shared his visions on Creating Shared Value at CREATIVE COLLISION 2020.

羅氏集團副主席及行政總裁羅正杰先生接受Shared Value Project Hong Kong的邀請，於CREATIVE COLLISION 2020分享了他對「創造共享價值」的願景。



Led by LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law, staff from different business units discussed the opportunities to support young creativity and digital art with representatives from School of Creative Media, The City University of Hong Kong.

羅氏集團副主席及行政總裁羅正杰先生帶領來自不同部門的員工與香港城市大學創意媒體學院的代表討論支持年輕創意和數碼藝術的合作計劃。



Invited by HSBC, LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law shared his experience on implementing sustainable management and CSV across different business team.

羅氏集團副主席及行政總裁羅正杰先生接受匯豐銀行邀請，分享他對在各部門實行可持續管理以及「創造共享價值」的心得。

In recent years, more and more developers in Hong Kong have started to follow and adopt business models similar to D2 Place in their shopping malls, such as offering support to the creative community and local entrepreneurs, organizing contests for local students, setting up local handicraft zones, and recruiting local individual brands.

With increased recognition and staunch support from the community at large, LAWSGROUP will continue to strengthen communication and collaboration with its partners and relevant organizations to support more startups.

近年來，越來越多的本地發展商開始在他們的商場採用類似D2 Place的商業模式，例如支援創意產業及本地企業家、舉辦學生比賽、設立本地手作區、以及招攬本地獨立小店等。

得到廣大社會各界的認同和支持，羅氏集團於未來會繼續加強與合作夥伴及其他相關團體的溝通和合作，支援更多初創企業。



LAWSGROUP Deputy Chairman and CEO Mr. Bosco Law exchanged collaborating ideas with Mr. Anthony Leung, Chairman of Nan Fung Group at the opening ceremony of The Mills.

羅氏集團副主席及行政總裁羅正杰先生與南豐集團主席梁錦松先生於南豐紗廠開幕典禮上交流合作意見。



LAWSGROUP was one of the case partners of the Hong Kong Shared Good Values Competition organized by Wofoo Social Enterprises. LAWSGROUP Deputy Chairman and CEO Mr. Bosco Law was invited as one of the judges and award presenters.

羅氏集團是和富社會企業HKSGV案例比賽的合作夥伴之一。羅氏集團副主席及行政總裁羅正杰先生獲邀請擔任評委和頒獎嘉賓。



LAWSGROUP Marketing Director Mr. Leslie Fok was interviewed by HKET to share post-pandemic CSV marketing strategies for D2 Place.

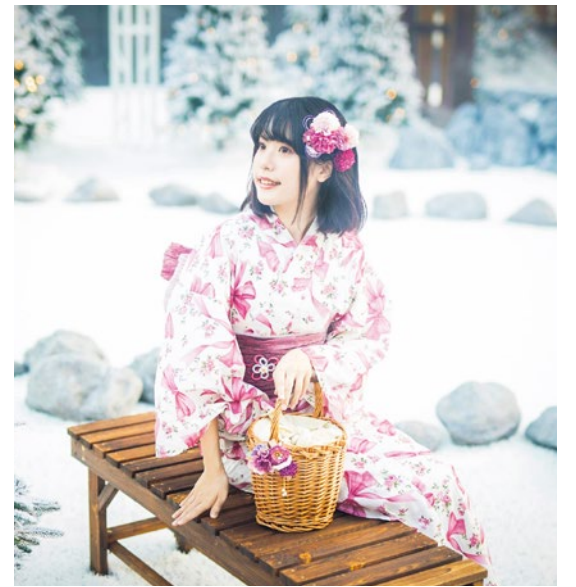
羅氏集團市場總監霍俊熹先生接受香港經濟日報訪問，闡述於後疫情時代D2 Place的「CSV創造共享價值」營銷策略。

FESTIVE EVENTS AND PUBLIC ENJOYMENT

節日活動及公眾娛樂

LAWSGROUP believes in spreading joy and wellness in the community, and organizes an extravaganza of festive and seasonal events all year round at D2 Place, including Chinese New Year Market, Summer Fun Campaign, Mid-Autumn Festival Celebration, Halloween Challenge, and the first-ever Snowing Rooftop Garden in Hong Kong during the Christmas period.

羅氏集團致力回饋社會，每年於不同時節在D2 Place舉辦各類型的節日慶祝及季節性活動，與眾同樂，重點活動包括農曆新年年宵市集、夏日派對、中秋節活動、萬聖節活動及香港首個聖誕節飄雪天台花園。



Based on the theme of a "LaiChi Onsen", and featuring a bathhouse and an outdoor hot spring setup, D2 Place took more than 40,000 visitors on an authentic journey to Japan – a much cherished experience under current travel restrictions.

D2 Place以「荔の湯」為主題，於商場設置和式澡堂和室外溫泉佈置，為疫情下無法外出旅遊的公眾提供地道日本體驗，吸引40,000多名顧客到場。



In collaboration with local designers and popular key opinion leaders (KOLs), D2 Place organized the first-ever KOL Chinese New Year Market, attracting over 20,000 visitors.

D2 Place與本地設計師和網絡紅人（KOL）合作，舉辦全港首個KOL年宵市集，吸引超過20,000名顧客到場。



Halloween Challenge 萬聖節活動



Summer Fun Campaign 暑假派對



Mid-Autumn Festival Celebration 中秋節活動

**PUBLIC
ENJOYMENT**
為公眾提供娛樂

In line with the HKSAR government's policies in supporting youth development, D2 Place facilitates art and cultural exchanges among youngsters through organizing diverse events such as art exhibitions, design workshops, fashion showcases, music shows, sports trainings, movie screenings and more.

配合香港特區政府支持青年發展的政策，D2 Place鼓勵年輕人進行文化和藝術交流，並舉辦多元文化和創意活動，包括藝術展覽、設計工作坊、時裝展覽、音樂表演、體育培訓、電影放映活動等等。



adidas Sports Workshop adidas 運動工作坊



CENTRESTAGE Fashion Showcase 時裝展覽



Rooftop Garden Music Show 花火音樂會



"Green Living@Lantau" Roving Exhibition
《綠·活大嶼》巡迴展覽



PlayStation Presentation 遊戲發佈會



SPCA Charity Painting Exhibition
SPCA「PAWPALS」慈善畫展



Dance with Future 2020 舞蹈比賽



Future @ Work Science Museum 科學工作坊



Le French May Saturday Live 法國五月音樂會



Movie Screening 電影欣賞會



Thai Water Festival Parade 泰國潑水節巡遊

MULTICULTURAL EVENTS

多元文化活動

Apart from promoting local culture and creativity, D2 Place organizes a bewildering array of cultural celebrations throughout the year, such as Thai Water Festival, Le French May, Japanese Autumn Festival, Korean Film Festival, and Japanese Idol Mini Concerts, bringing a unique multicultural experience to all visitors.

D2 Place除了致力推廣本地文化與創意，亦經常與不同國家的創意團體合作，舉辦各式各樣的文化活動，如泰國潑水節、法國文化節、日本秋季祭典、韓國電影節、及日本偶像迷你音樂會等，為大眾提供獨特的多元文化體驗。



Songkran Hong Kong 香港潑水節



TvN Movies Premium Screening TvN Movies 電影首映禮



D2 Place x Aqua Plaza Japanese Autumn Festival「香港的秋祭り」



Aqua Plaza Autumn Fair 日本偶像迷你音樂會



MADE IN HONG KONG

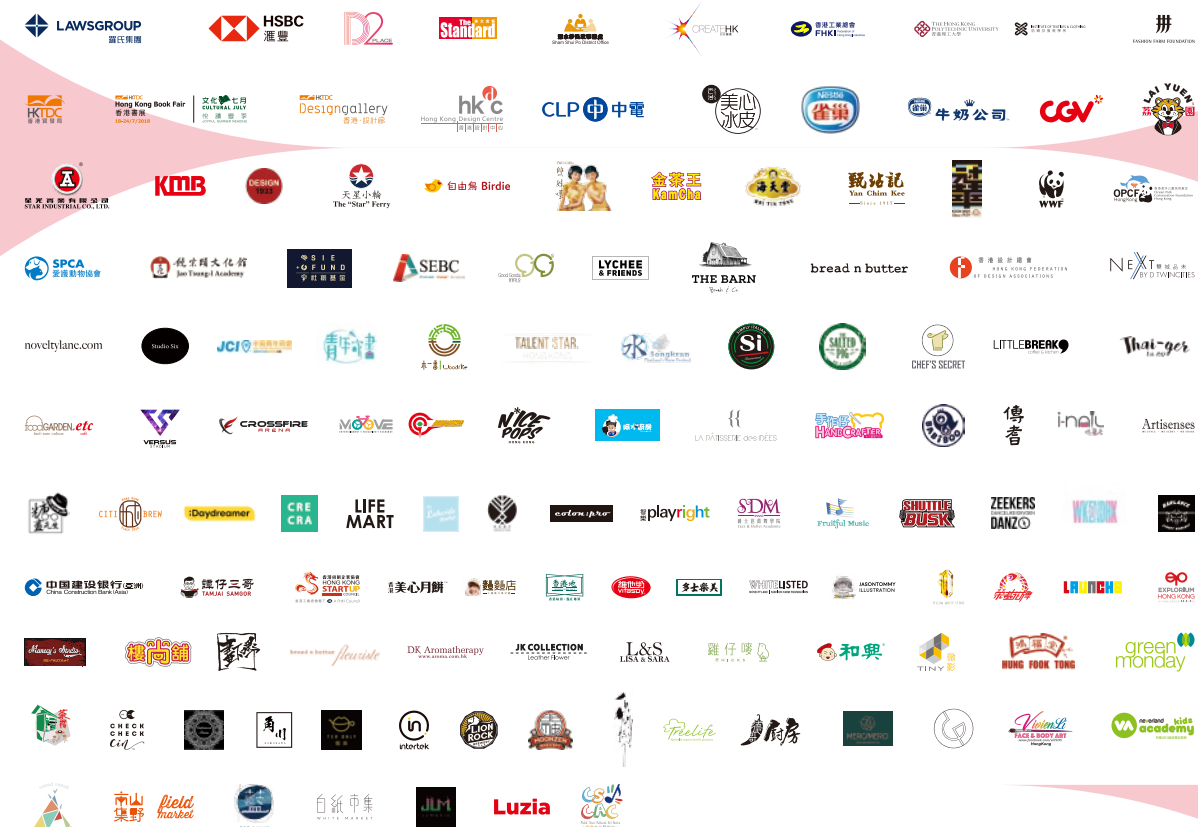
香港掂檔

With the objective of stimulating and supporting local creativity, LAWSGROUP initiated the “Made in Hong Kong” campaigns in 2017. In collaboration with over 200 public and private organizations, the campaign rolls out various signature events every year. Highlight events include Street Carnival, Top 10 Artisans Award, and other local and overseas showcase opportunities. The brand also launched a gallery store Zaap⁶ Zok³ for the winners and participants of the campaign to showcase their creativity and works. “Made in Hong Kong” has soon become a signature platform for creative individuals to unleash their talents, driving the development of creative industries in Hong Kong.

為鼓勵及支持本地創作，羅氏集團於2017年成立「香港掂檔」，每年均與超過200個公私營機構合作，推出多項重點活動，包括街頭嘉年華、十大匠人選舉以及其他本地和海外展出機會。品牌更開設首家藝品廊—集作，讓參與品牌活動的本地設計師展示其產品。「香港掂檔」迅速發展成為創意團體提供發揮創意的平台，推動創意產業發展。



PART OF THE COLLABORATING AND SUPPORTING PARTNERS:
部分合作及支持伙伴：





“MADE IN HONG KONG” STREET CARNIVAL 「香港掂檔」街頭嘉年華

In celebration of the 20th anniversary of the establishment of the HKSAR in 2017, “Made in Hong Kong” organized the first-ever Street Carnival in West Kowloon with over 150 public and private entities. The event was very well received and became an annual event in the community, bringing a wide range of game booths, food stalls, music shows, and dance performances to entertain the public.

為慶祝香港特別行政區成立20週年，「香港掂檔」於2017年在西九龍舉辦首屆街頭嘉年華。是次活動除了成為政府認可的慶祝活動，更成為品牌的年度重點活動。D2 Place每年都會與150多個政府部門和私人機構合作，於街頭嘉年華帶來各種各樣的遊戲攤位、小食攤檔、音樂表演等等。



TOP 10 ARTISANS AWARD 十大匠人選舉



“Made in Hong Kong” inaugurated the “Top 10 Artisans Award” in 2017 as part of its annual campaign, with the mission of promoting local creativity and artisan craftsmanship. In 2020, the contest was organized for the third time with over 300 artisans and market organizers competing for 11 awards, including cash sponsorship, free consignment services, exposure opportunities, and more.

“Top 10 Artisans Award” is the first and only platform in Hong Kong dedicated to the recognition of local designs and handicraft brands. It is also the only award combining public voting and professional judging in the adjudication process, and is widely coveted and supported by practitioners in the creative clusters.

「香港掂檔」於2017年首次舉辦年度活動「十大匠人選舉」，旨在推廣本地的原創及匠人工藝。2020年，「香港掂檔」再次舉辦比賽，並吸引超過300個本地手作單位及市集組織參與及競逐11個獎項，獎品包括免費現金資助、寄售服務、曝光機會等。

「十大匠人選舉」是香港首個亦是唯一一個表揚本地設計和手工藝品品牌的平台，亦是唯一一個結合公眾投票和專業評審的獎項，並得到創意群組的廣泛認可和支持。

GO GLOBAL

走向世界

With the mission to enhance the competitiveness and recognition of Hong Kong brands, “Made in Hong Kong” also actively promotes local designs to the world and helps the designers developing global presence.

為提升香港品牌的競爭力及認知度，「香港掂檔」亦積極向外推廣本地設計，並幫助本地設計師往外發展。



“Made in Hong Kong” also participated in the Hong Kong International Licensing Show 2019 and HKTDC Lifestyle Shopping Fest 2021, showcasing the outstanding designs from the finalists of the Top 10 Artisans Award.

「香港掂檔」亦參與香港國際授權展2019及香港貿易發展局時尚購物展2021，展出「十大匠人選舉」得獎品牌的傑出設計。



HKTDC
Lifestyle ShoppingFest
時尚購物展



SUCCESSFUL CASES

成功案例

JASONTOMMY ILLUSTRATION

小塗蛙

Hong Kong-based illustrator Jasontommy Luk is the second runner-up in the inaugural Top 10 Artisans Award. Supported by D2 Place, Jasontommy was given operational and marketing support, such as free pop-up store and participation in the International Licensing Show. He was also introduced to tenants and brands under the Group to facilitate business collaboration.

香港插畫師陸戡熙 (Jasontommy) 於首屆「十大匠人選舉」中獲得銅獎。於D2 Place的支持下，Jasontommy 得到不同方面的品牌營運和市場推廣支援，例如免費快閃店和參與國際授權展。此外D2 Place亦積極為品牌帶來與集團旗下商戶和品牌的合作機會，為小塗蛙提供擴展業務的機會。



7ohnee

Born and bred in Hong Kong, illustrator Johnee Lau is the champion in the Top 10 Artisans Award 2019 with his brand “7ohnee”. D2 Place provided the launching pad for this top creative talent by organizing promotional activities such as media interviews, product launches, a themed Christmas campaign, and more, to help create brand awareness.

於香港土生土長的網絡插畫家劉冠瑤 (Johnee) 以其品牌「7ohnee」贏得2019年「十大匠人選舉」的冠軍。為推廣他的品牌創意，D2 Place提供了不同商業機會和推廣支援，包括安排媒體採訪、引入主題產品、舉辦主題聖誕活動以及與商戶的聯乘機會，將品牌帶到公眾目光。



INTRODUCTION OF
KOREAN CINEMA CHAIN
引入韓國戲院連鎖品牌



CGV Cinemas, a subsidiary of Korea's largest entertainment enterprise CJ Group, made its debut at D2 Place in 2018. The cinema comprises 4 studios and 472 seats, and features Hong Kong's first "ScreenX" 270-degree projection technology and "K Star" studio named after K-pop star Gong-Yoo. To facilitate cultural exchange between Hong Kong and Korean audience, D2 Place actively collaborates with CGV Cinemas in organizing different cultural events, such as premiere screenings, seminars, award presentations, and more.

D2 Place於2018年引入韓國娛樂企業龍頭CJ Group旗下的連鎖影院品牌 CGV Cinemas。戲院共有4個影院，提供472個座位，包括香港唯一提供270度投影技術的「ScreenX」影院以及首個以韓星孔劉命名的「K Star館」。為促進香港和韓國觀眾之間的文化交流，D2 Place積極與CGV Cinemas合作舉辦多個文化活動，包括電影首映禮、研討會、頒獎典禮等。

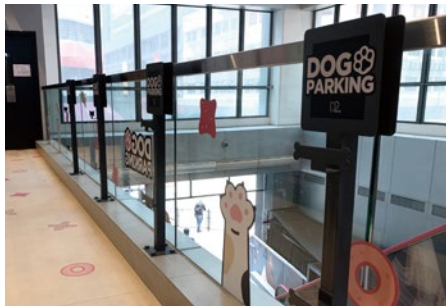


PET-FRIENDLY ENVIRONMENT
寵物友善環境



D2 Place embraces cultural diversity and welcomes pets. Partnering with NGOs and animal welfare organizations, D2 Place organizes pet-themed weekend markets and carnivals for public and pets to enjoy. A park for pets is opened at the Rooftop Garden with pet facilities as a new inclusive leisure area. A number of pet-friendly shops such as Japanese pet supply store Petkoikoi in Phase ONE are introduced to the malls. Different cleaning supplies and tools at concierges are provided to support to create a barrier-free and thoughtful shopping experience for owners and pets.

D2 Place秉持支持本地多元文化及寵物友善的原則，除歡迎寵物內進外，亦不時與非政府組織和動物機構合作，舉行以寵物為主題的週末市集及嘉年華活動，更開放天台花園作「寵物共享」的休憩空間，以及引入多間特色寵物商舖，包括位於一期的日式寵物超市Petkoikoi。D2 Place同時明白主人和寵物有不同需要，因此於顧客服務處提供不同清潔用品及輔助工具，提供多方面支援，締造無障礙商場體驗。



DIGITAL ADOPTION

採用數碼科技

In view of phenomenal advances in virtual reality technology and the consequent shift of shopping habits from a physical to an online mode, D2 Place has been devoting resources in developing a comprehensive online system with the integration of Internet of Things (IoT) functions, customers relationship management (CRM), KOCs (Key Opinion Consumers) Program, and augmented reality. The platform will connect all tenants as integral components of a united entity, allowing browsers to view all the latest news, offers, membership, and more. The system enables D2 Place to deliver a new and complete shopping experience to visitors while enhancing its own efficiency and performance.

有見於虛擬化的興起以及網購習慣漸成大趨勢，D2 Place致力投放資源建立全新網上綜合系統，結合物聯網（IoT）、客戶關係管理（CRM）、素人宣傳（KOC）計劃以及擴增實境等功能。平台將所有商戶連繫成一個強大聯盟，讓所有最新消息、推廣優惠、會員資訊等內容顯示於系統中，為訪客提供完整的全新購物體驗，同時提高服務效率和表現。



LAWSGROUP IT Director, Mr. Rico Lau, shares the Group's plan in applying 5G technology in the interview with Unwire.

羅氏集團資訊科技總監劉則輝先生於Unwire訪問中分享集團應用5G技術的計劃。



KOCs Program 素人宣傳（KOC）計劃

【零售寒冬】D2 Place帶頭減租 羅正杰：初創現金流大受影響



SUPPORT FOR TENANTS AND SHOPPERS

與商戶及顧客同行

D2 Place actively implements the Group's "Creating Shared Value" philosophy by supporting local businesses and brands. In face of the unprecedented challenges from 2019 to 2021, and in response to the government's call, LAWSGROUP was the first landlord in Hong Kong offering rental relief to all D2 Place tenants in the hope of supporting small and individual shops. This generous measure was subsequently taken up by other developers for the relief of affected businesses.

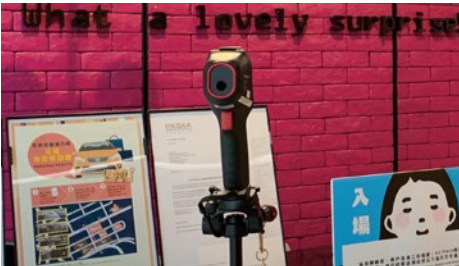
In response to the tough business environment affected by the epidemic, D2 Place also took the lead in supporting government's subsidy programs, including promoting Anti-epidemic Fund and consumption vouchers scheme to tenants. Blending the strong online and offline network, D2 Place also actively promotes our entrepreneurs on different channels, creating more business opportunities for them.

In view of the pandemic, a series of anti-pandemic measures has been taken in D2 Place, including the installation of air purifiers, infrared thermometers, and nano-antibacterial coating. Hand sanitizers and frequent cleaning services are also arranged to ensure the safety of customers, tenants, and staff.

D2 Place透過支持本地品牌，積極推行集團的「創造共享價值」理念。於2019年至2021年，香港的營商環境面對前所未有的挑戰，羅氏集團響應政府呼籲，率先為D2 Place租戶提供租金寬免，希望支持小商戶度過難關。集團此項措施亦影響其他地產商推出類似方案幫助受影響商戶。

而因應疫情持續營商環境，D2 Place亦帶頭支持政府推行的一系列資助計劃，包括向商戶宣傳防疫抗疫基金及協助推行消費券計劃，更結合線上線下的強大網絡，積極為初創進行宣傳推廣，為他們創造更多商機。

除此之外，D2 Place亦採取了一系列的防疫措施，包括安裝空氣淨化器、紅外線溫度檢測器及納米抗菌塗層，同時提供酒精搓手液和頻繁清潔服務，確保我們的客戶、租戶和員工的安全。



CONNECTING SHAM SHUI PO 連繫深水埗

Rooted in Sham Shui Po District for more than 45 years, LAWSGROUP has been actively investing in the development of its home district. In recent years, its cultural and creative project D2 Place has evolved to become a cultural landmark of West Kowloon. Through its unrelenting efforts, LAWSGROUP has set off a new creative wave in the community. It also takes a pro-active approach in connecting with different stakeholders in Sham Shui Po, including government departments, business sectors, and cultural professionals to brainstorm ideas for creating an even more successful and vibrant Sham Shui Po District into the future.

羅氏集團扎根深水埗區逾四十五年，一直以來積極投放資源推動區內發展。近年透過旗下文化創意項目D2 Place，掀起嶄新創意風潮，成為西九龍文創新地標。羅氏集團亦積極連繫區內不同持份者，包括政府部門、商界、文化界等專業人士集思廣益，攜手締造一個更美好及朝氣勃勃的深水埗區。



LAWSGROUP Deputy Chairman & CEO, Mr. Bosco Law, Sham Shui Po District Officer, Paul Wong J.P., and other stakeholders in the district such as Li & Fung, Lai Sun Group, Maxim's Group, Noveltex Group and more came together and discussed future collaborative projects to further enhance the neighbourhood. 羅氏集團副主席及行政總裁羅正杰先生、深水埗民政事務專員黃昕然太平紳士及區內持分者包括利豐集團、麗新集團、美心集團、永新集團等聚首一堂，討論未來的可行合作項目，共同創建更好的社區。



Leveraging D2 Place's success and valuable experience, LAWSGROUP hopes to spearhead a range of community projects with the local groups, including building connection systems, organizing regional cultural activities and more, with the aim of creating synergistic effects across the area. By forming a unique ecosystem for the whole Sham Shui Po District, LAWSGROUP hopes to build a long-term cohesive development force for West Kowloon.

集團期望透過D2 Place的成功經驗，牽頭區內團體共同開展不同社區項目，包括大廈連接系統、地區性文化活動等，於整區產生協同效應，打造獨有生態系統，為整個深水埗區以致西九龍提供長遠穩健的發展力量。





ENGAGING WITH THE COMMUNITY

投 入 社 區

ENGAGING WITH THE COMMUNITY

投入社區



CORPORATE VOLUNTEER PROGRAM 企業義工計劃



LAWSGROUP takes its corporate social responsibility to heart, and officially set up a "Corporate Volunteer Advisory Committee" in 2012, encouraging staff to participate in a wide variety of volunteering opportunities for the elderly, people with disability, underprivileged families, victims, environmental organizations, and more. With its dedication to community services, the team has received widespread recognitions, including "Gold Award for Volunteer Service (Organization)" by the Social Welfare Department for 4 consecutive years.

Other than organizing charitable activities for local communities, the Group has also expanded its volunteer work to overseas business units, organizing different corporate volunteer programs in China, Vietnam, Myanmar and Bangladesh. Food, clothing, and monetary aids were distributed to victims suffering from natural disasters.

羅氏集團積極履行企業社會責任，並於2012年成立「企業義工服務顧問團」，鼓勵員工及其親友投入各項關愛社區的義工服務，服務涵蓋長者、殘障人士、低收入家庭、災區災民以及環保團體等。憑著對服務社會的堅持及付出，義工隊榮獲多個獎項，更連續4年獲社會福利署頒發「義務工作嘉許狀——（團體）金狀」，成績備受肯定。

除了於香港舉辦關愛社區活動，集團更將義工服務擴展至海外業務單位，於中國、越南、緬甸及孟加拉舉辦不同義工活動，並為災民送上食品、衣物及捐款等應急支援，協助他們度過難關。



As of 2020
直至2020年

1,500+ Volunteers
名義工

7,000+ Volunteer Hours
服務小時



Gold Award for Volunteer Service (Organization)
「義務工作嘉許狀（團體）」金狀

OVERSEAS VOLUNTARY SERVICES 海外義工服務

The global pandemic in 2020 created shortages in medical supplies and daily necessities all over the world. To support Myanmar's anti-epidemic measures, LAWSGROUP has donated monetary aids to the Bago Province government near Yangon for the purchase of urgently needed equipment and supplies.

In addition, a number of disaster relief activities were organized in Hanoi, Vietnam and Yangon, Myanmar. Food, clean water, anti-epidemic supplies and monetary aids were delivered to residents and school children, helping them to tide over the difficulties.

2020年新冠疫情蔓延全球，各個地區醫療物品及生活用品短缺。為支援緬甸抗疫措施，集團向鄰近仰光的勃固省政府捐款，用於採購急需設備和用品。

此外，集團亦在越南河內和緬甸仰光舉行多次賑災活動，為居民及學童送上食物、清水、防疫用品及捐款等等，幫助他們度過困境。



**FASHION SUMMIT (HK) SHARING SESSION 2020:
MARINE LITTER TO FASHION TREASURE**
時尚高峰（香港）分享會2020：轉廢為寶

In the “Fashion Summit (HK) Sharing Session 2020: Marine Litter to Fashion Treasure” co-organized by the Clothing Industry Training Authority and WWF Hong Kong in October 2020, LAWSGROUP’s representatives and the Hon. Felix Chung, Member of the Legislative Council (Textiles and Garment), visited the Hoi Ha Wan Marine Life Centre to learn about the current marine pollution problem and explored feasible measures to achieve sustainable fashion.

製衣業訓練局及世界自然基金會香港分會（WWF）於2020年10月合辦「時尚高峰（香港）分享會2020：轉廢為寶」，集團代表及立法會（紡織及製衣界）鍾國斌議員亦有參加，於西貢海灣海洋生物中心了解現時海洋污染的情況，同時探討如何為保護海洋出一分力，達至可持續時尚。



**LYCHEE & FRIENDS X WINDSHIELD
CHARITABLE FOUNDATION FLAG DAY**
LYCHEE & FRIENDS X 宏施慈善基金賣旗籌款活動

In face of the continued impact of the pandemic, the Group’s volunteer team in Hong Kong organized the “LYCHEE & FRIENDS X Windshield Charitable Foundation Flag Day” online campaign as a continuous support to the local community. The event and the premium flag subscription were promoted on different social media platforms, with the donations raised channeled to supporting underprivileged families and singleton elders in Hong Kong.

面對疫情的持續影響，香港義工團隊仍然積極支援社區，於網上舉辦「LYCHEE & FRIENDS X 宏施慈善基金」籌款活動，並透過不同社交平台宣傳活動及呼籲金旗認購，籌得之善款用作關懷弱勢社群及獨居長者。



**香港紅十字會
HONG KONG RED CROSS**

**BLOOD DONATION EVENT
IN HONG KONG**
香港紅十字會愛心捐血日

LAWSGROUP has received the “Give Blood Alliance” Silver Award and Elite Partnership Award 2021 (Corporate) from Hong Kong Red Cross in appreciation of its sterling effort over the years in supporting the blood donation campaign and the discharge of its corporate social responsibility.

集團多年來一直支持捐血活動，更獲香港紅十字會頒發《給血聯盟》銀章及卓越商界捐血夥伴大獎，表揚集團過往對捐血活動的參與，及積極履行企業社會責任的努力。



LAWSGROUP received the certificate and trophy of “Give Blood Alliance” Silver Award and Elite Partnership Award 2021 (Corporate) from Dr. Lee Cheuk Kwong, Chief Executive & Medical Director of Hong Kong Red Cross Blood Transfusion Service. 羅氏集團獲香港紅十字會輸血服務中心行政及醫務總監李卓廣醫生頒發《給血聯盟》銀章及卓越商界捐血夥伴大獎證書及獎座。

FASHION FARM FOUNDATION

ABOUT FASHION FARM FOUNDATION 關於 FASHION FARM FOUNDATION

Fashion Farm Foundation (FFF) is a non-profit organization founded in 2012. Its core mission is to foster the fashion industry development in Hong Kong and promote local fashion brands worldwide. As a founding patron, LAWSGROUP has steadfastly provided financial, operational, and venue sponsorships to FFF since its creation.

In collaboration with government departments, public and private institutions, commercial entities, and other stakeholders in the creative industries, FFF has organized a wide range of workshops, exhibitions, fashion shows and other outreach activities. Signature campaigns include HKFG Program, FFFRIDAY, and Fashion Express: The Greater Bay Design Parade supported by CreateHK, offering great opportunities for local emerging designers to showcase their talents and explore business opportunities.

非牟利機構Fashion Farm Foundation (FFF) 於2012年成立，旨在促進香港時裝業的發展，以及在世界各地推廣本地的時裝品牌。作為創始贊助機構，羅氏集團自FFF成立以來，一直提供資金、營運及場地支持，支援FFF的發展。

FFF積極與政府部門、公共和私人機構、商界以及創意產業的其他持分者合作，舉辦各種工作坊、展覽、時裝表演及其他推廣活動，重點活動包括由「創意香港」全力支持的HKFG計劃、FFFRIDAY以及大灣區 — 時尚、出行，為本地新興設計師提供展示才華及探索商機的機會。

FF

FASHION FARM FOUNDATION



Since 2012, FFF has been actively connecting Hong Kong fashion designers with both local and global buyers and retailers, fostering business opportunities between them. In the past 9 years, FFF has:

自2012，FFF積極地連繫香港時裝設計師與本地和全球買家及零售商，為他們開拓商機。於過去9年間，FFF曾經：

Travelled to

11

Major Fashion Cities including :

到訪過11個主要時裝城市：

Paris, London, New York, Dubai, Tokyo, Singapore, Beijing, Shanghai, Qianhai Shenzhen, Hengqin Zhuhai and Macau

巴黎、倫敦、紐約、杜拜、東京、新加坡、北京、上海、深圳前海、珠海橫琴及澳門

Collaborated with

80+

Partners & Organizations

與超過80個團體和機構合作

Reached

5,500,000

Hong Kong audiences, 29 million Mainland China, and 2 million global audiences

接觸到550萬名香港受眾、2,900萬中國內地及200萬名海外群體

Benefited more than

265

Designers (Fashion and Related)

令超過265位時裝及相關設計師受惠

Generated business value equivalent to

HK\$50,000,000

for the industry

為行業帶來港幣5,000萬元的商業價值



WHITELISTED CONCEPT STORE WHITELISTED 概念店

WHITELISTED
NOVELTY LANE | FASHION FARM FOUNDATION

WHITELISTED is a non-profit fashion platform co-founded by Novelty Lane and FFF. With financial, operational and venue sponsorships from LAWSGROUP, WHITELISTED opened its first concept store in D2 Place with the aim of promoting Hong Kong fashion designs and enhancing local brand awareness across APAC region. Apart from featuring local designer products, WHITELISTED also collaborates with different brands and parties in the creative industry to hold a variety of fashion and cultural events, such as fashion shows, exhibitions, workshops and more.

WHITELISTED是一個由Novelty Lane和FFF共同創立的非牟利時裝平台。獲得羅氏集團的資金、營運和場地贊助，WHITELISTED成功於D2 Place開設了首間概念店，並以於亞太區推廣香港時裝設計以及提升本地時裝品牌知名度為己任。除了售賣香港設計產品，WHITELISTED亦與不同的創意產業團體合作，舉辦各種時裝和文化活動，如時裝表演、展覽、工作坊等。



To underscore government's support for the development of the local fashion and design industry, Ms. Carrie Lam, Chief Executive of HKSAR, paid a visit to the WHITELISTED Concept Store and exchanged views with young designers and industry professionals.

為表示政府對本地時裝及設計業發展的支持，香港特別行政區行政長官林鄭月娥女士親臨D2 Place參觀WHITELISTED概念店，並與年青設計師和業內專業人士交流意見。



FFFRIDAY 2020
發發發星期五

This year, FFF launched its sixth FFFRIDAY Campaign to promote the city's fashion industry and provide a showcase platform for Hong Kong designers. Bringing twenty local fashion brands together, the event presented a series of online and offline activities, including pop-up stores, online presentations, gigs, and more.

今年FFF舉辦第六次FFFRIDAY活動，推廣香港的時裝產業，並為香港設計師提供展示平台。活動匯集了二十個本地時尚品牌，帶來一系列線上及實體活動，包括快閃店、網上展示秀、音樂表演等。



Member of the Legislative Council (Textiles and Garment), Hon. Felix Chung, and industry professionals toured FFFRIDAY Pop-up Store at 822 Lai Chi Kok Road to show support to local design talents.

立法會（紡織及製衣界）鍾國祿議員及業內專業人士參觀FFFRIDAY於荔枝角道822號的快閃店，展示對本地設計人才的支持。



FFFRIDAY POP-UP IN SHAM SHUI PO
FFFRIDAY 快閃店-深水埗區

FFFRIDAY started the campaign in May 2020 with the launch of brand new pop-up stores at 822 Lai Chi Kok Road and Parallel Space Tai Nam Street. Latest fashion items of twenty Hong Kong fashion labels were showcased at the huge weekend pop-up shopping extravaganza. To cope with pandemic restrictions, some activities were shifted online including eclectic collections showcases of the brands. Local musicians were also invited for live-streaming music performance, bringing a novel fashion and music experience to the audience.

2020年5月，FFFRIDAY於荔枝角道822號及大南街Parallel Space開設全新的快閃店，展示了二十個香港時尚品牌的最新時裝單品。受疫情影響，FFFRIDAY亦將部分活動改於網上進行，包括品牌特色產品展示，同時邀請本地音樂人進行現場直播音樂表演，為觀眾帶來新穎的時尚及音樂體驗。





Lane Crawford

FFFRIDAY X LANE CRAWFORD POP-UP STORE
FFFRIDAY X 連卡佛快閃店

Following the success of the campaign in Sham Shui Po, FFFRIDAY stepped up its efforts to showcase the creativity of local designers by co-organizing a pop-up event with Asia’s iconic luxury department store, Lane Crawford.

Decorated with strong Hong Kong-styled neon light boxes, the one-month pop-up store featured the exclusive designs and limited edition fashion items from 3 homegrown fashion talents, namely YatPit, SFZandSON, and FEASTON.

承接於深水埗區的佳績，FFFRIDAY與亞洲著名奢華百貨公司連卡佛共同開設FFFRIDAY快閃店，再次展示本地設計師的創意。

為期一個月的快閃店以強烈的香港風格霓虹燈作裝飾，展出「一」YatPit，SFZandSON和FEASTON三位本地時裝設計師的獨家設計和限量時尚單品。



Dr. Bernard Chan, Under Secretary for Commerce and Economic Development Bureau, CreateHK officials, and representatives of Hong Kong Design Centre visited the Pop-up Store and exchanged ideas on driving the development local fashion industry.

商務及經濟發展局副局長陳百里博士、創意香港人員及香港設計中心代表參觀了快閃店，並就推動本地時裝業發展進行交流。

HKFG PROGRAM
HKFG 計劃

Formerly known as the Hong Kong Fashion Guerilla, the HKFG is an international program launched by FFF with the support from CreateHK. The program has been staged in different renowned fashion capitals including Paris, New York, Tokyo, Singapore, Beijing and Shanghai, with a mission to bridge local talents with the international fashion scene.

得到「創意香港」的支持，FFF推出的HKFG計劃（前身為Hong Kong Fashion Guerilla），旨在讓本地人才與國際時裝界接軌，並於巴黎、紐約、東京、新加坡、北京和上海等知名時尚都會進行推廣。





SS21

HKFG PARIS SS21 HKFG 2021 春夏巴黎時裝周

FFF presented the latest collections of Hong Kong designers at the HKFG Paris SS21 international fashion campaign under the auspices of CreateHK. To overcome logistical hurdles brought about by the pandemic, HKFG turned the spotlight on homegrown labels by presenting their creations in both virtual and physical forms. The collections were showcased via digital showcases and screening, promoting the creativity of local fashion designers.

FFF also visited a number of local cultural attractions such as Foo Tak Building, Clear Water Bay Film Studio, and Shaw Studio for promotional videos shooting, taking foreigners on a virtual Hong Kong fashion tour.

FFF再度與香港時裝設計師攜手，參與由創意香港（CreateHK）贊助的國際時裝企劃「HKFG 2021春夏巴黎時裝周」，展示最新的春夏設計系列。受疫情影響，時裝周改變傳統的展示模式，揉合了虛擬與實體的方式呈現設計作品，透過數碼時裝演示暨小型放映會，展示香港時尚力量。

FFF特意於多個香港特色文化景點包括富德樓、清水灣電影製片廠、邵氏片場等拍攝宣傳片，為海外人士帶來一場虛擬香港時裝之旅。





Galerie Joseph, Paris
巴黎 Galerie Joseph 畫廊



HKFG PARIS EDITION

FFF led two Hong Kong fashion labels PONDER.ER and THE WORLD IS YOUR OYSTER to the HKFG Paris Edition with their latest designs. To meet the needs of the “new normal”, the event combined virtual and physical means and shifted from a physical runway show to a digital presentation. The latest AW21 collections debuted through a combination of online concept photos and individual fashion presentation videos. Screening events were also launched in Paris’s Galerie Joseph. Fashionistas, the press and buyers were treated to a first-hand experience of the brands’ latest collections.

Promotional photos were also shot with Haw Par Mansion and Hong Kong Dragon Garden as background, showing some of Hong Kong’s cultural landmarks to overseas visitors.

FFF帶同兩個香港時裝品牌PONDER.ER及THE WORLD IS YOUR OYSTER，於HKFG Edition巴黎時裝周登場。切合「新常態」的需要，時裝周亦結合線上和線下元素，由現場天橋秀轉向數碼化，於線上展出最新的秋冬季系列的概念照及獨立時裝演示影片，更於巴黎Galerie Joseph舉辦小型放映會，讓時裝界業內人士、傳媒及買家更直接了解及接觸品牌的最新設計。

是次活動亦於虎豹別墅及龍園花園取景拍攝，向海外人士展示香港特色景點。

AW21

LOOKING TO THE FUTURE

展望將來



LAWSGROUP Official Website
羅氏集團官方網站



LAWSGROUP CSRS Report 2020/21
羅氏集團企業社會責任及
可持續發展報告2020/21

As the Group enters phase 2 of its 15-year Sustainability Plan, it takes both comfort and pride in the positive results generated by the initiatives of the past five years. In manufacturing, it has managed to reduce wastage and cut costs with the application of new technologies; in operations management, it has inculcated “Design Thinking” concept into staff members to hone their creative problem-solving skills; and in creating shared value, it has come up with a hybrid approach to keep up the vibes.

Having established the basics in stage 1, the Group will re-focus on individual business units in phase 2 as they have gained sustainability consciousness, and will become the main initiators for sustainability matters in accordance with corporate objectives. Technological applications have borne fruits for the Group and will continue to pick up pace with the pandemic. Having determined technology as an engine for growth and development, the Group will dedicate continued resources into developing the IoT network and the usage of 5G across its operations, with the ultimate target of building a smart management system spanning its business in totality.

In response to the severe impact the current recession has had on small and medium enterprises, the Group is committed to enhancing its entrepreneurship model to lend them a helping hand. The Group will spare no effort in exploring new possibilities combining online and offline means. In consonance with government's support schemes to nurture small brands, the Group will reinforce its efforts to help them grow across the city and worldwide.

The Group will step up its action plan in this stage 2 by leveraging technology and promoting “sustainability consciousness” in staff. Management plans to gradually relinquish central management to individual business units, and envisages a future when staff can initiate sustainability actions by themselves.

Looking ahead, the Group will not be resting on its laurels. The world is changing at an accelerated pace, and will leave behind those who are not alert to the essentials of doing business in the “new normal” era. The Group will step up its efforts in making innovative attempts in promoting CSV across the city and the world, with an aim to drive a greater social momentum. A good start is made in phase 2 of the Sustainability Plan, and the Group is ready, willing and able to explore new grounds and scale new heights.

LAWSGROUP CSRS COMMITTEE

集團正邁向「十五年可持續發展計劃」的第二階段，回望過去五年，集團非常高興及自豪於各項可持續發展行動中所取得的佳績。在製造業務方面，集團積極利用嶄新技術，減省資源浪費和成本。於營運層面上，集團致力向員工推廣「設計思維」理念，鼓勵他們以創意方式解決問題；而在創造共享價值方面，集團亦提倡以靈活多變的方法打造活力社區。

建基於第一階段的成功，集團在第二階段將重心轉移至各業務部門上。隨著「可持續發展」意識逐漸滲透至員工層面，各業務部門可以按照企業目標直接自發研究和執行可持續發展行動。同時，集團深明科技是業務增長和發展的重要推動因素，於疫情期間率先採用各種嶄新技術，帶來顯著成效。集團將繼續投入資源開發物聯網（IoT），同時將5G納入業務運作中，並以構建全面智能管理系統為最終目標。

為應對經濟衰退對中小企業帶來的嚴重影響，集團致力推廣「初創企業模式」，協助他們度過難關。隨著市場未來發展，集團將不遺餘力探索結合線上和線下方式的可能性。而配合政府支持本地品牌的方針，集團將加大力度，全力支援他們在本地和全球市場發展。

踏入計劃第二階段，集團將繼續加強業務上的科技應用，並進一步提高員工的「可持續發展」意識。管理層亦計劃逐步將可持續發展的執行，由中央管理轉移至各個業務部門，並期望到達第三階段時，員工可以自行開展「可持續發展」行動。

展望未來，集團不會因為獲得卓越成果而停下腳步。反之，世界瞬息千變，若不掌握「新常態」下的經營關鍵，企業很快會被淘汰。因此，集團將繼續致力於市內和世界推廣「創造共享價值」（CSV），從而推動形成更龐大的社會動力。集團以優秀的成績展開「可持續發展計劃」第二階段，並且已經作好準備，將全力探索全新領域，開拓行業新高度。

羅氏集團企業社會責任及可持續發展委員會

QUESTION OR COMMENT?

Please contact our CSRS Committee
閣下如對此報告有任何問題或意見，歡迎聯絡
企業社會責任及可持續發展委員會。

✉ csrs@lawsgroup.com



TOGETHER FOR A BETTER FUTURE

SINCE 1975



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