

Mr George Hongchoy 王國龍先生



CEO of The Link Management Limited Mr George Hongchoy
領匯管理有限公司行政總裁王國龍先生

Executive Director and Chief Executive Officer, The Link Management Limited 領匯管理有限公司 執行董事及行政總裁

Citation of the Panel of Judges 評審團評語

Mr Hongchoy merits the Award for being a role model in practising good corporate governance. He has initiated, defined and implemented the Link REIT's vision, mission and core values and achieved excellent financial performance, internal controls and risk management. He also plays a pivotal role in driving the company's corporate social responsibility and sustainability practices and in establishing a strong engagement with stakeholders and shareholders.

王先生榮獲是次獎項，是由於他是實踐優秀企業管治的模範。他盡心盡力籌劃，制訂及實踐公司的願景、使命及核心價值，並取得驕人的成績，落實內部監控與風險管理。在推動公司的企業社會責任、企業持續發展，以及與股東及權益相關者建立緊密聯繫的範疇上，他亦扮演了關鍵的角色。

Message from Awardee 得獎者的話

As Executive Director and CEO, George's position is pivotal in leading The Link where he formulates, develops and implements strategic plans. He is in charge of the operation of The Link Management Limited and develops business plans in collaboration with the Board for the future development of The Link REIT.

His experience in investment banking, financial consulting and accounting for over 23 years equipped him in building a clear corporate culture and in enhancing the company's corporate governance since he became The Link's CEO. Based on the new Vision, Mission & Values Statement, George leads the management team to develop a sustainability framework in seven areas including staff, community, corporate governance, asset/brand, economic, tenant and environment. Continuous development programs are constructed for staff and the management team.

To win the support of stakeholders, George engages them in a pro-active manner, listens to their concerns, in order to improve the company's public image.

作為領匯管理有限公司的執行董事及行政總裁，王國龍在負責制定、發展及落實執行公司的策略方案上，擔任關鍵的領導角色。他除了負責領匯的日常全盤運作，亦與董事會合作籌謀領匯房地產投資信託基金的未來業務及策略發展方向。

他在投資銀行業、金融顧問及會計專業有超過23年的經驗，在他成為領匯行政總裁後，憑着過往這些專業經驗，令他能有效地建立起一套清晰的企業文化及加強企業管治。奠基在新的「抱負、使命和信念」基礎上，王先生帶領管理團隊在七個領域方面開展了一套可持續發展框架，這些領域包括員工、社區、企業管治、資產/品牌、經濟、商戶及環境。他同時亦為員工及管理團隊建立一套持續培訓發展的計劃。

為了獲得不同持份者的支持，王國龍主動積極聯繫他們，聆聽他們的關注及建議，以改善公司的公眾形象。

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Mr Hongchoy chatting with colleagues at Lok Fu Plaza
王國龍先生在樂富廣場跟員工交談