PLACEMAKING AND INTEGRATED DEVELOPMENT
Case Study: ZETTA Bridge
**ZETTA Bridge** is a Hong Kong – Shenzhen Creative Industrial Park, integrated and supported by four organizations/corporations with resources of the two cities in order to arouse Hong Kong and Shenzhen Creative Industry to World Class standard.

- **QianHai Government** Policies Support
- **FHKDA** Initiator User Resources
- **China Merchant Group** Land Resources
- **KICERS Group** Develop & Operate
Leading a New Chapter for **Qianhai HK-SZ Creative Industrial Park**

Shenzhen

Guangdong - Hong Kong - Macao - Greater Bay Area

Ma Wan Area
Project Location – Macro View

QianHai Free Trade Zone

GD-HK-MO Bay Area

GuiWan
Finance, Informative, Trading, and Accounting Industries emphasis

QianWan
Information and Technology Industries emphasis

MaWan
Creative, Supply-Chain, Logistics and Professional Servicing Industries emphasis
Positioning as the Creative Industry Platform, Qianhai HK-SZ Creative Town is one of the key projects in Shenzhen QianHai MaWan

Qianhai HK-SZ Creative Town
Creative co-operation emphasis,
lot size over 150,000㎡, GFA 351,500㎡

Silk Lane
Trading co-operation emphasis,
lot size over 109,889㎡, GFA 41,600㎡

MaWan Commercial Zone (Phase I & II)
Traditional commercial development,
lot size over 190,000㎡, GFA 80,000㎡
Qianhai HK-SZ Creative Town is a mixture of secondary level of transitional land use and urban renewal, with 4 phases of development. The 1st phase is ZETTA-Bridge, Qianhai HK-SZ Creative Industrial Park, to be fully operated in Aug 2019. Remaining phases, which focus on New Media, Technology and Intellectual property, will be launched after year 2020.
Three subway stations within 2km of ZETTA BRIDGE @Shenzhen will be operated in 2019.
Site Area: 13,076m²
GFA: 17,208m²

Industrial Service Zone
Function includes: Display, Co work space, Meeting Rooms, Exhibition, 3D Printing Services and New Material Library

Creative Marketplace
Function includes: Creative Design Products POS, POP-UPS

Multifunctional Hall
Construction Area ~ 18,247sqm

**Industrial Service Zone** – Each 3 storey block measured 3,000 sqm in size
- Co-work offices, Meeting Rooms, Exhibitions, 3D Printing Services, New Material Library.

**Creative Marketplace** – Ceiling height of 10m, block measured 5,000 sqm
- Open to public, allowing Creative Designs & Commercialization exposed to masses.

**Multifunctional Hall** – Ceiling height of 10m, block measured 1,000 sqm
- Expo, Product Launch, Award Ceremony, Annual Party, Industry Forum, etc.
1st Floor
- 功能厅：809m²
- 中餐厅：186m²
- 创意市集：1380m²

2nd Floor
- 中餐厅（VIP厅）：221m²
- 中餐厅：301m²
- 创意市集：1070m²

3rd Floor
- 西餐厅：318m²
Multifunctional Hall
Multifunctional Hall
Multifunctional Hall
Multifunctional Hall
Multifunctional Hall
Creative Marketplace

1st Floor
Creative Marketplace

1st Floor
North Zone – 1st Floor

Block A – Display Area / Reception
Block B - Neuni New Material Research Center
Block A – 3D Printing Coffee
Block C - Neuni New Material Research Center
Block D – Organic Life
North Zone – 2nd Floor
Co-Working Space

Block B
Area: 466 m²
Seating: 146

Block A
Area: 563 m²
Seating: 172

Block C

Block D
Area: 463 m²
Seating: 163
Block A – East Side View
Atrium
多功能厅
创意市集
产业服务区
Atrium
ZETTA Bridge – Target Members

- Members of FHKDA and other HK/China/International Design Association
- HK - China Creative brands, design firms, Designers workshop
- International Creative brands, Design firms, Designers workshop via recommendation from FHKDA
- Supporting firms of Design and Cultural industry
- Creative Entrepreneurs
ZETTA Bridge – Membership Benefits

- **Business Matching**
  - Better Business Opportunities
- **Space Sharing**
  - Flexible and Cost Saving
- **Selective Clusters**
  - Effective and Efficient Communications
- **Integrate Professional Service Providers**
  - Efficient Administration and Cost Saving
Ocean Platform
One-stop Innovation & Enabling Platform for Commercial Real Estate

TMD Lab
- Product development
- Business model innovation
- Talent recruitment & training
- Fund raising & monitoring

OrchesTran
Technology Enabling Platform

Ocean MIND
AI & Advanced Data Analytics

Ocean PIE
Place, Industrial chain & User Experience

Enabling Service Modules
C2B
- Lifestyle knowledge
- Brand promotion
- Cross-over scene experience
- Product sample, data collection
- Online sales channel

B2B
- Business match-making
- Professional services / administrative Services
- Marketing & promotion services

B2C
- Omni-channel
- Unified Commerce: Retail & Ecommerce
- Cross-sector multiple product category mix

Operation
Commercial Plus Operation Management

Consultancy
Commercial Real Estate Project Consulting

Governance
Commercial Real Estate

Core Services:
1. Versatile AI big data analytics product / service platform
2. Data governance mechanism adapting to PIE shared services for multi-domain business units
3. Open API connectivity for AI ecosystem and provides technical services for advanced analytics

Value:
1. One-stop AI & big Data Analytics Platform Solution

Core Services:
2. Omni-channel user journey mapping precision marketing
3. Integrated PIE shared service management (front-mid-back-end)

Value:
1. Full value chain cross-domain integrated platform B2B/2S solution for commercial real estate

ZETTA Bridge (Shenzhen)