

## Development Team (开发团队)

### DEVELOPMENT TEAM – IN HOUSE 开发团队 – 室内

- **Project Executive:** Stipe Property Development (Joint Venture Company)
- **项目执行：** Stipe Property Development (合资公司)

Stipe 先生过去一直致力于零售商店的设计和开发，曾任切尔西物业集团副总裁达 13 年半，切尔西物业集团是世界上最大的零售店中心开发商之一，现为赛门物业集团的全资子公司。他监督了整个美国和亚洲 20 个零售店中心项目 40 余阶段的开发。除了在美国的工作，他还为切尔西的国际项目做了大量的工作，始于 2000 年切尔西日本的成功推出，即切尔西的第一个国际项目。自此，他还大量工作于与韩国 Shinsegae 公司之间合资公司的创建及其后的项目。

他与切尔西香港办公室的同仁一起致力于亚洲市场策略，包括对于日本、韩国、中国大陆、泰国、马来西亚和台湾新市场的重要考察和分析，他所做的努力包括最初关系的建立、与 Genting 和 Asiatic 开发公司在马来西亚的合资公司的架构、以及公司规划项目的设计和规划。

Stipe 先生不仅在零售商店业有着丰富的经验，对于多租区零售店、仓储式商店、酒店和娱乐场所的大型总体规划也有着丰富经验。他在业内的专业知识包括新市场进入策略、开发、选址、征地、合资公司架构、总体规划开发、概念设计和工程协调以及施工管理等法律、营销、运作和租赁等方面事务。

### JOINT VENTURE PARTNERSHIP (合资伙伴关系)

Stipe Property Development and BHG are joint venturing to form a new company to develop Premium Outlets Centers throughout China. The name is as yet undisclosed until February when the announcement will be published, for now to be referred to as SPD/BHG JV.

Stripe Property Development 和 BHG 合资成立一个新公司，致力于开发整个中国市场的购物中心，公司名称二月份才会公开发布，目前暂时称为 SPD/BHD 合资公司。

Brad Stipe will be the President and Chief Executive Officer of this new company (SPD/BHG JV) and will lead an experienced team to develop high quality retail Outlet centers. Mr. Stipe will provide the experience from over 13 years as a senior executive with the world's largest Outlet Center developer and his knowledge of developing internationally to the new company.

Brad Stripe 将担任新公司(SPD/BHG 合资公司)的总裁兼首席执行官，领导一支经验丰富的团队开发优质的零售中心。Stripe 先生在全球最大零售中心开发公司担任了 13 年的资深执行官，可以为新公司提供丰富的国际开发方面的经验和知识。

BHG who is one of China largest retail company's and has 130 grocery and department stores in 40 cities of 22 provinces, plus 26 BHG malls (an Operational area is over 1.07 million square meters), will provide the financing for the projects along with connections to many of the worlds luxury retailers. Many of which are tenants within BHG's Shin Kong Plaza, considered the highest end malls in Beijing.

BHG 是中国最大的零售公司之一，在 22 个省的 40 个城市拥有 130 家零售商店和百货公司，同时还有用 26 个 BHG 购物中心（营业面积为 107 万平方米以上），可以为全球多家奢侈品店提供项目融资，其中许多店在北京最高端购物中心 BHG 的新光广场都设有分店。

Together, through the Joint Venture company (SPD/BHG JV) a series of Premium Outlets will be developed throughout China. The Premium Outlets will be of a quality not yet seen in China, but at the highest quality in Development, Construction, Tenants and Service!

一系列购物中心项目的开发将通过新的合资公司 (SPD/BHG 合资公司) 在中国进行，此类购物中心的质量是中国所未见，其开发、施工、租场和服务都代表了最佳质量！

With numerous Premium Outlets projects, SPD/BHG JV will rely upon Mr. Stipe's ability to develop a "Marketable Product" that through the assistance and substantial backing of BHG to jointly market all of these projects developed internationally, thereby increasing the recognition and success of all of the developed projects.

在数个购物中心项目中，SPD/BHG 合资公司依靠 Stipe 先生的能力来开发“适销对路产品”，同时通过 BHG 的在国际共同市场上的大力支持和协助，这些开发项目的知名度和成功机会大大增加了。

### **LEASING TEAM ( 租赁团队 )**

The proposed Leasing Team has significant experience in the leasing of luxury retail. The new JV will draw its employees from the most experienced staff of BHG. These relationships will be able to bring the International tenants to Sanya, based upon direct communication with the tenants relationship with BHG.

所筹建的租赁团队在奢侈品零售店的租赁方面有着丰富的经验，新合资公司会从 BHG 抽调最有经验的员工，在直接与 BHG 租户对话的基础上，他们能够把国际关系带到三亚来。

This sort of situation has been a proven formula within at least one Outlet center within China, that of Scitech Outlets, where the center has become successful only after 6 months due to the strength of relationships between Scitech and the International tenant community.

至少中国的一个购物中心证明了则中模式，即赛特购物中心，由于赛特和国际租户之间的良好关系，该中心在开放 6 个月后就获得成功。

### **MANAGEMENT / OPERATIONS TEAM ( 管理/运营团队 )**

As was the case with Mr. Stipe's experience on previous projects with Korea and Japan, he will provide training to the "on-site" Management and Operations Team. The Joint Venture partner of BHG will provide experience personal that will allow the Premium Outlet Center proposed for Sanya to begin Operations at the center with a high level of service and experience from the first day of Opening.

Stipe 先生有在韩国和日本的项目经验，会对管理和运行团队提供“现场”培训，BHG 这个合资伙伴会抽调有经验的人员，确保三亚购物中心从开业的第一天起就能够提供高水平的服务和运作。

### **CONSULTANT TEAM ( 咨询团队 )**

- .....**Architect (USA):**     **Design AO:** This firm has significant experience in the design and construction supervision of over 15 Premium Outlets worldwide. They would oversee the Conceptual, Schematic and Design Development of the project.

- ..... 建筑设计师（美国）：**Design AO**：该公司拥有全球 15 家以上购物中心的设计和施工监理经验，他们将监理该项目的设计理念、方案以及设计开发。
- ..... **Architect (Chongqing, China): Design AO:**  
The China office would be responsible for the Construction Documents for the project. With their experience in Premium Outlets this will ensure less mistake are made and the construction team will have a good set of documents.
- ..... 建筑设计师（中国重庆）：**Design AO:** 中国办事处负责项目的施工文件，有着丰富的购物中心经验，他们能够确保少犯错误，施工团队施工文件正确。**Landscape Architect (USA): TBG:** One of the premier commercial Landscape Architectural firms in the United States, I have significant experience in working with this firm. They would provide the conceptual design for the project. A local Land Scape Architect in southern China would then be chosen and provide the specific design and construction documents.
- ..... 景观设计师（美国）：**TBG:** 这是美国首屈一指的商业建筑景观设计公司，我与该公司合作多次，他们提供本次项目的设计理念，中国南方一家本地建筑景观设计公司获选提供深化设计和施工文件。
- ..... **Civil Engineer/Traffic (China): To Be Determined:** The civil engineer is generally best to be the engineer that already has experience with both the site and doing work within the local area.
- ..... 土木工程师/交通（中国）：待定：土工工程师最好是有现场经验且对当地情况很熟悉的工程师。
- ..... **Graphics and Signage (USA): 3d Graphics:**  
This group has worked on numerous Premium Outlets and understands the numerous signs required throughout a project. His scope would be limited to a design level package to be handed over to a local group who would then provide the final detailed drawings and fabrication drawings for the Site Signage, Graphics and Amenities signage and Environmental Signage.
- ..... 制图和标识（美国）：**3D 制图**：该团队参与过大量购物中心项目，了解项目所要求的各种标识，其工作范围仅限于设计包，并将其移交给当地的团队，由当地团队提供现场标识、制图、设施标识以及环境标识的最终详图和制作图。
- ..... **Graphics and Signage (China): YiEUM Partners Inc.:**  
This group has proven performance with me and has not only very good design capabilities but also has signage fabrication facilities within China.
- ..... 制图和标识（中国）：**YiEUM 合作公司**：该团队的能力已在我处获得证实，在国内不仅能够提供优良的设计，还能提供标识制作。

## CONTRACTORS (承包商)

- ..... **General Contractor (China): To Be Determined:** While the project would be bid out, BHG has their own construction company with significant experience and geographic presence to construct a successful project on-time and on-budget.
- ..... 总承包商（中国）：待定：该项目不会进行招标，BHG 拥有自己经验丰富和分布广泛的施工公司，他们能够在工期和预算内建设出成功的项目。
- ..... **Signage Contractor (China): YiEUM Partners Inc.** This group has proven their competency and quality, while the project

would be bid out, they have the experience and geographic presence to complete a large signage program on-time and on-budget.

- ..... 标识承包商（中国）：**YIEUM 合作公司**：该公司的能力和质量已获证实，该项目不会进行招标，他们的经验和分布能够在工期和预算内完成标识项目。