

CHAIRMAN'S REPORT

主席報告



Dear Members:

2020 is a global disastrous year. At this moment, the COVID-19's outbreak starting from the beginning of the year has not been fully controlled and we are still fighting with it. In this autumn and winter time, the outbreak became seriously and the number of confirmed cases has exceeded 81 million globally, with death cases of over 1.79 million¹. The raging COVID-19 pandemic has caused a huge impact to the whole world. The economy has been hit hard. Offices and factories have been suspended. Many small businesses were closed. Peoples' jobs and lives are facing challenges. Prevention of the pandemic and anti-pandemic measures have become the top priority of the governments, businesses and any other corporation.

1. Business Development of CIHAPB in Mainland China

In the course of fighting against the pandemic of COVID-19, the concerted effort and our active participation of the CIHAPB and our members demonstrated our professionalism and our professional value. At the beginning stage of the pandemic in January 2020, the CIHAPB issued remainder emails with guidelines, appealing members to carry out anti-pandemic measures as soon as possible. In the face of extremely tight supply of medical face masks in March 2020, CIHAPB raised 6,000 masks through various channels and donated them to the Wuhan Municipal Property Management Association to show support and care to the most urgent ones, the Wuhan property management practitioner who were at the forefront of the fight against the COVID-19. Our members have been struggling at the forefront of the fight against the epidemic, similar to the medical practitioner taking up the responsibility of preventing the epidemic and guarding the safety of the people. After the epidemic situation in mainland China was basically under control, parts of our members actively participated in the scientific epidemic prevention work in the post-epidemic period to introduce the "WELL HSR" (a health building standard specifically for COVID-19) which was certified by The International WELL Building Institute (IWBI), an international health building certification organization. This trail was really a great contribution to establish a long-term management and control of the epidemic. The Shenzhen Han Guo Center, managed by our members, became the first office building in China to obtain this certification.

Remarks:

1. According to the figures published on the official Web Site of the World Health Organization

各位會員：

大家好！

2020年，對全球來講是災難性一年，年初爆發的新冠疫情還沒完全控制、大家還沒完全緩過來的情況下，轉入秋冬季又再度爆發，全球感染者已突破8,100萬人死亡人數超過179萬人¹，新冠疫情的肆虐讓全球社會面臨巨大的打擊，經濟遭受重創，停工停產、實力不濟的小企業關門倒閉，百姓的工作和生活面臨挑戰，防疫抗疫成為政府企業社會的頭等大事。

1. 亞太分會在中國內地的工作情況

在這次防疫抗疫鬥爭中，亞太分會和全體會員朋友一道積極參與其中，展示了專業精神、體現了專業價值。2020年1月份，在疫情剛剛開始的時候，亞太分會就給會員發郵件要求做好項目的防疫管理服務，並發出了指引性文件。2020年3月，在國內口罩供應極為緊張的情況下，亞太分會通過各種管道募集了6,000個口罩捐贈給武漢市物業管理協會，為處在抗疫最前線的武漢同行送去了最緊急的支持和關懷。各位會員朋友在疫情爆發後一直奮鬥在抗疫最前線，與醫護人員一樣，肩負著防疫抗疫責任，守護著百姓的安全。在中國內地疫情基本控制後，也有會員朋友積極參與到後疫情時期的科學防疫工作中，引進國際健康建築機構IWBI專門針對這次疫情而組織編制的WELL HSR健康安全評價標準，為長期管控疫情作出了探索和貢獻，其中由會員管理和顧問的深圳漢國中心成為中國第一個通過該項認證的寫字樓。

註：

1. 根據世界衛生組織2021年1月1日的官方網頁公布的數字

In spite of the pandemic severely affecting our face-to-face communication, CIHAPB has still kept providing services to members. We have enhanced the services of Shenzhen Xuanyu Company, a wholly-owned company of the CIHAPB, to employ full-time employees, open office, and establish a CIHAPB's official WeChat accounts for members. In addition, we organized the "A Study Tour to Guangdong-Hong Kong-Macao Greater Bay Area Hengqin New Port" on 24 October 2020, to visit the most advanced queuing system for controlling the flow of people by infrared induction in the Hengqin New Port as well as the port facilities of TOD (Transit Oriented Development), multi-transportation and advanced planning of pedestrian corridors, in which it promoted the sharing and exchange of knowledge among members.

2. Business Development of CIHAPB in Hong Kong

In Hong Kong, the licensing regime of the "Property Management Services Ordinance (Chapter 626 of the Laws of Hong Kong)" was formally implemented on 1 August 2020. In order to let members know more about the details of licensing regime, CIHAPB organized webinar on 21 October 2020, which was hosted by the General Manager (Regulatory Affairs) of the Property Management Services Authority (PMSA). In the seminar, speaker presented principal functions and jurisdiction of the PMSA, prescribed property management services and mandatory licensing regime, criteria for holding licences, regulatory measures and transitional arrangements. Our members deepened their understanding of licensing regime in the event.

Due to the impact of the epidemic, many of the originally scheduled activities of CIHAPB, including physical lectures, seminars, and study tours could not be held. Instead, CIHAPB organized a number of webinars, including "Lift Modernization Subsidy Scheme" and "Virtual Tour of Sino Inno Lab", etc. to let members with channels for online learning, sharing and communication under the period of pandemic.

即使疫情嚴重影響了我們面對面的交流，亞太分會也沒有停止對會員的服務，我們在中國內地改善了亞太分會全資公司深圳玄宇公司的服務，聘請了專職僱員，租用了專門辦公室，開設了公眾號，設立了會員微信群，提供更好的服務予會員；另外，我們於10月24日組織了「粵港澳大灣區橫琴新口岸考察」活動，參觀了橫琴新口岸最先進之紅外線感應人流控制排隊系統，以及口岸設施TOD多種交通工具接駁及人流連廊先進規劃，促進會員的智識分享和交流。

2. 亞太分會在香港的工作情況

在香港，《物業管理服務條例(香港法例第626章)》之發牌制度由2020年8月1日起正式實施。為了讓會員進一步了解發牌制度相關事宜，於10月21日組織了一場網絡研討會，由物業管理業監管局(監管局)總經理(規管事務)主持。在研討會上，演講者介紹了監管局的主要職能和管轄範圍，規定的物業管理服務和強制發牌制度，持牌準則，監管措施和過渡安排。出席的會員從活動中加深有關發牌制度的知識。

此外，受疫情影響，亞太分會多個原訂舉辦的活動，包括實體講座、研討會及考察等均無法如期舉行，取而代之，亞太分會組織了多場網上論壇，包括「優化升降機資助計劃的網絡研討會」、「信和創意研習室虛擬導覽」等，為會員提供疫情下網上學習及交流的管道。

Furthermore, after the implementation of the licensing regime, the PMSA will further launch other areas of works related to the licensing regime. CIHAPB will continue to work closely with PMSA to provide professional advices on formulation of various guidelines for the property management companies and practitioners.

3. Prospects for the Future Development of the Housing and Property Management Industry

In the tide of world changes, property management is also undergoing changes. With the capital surge, mainland property management companies have reached 35 companies listed on Hong Kong and mainland China exchanges. Property management companies have achieved unprecedented rapid development. The companies expanded quickly, strengthened their business foundation and obtained new development space. Facing the changes in the market environment and technological development, we need to think deeply about the long-term and sustainable development issues of the property management profession in the future:

The first one is the issue of professional development. No matter the housing management or the property management, the core of our value is to manage the customers' premises in good conditions and to increase its value through excellent management. Just like the Champs Elysées in Paris, it is still the most valuable commercial street in the world after 300 years of its occurrence. Another example, just like Manhattan in New York, USA, it is still the most important CBD in the world after 80 years of development. Rapid development and high growth cannot be achieved without the core of our value. This is the original intention of property management. Property management requires boundary thinking and bottom line thinking. It should not be confused with management boundaries and mixed operations for the high growth required by investors. It should not abuse the resources of property management for non-property management business. We have to deeply focus on our property management profession as a core business, rather than simply diversifying it beyond its boundary. Otherwise, this "violated property management" is not equivalent to property management, nor can be called as property management.

而在發牌制度實施後，監管局將會開展更多其他方面的工作，亞太分會將會繼續與監管局保持緊密聯繫，就日後監管局制定各類供業內人士遵守的指引等等的工作提供專業意見，以進一步完善有關工作。

3. 對未來房屋及物業管理行業發展的展望

在世界大變局潮流中，物業管理也正在發生改變，中國內地物業管理公司在資本潮的簇擁下，已達35家公司在香港和中國內地交易所上市，物業管理企業獲得前所未有的快速發展，向外擴張、向下扎根、延長管理鏈條、獲得新的發展空間。面對市場環境的變化和技術的發展，我們在未來需要深度思考物業管理專業發展的長期問題和可持續發展問題：

一是遵循專業發展問題。房屋管理也好，物業管理也好，核心就是做好業主所委托管理的不動產管理，使其保值增值，就像法國巴黎香榭麗大街一樣，投入使用300年仍然是全球最具價值的商業大街，就像美國紐約曼哈頓一樣，開發建成80年了仍然是全球最核心的商業CBD。快速發展與高增長不能離開這個根本，這是物業管理的初心，物業管理需要邊界思維、底線思維，不能為了資本所需要的高增長去混淆管理邊界、混業經營，更不能佔用物業管理的資源去幹非物業管理專業的事，我們要做深專業，而不是簡單做寬邊界，否則物業管理就不成為物業管理，也不能叫物業管理。

The second is the issue of introduction and application of technology. The core of technological progress and application is to liberate the productivity, improve production efficiency, and save operating costs, rather than becoming a gimmick to form monopolies and establish barriers, or becoming the excuse of lowering the service level and doing something just like to kill the goose that lays the golden eggs. With the rapid development of 5G and Internet of Things technology today, the property management industry needs to embrace the development of technology, keep up with the pace of development, and use technological progress to change the dilemma of labor-intensive, low-tech threshold and low production efficiency in the property management industry. As such, it will facilitate property management platform more open, information more transparent, management more efficient, operation more energy-saving, environment more healthy, services more standardized and quality more controllable.

The third is the issue of talent development. There is no future for an industry with no successor. Our property management industry has a serious shortage of management and technical talents. In mainland China, there are more than 100,000 property management companies and more than 10 million property management practitioners. However, there is no university to provide a specific, recognized and professional degree course to foster property management practitioners in mainland China. Most of the current practitioners in the industries came from other disciplines. This talent development issue is Achilles' heel of our property management industry. As one of the stakeholder in this field, we must put top priority to it. Not only we have to make use of our professional expertise to create the value of the industry, but also let the society fully understand the value of property management, thus causing society to attach importance to property management, and attract more talents to join the property management industry. At the same time, the industry itself must strengthen the professional training of the frontline personnel and strengthen the training of talents.

二是技術引入與應用問題。技術的進步與應用，核心是為了解放生產力，提高生產效率、節省運營成本，而不是成為壟斷和建立壁壘的噱頭，更不是降低服務、殺雞取卵的藉口。在5G和物聯網技術高速發展的今天，物業管理行業需要去擁抱技術的發展，緊跟發展的脚步，利用技術進步改變物業管理行業勞動密集、技術門坎低、生產效率低的窘迫局面，使物業管理運營管理平台更開放、信息更透明、管理更高效、運營更節能、生態更環保、服務更規範、質量更可控。

三是人才培養問題。一個沒有後繼人才的行業是沒有未來的行業，現在的物業管理行業管理人才和技術人才嚴重缺乏，中國內地有超過10萬家物業管理企業，超過1,000萬從業人員，但中國內地大學沒有一所重點院校設有物業管理專業或物業設施管理專業，現在的從業人員中絕大部分都是半路出家。人才問題是物業管理行業的死穴，作為行業人，我們必須高度重視，既要發揮專業所長做出行業的價值，也要讓社會充分瞭解物業管理的價值，從而引起社會對物業管理的重視，吸引更多人才投身物業管理行業；同時行業自身也要加強前線人員的專業訓練，加強人才的培養。

The fourth is the issue of innovation and development. While doing a good job of basic services, we must also keep up with the latest development of the industry, constantly carry out management innovation, service innovation, model innovation, and more grounded in accordance with changes in the environment, technology, customer needs, property forms, and living and office ecology, to provide owners and customers with the management services they need and expect to make better quality, more sustainable management services, in order to make owners and users have better sense of good experience and better feeling of good services.

For all of our members, we are facing the great changes in the world. This is not only a challenge, but also an opportunity. Let us join hands to face the challenges and foster us a more professionally influential future.

Wu Yicheng

Chairman

Chartered Institute of Housing Asian Pacific Branch

四是創新發展問題。我們在做好基礎服務的同時，還要堅持與時俱進，要根據環境、技術、客戶需求、物業形態、居住與辦公生態的變化而不斷進行管理創新、服務創新、模式創新，更接地氣地為業主和客戶提供所需要所期待的管理服務，使管理服務更具品質，更有可持續能力，使業主和用戶的體驗感更好，服務獲得感更強。

各位會員朋友，面對世界之大變局，既是挑戰，也是機會，讓我們携起手來，共同去迎接挑戰，創造更具專業影響力的未來。

吳沂城

主席

英國特許房屋經理學會亞太分會