



## **IMG and Axis Leisure Management Ltd join forces to target the Winter Sports and Integrated Resort Management Space in China IMG与天轴商务合力切入中国冬季运动和综合度假村管理业务**

January 8, 2015

2015年1月8日

**LONDON & BEIJING** - IMG, a global leader in sports, fashion and media, and Axis Leisure Management Ltd, integrated leisure resort and brand specialists, today announced a new partnership that will offer planning, design, consulting, construction and operations management for the burgeoning winter sports and integrated leisure resort space in China. 伦敦&北京 – IMG是国际领先的体育、时尚和媒体公司，Axis（天轴商务管理咨询有限公司）为综合性休闲度假和品牌管理专家。两家公司于今日共同宣布建立新的合作伙伴关系，为正在萌芽的中国冬季运动和综合性休闲度假村项目提供规划、设计、咨询、建造和运营管理服务。

Through this partnership, IMG and Axis have established a joint team that will focus initially on the ski resort industry in China, which is rapidly expanding due to a 2022 Winter Olympic Bid.

通过此次合作，IMG和Axis已经组建了专家团队，并顺应北京2022年冬季奥运会的申办，国内滑雪度假村产业的迅速扩张，进行市场切入。

Justin Downes, currently President of Axis Leisure Management, has been appointed President of the new group whose range of services will include:

Justin Downes (唐金)，现任 Axis (天轴商务)主席，已被任命为新集团的总裁。新集团的服务内容将包括：

- Planning & design (including signature ski area design)
  - Construction supervision
  - Operational consulting
  - Pre-opening technical services
  - Resort operations management
  - Event management & consulting
  - Teaching academies
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- 规划和设计（包括滑雪场签名设计）
  - 施工管理
  - 运营咨询
  - 开业前技术服务
  - 度假村运营管理
  - 赛事管理和活动咨询
  - 教学学院



IMG is a world leader in golf course and resort management, large scale global events, and planning and management consulting, and benefits from a long-standing involvement in Winter Sport event and athlete management. IMG Ski Resort Management will offer its clients years of industry expertise and powerful track record in China and beyond.

IMG凭借其在冬季运动赛事和运动员代理方面的专长，业已成为全球高尔夫球场与度假村管理，大型国际赛事管理和策划与管理咨询行业的领头羊。IMG滑雪场管理业务会结合其多年的行业经验和国内外诸多的项目经验提供服务给客户。

Adam Zhu, President, China / Vice Chairman, Asia of IMG, commented: "Axis' expertise in developing and managing exceptional leisure and hospitality brands and resorts and extensive knowledge of the Chinese ski industry and development market will greatly enhance our ability to pursue development projects throughout China. We believe that our global execution capability and specialized expertise in the sports management and facility construction business coupled with Axis' deep-rooted knowledge and relationships in the mountain resort development and management categories will yield some very beneficial and successful partnerships. This is a really natural collaboration that was waiting to happen."

朱亚当 ( Adam Zhu ) , IMG亚太区副主席&大中华区主席兼总裁，评价道：“Axis在精品休闲，酒店品牌与度假村开发管理，和中国滑雪行业和市场发展方面的丰富知识和经验，将大大加快我们在中国的项目布局。我们相信，将IMG在运动管理和场馆设施建造的全球执行能力，与Axis在山地度假村开发和管理方面的专业经验以及其积累的深厚知识和人脉结合，将会形成一个良性的、成功的合作关系，而这也正是双方合作所期待的结果”

Justin Downes, President of Axis Leisure Management Ltd, added: "More than ever, high profile developers are entering the leisure market. Coupled with the rising awareness and expectation of the Asian market for high quality goods, services and experiences, we believe that the spotlight is well and truly on top quality and experienced management. It is a requirement we see as increasingly important to our clients who are not just looking for a beautiful façade, but most importantly, a financially viable operation and one that keeps guests coming back again and again. We will offer this important discipline using our global platform and with IMG, the market leader. In our view, there could be no better partner to help us achieve our goals in this area. Bottom line is there is no firm in existence, until now, capable of offering and delivering such a broad and critical range of services to the industry "

Justin Downes (唐金)，Axis (天轴商务管理咨询有限公司) 总裁，补充道：“与以往相比，有更多优质的开发商进入休闲市场。加上亚洲市场期待着更高品质的产品、服务和体验，开发商对这个市场也愈加重视。我们认为市场的聚光灯正在那些顶级品质，成熟的管理上。我们发现越来越多的客户在项目中寻求的不只是一个好看的外观，最重要的是在财务上切实可行，运营上不断吸引回头客。我们会和IMG，这个市场领头羊一起，利用好这个全球平台来实现这一信条。在我看来，除了IMG可能没有更好的合作伙伴能够来帮助我们在业内达成这一目标了。实际的情况是，到现在为止，业内还没有哪家公司能够提供这样广泛、全面且重要的服务。”



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### About IMG 关于IMG

IMG is a global leader in sports, fashion and media operating in more than 25 countries around the world. IMG's businesses include Events & Media, College, Golf, Tennis, Performance and IMG Academy, Fashion, Models, Clients, Consulting, Licensing, Joint Ventures, and creative management agency Art + Commerce. In 2014, IMG was acquired by WME, the world's leading entertainment and media agency. Together, the companies offer an unparalleled client roster; strategic partnerships with sponsors and brands; and marquee assets across sports, entertainment, events, music and fashion. More information is available at [www.imgworld.com](http://www.imgworld.com)

IMG 是全球领先的体育、时尚和媒体公司，为世界超过 25 个国家开展业务服务。IMG 的业务范围包括赛事和媒体、学院、高尔夫、网球、表演和 IMG 学院，时尚、模特、客户代理、咨询、认证、合资经营和创意管理机构 Art+Commerce。2014 年，IMG 被 WME 收购，后者为全球领先的娱乐和媒体机构。两家公司拥有一个无与伦比的客户名册，与赞助商和品牌建立战略性合作伙伴关系，并涉及体育、娱乐、赛事、音乐和时尚领域。更多信息请访问 [www.imgworld.com](http://www.imgworld.com)

### About Axis 关于天轴

Axis Leisure Management, headquartered in Beijing, specializes 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. The Axis team comprises likeminded and hardworking experts and has worked for, and along side global leading developers, operators, designers and planners counting some of the world's leading golf, ski, resort, leisure and hospitality developments in its portfolio. More information is available at [www.axisleisure.com](http://www.axisleisure.com)

天轴商务管理咨询（北京）有限公司(Axis Leisure Management)总部位于北京，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及中国和亚太地区。同时，也协助企业成长为国际品牌。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。其中包括许多引领潮流的高尔夫，滑雪，度假村，休闲和餐饮品牌。更多信息请访问 [www.axisleisure.com](http://www.axisleisure.com)