



百仕達控股有限公司

SINOLINK WORLDWIDE HOLDINGS LIMITED

Press Release

[Immediate Release]

### **Sinolink Launches An Innovative Recruitment Campaign To Employ Property Professionals**

(25 June 2003— Hong Kong ) Sinolink Worldwide Holdings Limited (“Sinolink”, stock code: 1168) today unveiled a ground-breaking recruitment campaign to employ property professionals in the Greater China region.

The “Sinolink • Mangrove West Coast Campaign” is a partnership between Shenzhen Sinolink Enterprises Co., Ltd., a subsidiary company of Sinolink, and New Silk Road Model Company Ltd. (“New Silk Road”). The three-month campaign is concerned with the recruitment and training of property consultants from four recruitment regions (Beijing, Shanghai, Guangzhou [ including Hong Kong and Macau ] and Chengdu). The purpose of the event is to attract competent young talents of all nationalities to join Sinolink and start their careers as property services professionals of a brand new standard in the PRC property market. Mangrove West Coast is expected to be on sale next year.

“Sinolink • Mangrove West Coast Campaign” is the first major initiative taken by Shenzhen Sinolink Enterprises Co., Ltd. in setting a new benchmark for the mainland property market. According to Mr. Francis Tang, Chief Executive Officer of Sinolink, “The Mangrove West Coast project is a milestone in Shenzhen’s high-end property sector, which stands out among its peers with its brimming innovation in project design, quality, services and marketing strategies.”

Mr. Luo Lei, Vice General Manager of Shenzhen Sinolink Enterprises Co., Ltd., who is in charge of the recruitment campaign, said, “ ‘Sinolink • Mangrove West Coast Campaign’ is the first of its kind as a partnership between a PRC property developer and top-notch human resources development and training institutions. Highly stringent criteria will be applied in the recruitment process, as well as in training the selected candidates into high caliber property marketing professionals. We can see that many aspiring young people in Mainland China, Hong Kong and Macau and even overseas are interested to join the mainland property sector. Therefore, Guangzhou has been selected as a key recruitment region to select high quality professionals coming from Guangdong, Hong Kong and Macau region. We welcome all suitable candidates from China as well as overseas to join this recruitment campaign. ”

Sinolink has envisioned the demand for professional services on high-end properties in Shenzhen. As such, it hopes to establish new standards in the industry with its premium project “Shenzhen Mangrove West Coast” and deliver truly finest quality services to its customers. Furthermore, Sinolink also hopes that the recruitment campaign will help absorb additional young

talents to the group.

Indeed, the partnership between Shenzhen Sinolink Enterprises Co., Ltd. and New Silk Road presents a truly win-win situation for both companies. Sinolink is attracted to the extensive network and operation expertise of New Silk Road in the entertainment industry. As for New Silk Road, which is intended to expand its business scope and extend its reach to senior professional human resources development, the partnership with Sinolink thus provides the model agency an excellent opportunity for development. This novel and innovative cross-sector cooperation will also add more exciting and colourful elements to business development models in PRC.

The recruitment campaign will be carried out in four recruitment regions: Beijing, Guangzhou, Shanghai and Chengdu. Candidates from Hong Kong and Macau may join the recruitment session in Guangzhou. Candidates from Southwest may join the recruitment session in Chengdu region. Regional recruitment sessions will last about one month, taking place in the order from Beijing to Chengdu, Shanghai and then to Guangzhou. New Silk Road, applying very stringent standards, will select 15-20 qualified candidates from each region to enter the final session in Shenzhen. Before the final competition, all entrants will receive a series of professional training sessions, covering professional ethnics and practice, property market fundamentals, stage performance and image design.

A total of 20 candidates will be selected at the final competition to become the property consultants of Shenzhen Sinolink Enterprises Co., Ltd. These high-quality professionals will receive further professional training courses arranged by Shenzhen Sinolink Enterprises Co., Ltd.. These courses, offered by leading training institutions in Mainland China and overseas, will cover business practices, social skills, etiquettes, lifestyle trends, English language and property management. After such comprehensive training, the property consultants will then provide comprehensive services to property buyers, including flat selection, purchase agreement conclusion, as well as a whole list of comprehensive daily services such as daily household information needs, holiday planning consultation, business services and even property investment consultation for residents. Through these exclusive training, we hope to provide a value added and a new kind of long-term property sales services for our residents.

### **Mangrove West Coast**

Mangrove West Coast is located in the reclamation district of Huaqiao City, lying to the north of Binhai Boulevard, to the east of Shahe East Road, to the west of Shenzhen Bay Road and to the south of Baishi Road. The site area, bid through open auction at the price of HK\$728 million in 2002, occupies about 750,000 square feet. The site will be turned into a property project with a total gross floor area of approximately 2.5 million square feet, with a plot ratio of 3.4. The site enjoys a picturesque natural landscape, with a full sea view at the front, commanding the silhouette of Tin Shui Wai in Hong Kong. On the south is a mangrove wetland, the west the Sha He Golf Course and the north Shenzhen's sightseeing attractions Huaqiao City and "Windows of the World". Also coming on the list is a theme park in Mangrove Coast, which is being developed near the eastern end of the project.

### **Sinolink Worldwide Holdings Limited**

Sinolink (stock code: 1168) is a conglomerate enterprise with businesses spanning a number of provinces and cities in China, which can be divided into three groups: i) property development and investment; ii) liquefied petroleum gas and natural gas distribution, pipeline construction, transportation, storage, and wholesale and retail sales through Panva Gas (stock code: 8132); and iii) electricity generation and supply through EnerChina (stock code: 622). Company website: [www.sinolinkhk.com](http://www.sinolinkhk.com)

For further information about the recruitment campaign, interested parties from Hong Kong and Macau may visit [www.bsddc.com](http://www.bsddc.com) or call the enquiry hotline at 86-20-83318886.

This press release is issued by PR Concepts Company Limited on behalf of Sinolink. For enquiry, please contact:

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