



在城市中开辟新天地，在生活中构建真丰采。

在这方天地中，人们相知相遇，努力拼搏事业，分享无尽欢乐。

点滴，是生活的凝聚，日夜，编织美好记忆。

唯独在这里，能量生生不息。灵感迸发，力量永续，处处有浪漫。

空间里魅力在弥漫，点亮每个巷道转角，

一个社区却怀抱了一城的丰采，这里有你我心之向往的生活。

**中国新天地**

生活永丰采

We bring life to places, and places to life.

Where people come to meet, work and play.

Where life is beautiful. Where people belong.

Places that inspire and empower.

Places full of romance, full of energy.

The kind of energy that fuels the spirit of a street,  
neighborhood, or district.

The kind of energy that brings life to the entire city.

**China Xintiandi**

Bringing places to life



左：  
企业天地  
太平桥项目

Left:  
Corporate Avenue,  
Project Taipingqiao

## 中国新天地

中国新天地是立足于中国的高端商业地产项目持有者、经营者及管理者，以“生活、工作、娱乐休闲”为核心理念，致力于打造充满活力的都市社区并带动整个区域的商业繁荣。新天地秉持“生活永丰采”的企业愿景，力求为人们带来创新优越的生活体验，为企业业务创造长远的商业价值。

在城市化与内需积极增长的双重因素驱动下，中国商业地产市场发展极具前景。成立中国新天地是母公司瑞安房地产的策略性部署，以期把握中国商业地产蓬勃发展的机遇。

承继广受赞誉的“新天地”品牌影响力，中国新天地将继续专注于商业零售、办公楼、娱乐休闲与酒店物业的持有、管理、营销与提升。

## China Xintiandi

China Xintiandi is an owner, operator and manager of premium commercial properties in China, nurturing vibrant communities and commercially thriving districts built around the idea of ‘live, work and play’. China Xintiandi delivers innovative experiences for consumers and long-term value for businesses guided by our mission to ‘bring places to life, and life to places’.

Established by parent company Shui On Land as a strategic move to capture opportunities in China’s commercial property sector, China Xintiandi is well placed to tap into a growing market driven by massive urbanization and expanding domestic consumption.

The Company focuses principally on owning, managing, marketing and enhancing retail, office, entertainment and hotel properties under the acclaimed Xintiandi brand.

## 把握全新机遇

中国新天地负责管理瑞安房地产旗下的商业地产，并于中国各大主要城市持有优质资产。此外，中国新天地正在与策略投资商及业务伙伴合作，凭借公司对市场的深度了解与资本运作能力，在蓬勃的中国商业地产市场积极寻找投资机会。

中国新天地在中国商业地产界享有极高的声誉，擅长创造多彩的特色项目，提供新颖丰富的生活体验。公司现在上海、武汉、重庆及佛山等中国主要城市拥有开发面积逾150万平方米的多功能地产。在与各商业伙伴的全方位合作下，公司也正不断开拓业务领域，以更好地实现企业创立之初的美好愿景。

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右：  
上海虹桥  
CBD虹桥天地

Right:  
THE HUB  
at Shanghai  
Hongqiao CBD

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右：  
重庆天地

Right:  
Chongqing Tiandi

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## Capturing New Opportunities

China Xintiandi manages the commercial properties of Shui On Land and owns quality assets across major cities in China. Alongside strategic and business partners, the Company is exploring new investment opportunities in China's thriving commercial property sector, leveraging Shui On Land's profound market knowledge and capital management capability.

China Xintiandi has earned a reputation for creating vibrant projects that deliver innovative experiences. The Company has over 1.5 million sqm under management in Shanghai, Wuhan, Chongqing and Foshan. In collaboration with partners, the Company is identifying new avenues to expand and execute on this vision.

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右：  
武汉天地

**Right:**  
Wuhan Tiandi

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右：  
上海黄浦区  
太平桥项目

**Right:**  
Project Taipingqiao  
at Shanghai  
Huangpu District

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左：  
上海新天地  
太平桥项目

Left:  
Shanghai Xintiandi,  
Project Taipingqiao

## 生活永丰采

母公司瑞安房地产作为城市整体规划领域的革新者，在城市核心地段开发综合型社区这一领域具有丰富的经验，而中国新天地正是基于这一优越价值的传承之上。凭借深厚的专业知识，中国新天地不仅能让项目完美配合当地政府的经济发展及城市规划，还能将当地的历史文化特色融入项目的设计及规划中。

我公司的旗舰项目“上海新天地”在中国国内革新了商业地产的发展模式，被誉为高端可持续发展市区重建项目的新基准。

中国新天地即将着手开发的另一地标项目是虹桥天地。地处西上海虹桥商务区核心地段的虹桥天地是一个集高端商务、文化及娱乐休闲设施等于一身的地标项目。该项目直接连通虹桥综合交通枢纽，其中汇聚了上海虹桥机场、虹桥火车站、高铁与五条地铁线路。

太平桥项目是中国新天地正在开发的另一大重点工程。项目旨在以公司的旗舰项目——上海新天地为核心，发展并扩大我们的商业和零售业务影响力。作为这一里程碑项目的重要组成部分，企业大道以气势恢宏的高档写字楼和琳琅满目的零售店为特色，一期总建筑面积达98,000平方米，二期更会拓展至156,000平方米。太平桥项目秉承新天地风范，29,500平方米的顶级时尚零售空间包罗万象，更有丰富多彩的酒店、娱乐、文化和生活设施为这里平添无穷魅力。

中国新天地始终致力于打造标志性项目，并借此推动整个地区的经济发展。公司不断为市场注入创新经验，同时带来世界级标准的设计、运营和管理，为国内市场树立最佳典范。



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左：  
太平桥项目  
企业大道

**Left:**  
Corporate Avenue,  
Project Taipingqiao

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左：  
新天地时尚  
太平桥项目

**Left:**  
Xintiandi Style,  
Project Taipingqiao

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## Bringing Places to Life

China Xintiandi is founded on the rich heritage of Shui On Land, innovators in master-planned, city-core communities in China. This collective expertise drives our ability to balance government objectives for urban planning and economic development while integrating a location's cultural attributes into planning and design. Our flagship project, Shanghai Xintiandi, established a new paradigm for commercial property development in China and has since been hailed as a benchmark for sustainable, high-end, urban regeneration developments.

Among the Company's upcoming landmark projects is THE HUB, a high-end business, cultural and lifestyle landmark located at the heart of Hongqiao Central Business District in west Shanghai with direct connectivity to the airport, high-speed rail and metro lines via the Hongqiao Transportation Hub.

Another significant initiative underway is Project Taipingqiao, which is evolving and expanding our commercial and retail presence around our flagship Shanghai Xintiandi. This comprises Corporate Avenue, with premium office and retail space covering a GFA of 98,000 sqm in Phase I, increasing to 156,000 sqm in Phase II. The project also includes Xintiandi Style, with 29,500 sqm of prime fashion retail space, in addition to a dynamic range of hospitality, entertainment, culture and lifestyle features.

China Xintiandi continually strives to create landmark projects that increase the popularity and prosperity of entire districts, delivering innovative experiences with world-class standards and best practices in design, operations and management.



**中国新天地**  
**China Xintiandi**

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