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Red City Properties Aligns With Axis Leisure Management To Expand Presence In China
博厦行地产联合天轴商务扩大在华业务

Beijing, PRC - Beijing based leisure and hospitality specialists Axis Leisure Management and commercial property experts, Red City Properties have announced a strategic alliance aimed at expanding presence in the rapidly expanding Chinese market in the areas of urban and resort retail development.

中国，北京- 总部位于北京的天轴商务管理咨询有限公司（Axis Leisure Management）是休闲娱乐和酒店管理方面的专家。近日，博厦行地产宣布和天轴商务组成战略合作伙伴，旨在中国这个快速扩大的市场中发展城市和度假村的商业零售开发。

"We are delighted to join forces with such a dynamic and experienced commercial management team led by Flora Geng. Red City's targeted boutique client base meshes well with services required of Axis by the developers of the rapidly expanded leisure and hospitality sector both in urban and destination resort environments." said Axis President Justin Downes. "The requirements of this sector are trending toward significant global brand involvement, with the consumer seeking world class experiences in dining, shopping, entertainment and amenities. The stable of brands represented by Axis and Red City, as well our extensive involvement in planning, design, implementation and ongoing resource management will add significant benefit to our client base and will attract an extensive array of new opportunities to our network."

“我们很高兴能与耿蕙女士带领的这样一个充满活力，经验丰富的商业管理团队合作。当下在这个城市与度假胜地、休闲娱乐与酒店行业快速兴起的市场环境中，博厦行所拥有的精品客户群十分符合天轴商务的服务要求。”天轴商务总裁 Justin Downes 唐金先生谈道，“由于客户不断寻求国际水准的餐饮、购物、娱乐和配套设施体验，这个行业也渐趋向于要求国际品牌的参与合作。而天轴商务和博厦行所代表的品牌，以及我们在规划、设计、实施和后续资源管理方面的丰富经验，不仅会给我们的客户群带来显著的利益，也会吸引外部的机遇进入我们的业务网络内。”

"Axis' expertise in developing exceptional leisure and hospitality brands and resorts and Justin Downes' extensive knowledge of the Chinese market will greatly enhance our ability to pursue development projects throughout China and the entire Asian region," said Flora Geng, President of Red City Properties. "We are excited to take our experience of working with discerning urban developers, and high profile international brands, into this pivotal and growing destination leisure and entertainment environment. There is currently a huge gap in the services offered to this sector and the growth in Beach, Ski and Golf Resorts, as well as the surge in branded and themed entertainment parks in China – provides a wonderful opportunity for our collective services to be utilized. We currently have several projects underway in North East China and the momentum continues to form"



“天轴商务在开发精品休闲及酒店品牌和精品度假村的专业知识和 Justin Downes 唐金先生本人对中国市场的广泛认识将大大提高我们在中国和整个亚太地区的项目开发能力。”博厦行总裁耿蕙女士说道，“我们很高兴能把过往同开发商，高端国际品牌的合作经验引入到这个重要且快速增长的休闲娱乐市场。在中国，对海滨度假村、滑雪度假村和高尔夫度假村等，还包括对有品牌的主题乐园的需求和现有可提供的服务仍存在着很大的差距。而这恰恰给我们集成式服务提供了一个很好的应用空间。我们目前有几个项目在东北地区进行，发展势头也不断壮大。”

Services offered by the newly formed Alliance will include:

- Commercial Conceptual Master Planning
- Detailed Design Support for Planning, Architecture, Interior Design and Landscape
- Business & Feasibility Planning
- Commercial Mix Planning
- Brand Recommendation, Contract Negotiation and Facilitation
- Branding, Target Market Positioning and Public Relations
- Pre-Opening Planning and Support
- Ongoing Commercial Precinct Management
- Development of developer/owner/operator retail, restaurant brands and services

新成立的合作联盟提供的服务包含：

- 商业概念性总体规划
- 规划，建筑，室内和景观深化设计支持
- 商业及可行性规划
- 商业组合规划
- 品牌建议，合同谈判和促进
- 品牌及目标市场定位和公共关系
- 开业前规划和支持
- 商业区管理
- 开发商/业主/经营者的零售，餐饮品牌和服务开发



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About Red City

Red City Properties was established in Beijing in 2008. President and Founder Ms. Flora Geng leads a youthful, passionate team committed to delivering the best retail mix into every project. Red City has developed a dedicated team of senior retail professionals with extensive experience that specializes in retail real estate planning, leasing, operation management and tenant representation for real estate developers and retailers.

关于博厦行

北京博厦行房地产信息咨询有限公司于 2008 年在北京成立，多年来，公司的创始人及总裁耿蕙女士带领着一个充满激情与活力的团队，致力于为每一个商业项目提供最佳的商业组合。至今，公司已聚集了众多拥有丰富招商经验及商业地产背景的资深专业人士，专注于为地产开发商及零售商提供商业地产的策划、招商、运营管理及零售商咨询服务等一系列工作中。



About Axis

Axis Leisure Management was established in Beijing in 2006 by Justin Downes specializing in offering support and solutions in the development and operations of the golf, ski, hotel, resort, hospitality, leisure and entertainment sectors in Asia. Axis assists in the development and execution of business expansion of leisure development businesses throughout China and the Asia Pacific and assists in initiatives that contribute to the growth and success of brands worldwide. Axis offers representation services to leading brands, enabling professional and timely service to the client and assists in the growth of business potential in the region. Axis has a solid understanding of the needs of developers, the market and the supply chain – all needing to come together to create a viable and successful project that measures up with the very best in the world. The Axis team comprises likeminded and hardworking talent, able to tackle any development and operational solutions. Axis has worked for and along side global leading developers, operators, designers and planners – and can count some of the world’s leading golf, ski, resort, leisure and hospitality developments in its portfolio. Axis prides itself on providing affordable, reliable, efficient and professional services – purely targeted at creating truly world class developments and a sustainable and enviable industry for the rapidly growing and discerning Chinese market.

关于天轴

天轴商务管理咨询（北京）有限公司由 Justin Downes（唐金）先生在 2006 年成立于北京，在亚太地区提供专业的高尔夫，滑雪场，酒店，度假村，餐饮、休闲和娱乐行业的开发和运营服务。天轴商务协助开发，执行的众多休闲项目遍布中国及亚太地区。同时，也协助企业向国际化品牌迈进。天轴商务也为国际高端品牌提供代表服务，为您的客户带去及时专业的服务，利于企业在地区的布局。天轴商务对开发商，市场和供应链有着深刻的认识——所有的这些恰恰是一个成功且可行项目的基础。天轴商务团队的团结和努力，能为您提供多种开发和运营的解决方案。天轴商务和国际领先的开发商，运营商，设计师和规划师有着长久的合作。其中包括引领潮流的高尔夫，滑雪，度假村，休闲和餐饮品牌。天轴商务为提供价格合理，可靠，高效和专业的服务而自豪。为这个快速增长且挑剔的中国市场打造真正的世界级开发项目，为其带去一个真正可持续的、让人称羡的行业。