



**For immediate release**

## **NWS Holdings Wins Silver Award from China International Public Relations Association**

(3 August 2012, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) has won the Silver Award for Internal Communication at the 10<sup>th</sup> China Golden Awards for Excellence in Public Relations. The award, the only one given out in this category, recognizes the Group’s comprehensive and effective internal communication strategy. This is the fifth year in a row that it has won awards from China International Public Relations Association (CIPRA).

The biennial China Golden Awards for Excellence in Public Relations, organized by CIPRA, is considered the most prestigious public relations competition in Mainland China. Entries from Hong Kong and across China were selected through three rounds of screening by a panel made up of respected professionals in the public relations industry. An award presentation ceremony was held in Beijing on 26 July.

With the theme of “Connecting staff members and building brand”, the entry by NWS Holdings outlined an all-round and creative internal communication strategy that combines traditional and online communication channels, as well as creative and diverse staff activities for over 20,000 staff members in the Group. This, together with other accolades received over the years, underlines NWS Holdings’ commitment and best practices in strengthening employee communication, cohesiveness and wellbeing.

Together with the latest award, NWS Holdings has won six awards from CIPRA in the categories of internal communication, community relations and environmental protection for projects dealing with internal communication and corporate citizenship since 2004.

In this year’s competition, New World Development Company Limited garnered the Silver Award for Culture and Sports with its significant achievements in facilitating the glorious return of the Harbour Race last year. New World China Land Limited was also awarded the Nomination Award for Community Relations with its film project named *Discover Happiness*.

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**新創建集團有限公司 NWS Holdings Limited**

*(incorporated in Bermuda with limited liability)*

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This press release is also available at the Group's website ([www.nws.com.hk](http://www.nws.com.hk)).

## NWS Holdings Limited

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17), embraces businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports & Logistics projects. Its **Services** division comprises Facilities Management (*the management of Hong Kong Convention and Exhibition Centre and Free Duty*), Construction & Transport (*Hip Hing Construction and bus and ferry services*) and Strategic Investments (*Tricor, Haitong International, Newton Resources and securities investments*).

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Photo 1: Sheila Tang (second from right), General Manager – Corporate Communication of NWS Holdings receives the 10<sup>th</sup> China Golden Awards for Excellence in Public Relations in Beijing.

