



Shui On Land title sponsor China Golf Challenge

McIlroy, Els, Poulter and Liang all on board

August 8, 2011: Shui On Land, the internationally acclaimed China-based property developer, has signed up as title sponsor of the inaugural China Golf Challenge, a seven-day, seven-city golf tournament-cum-travel show featuring Rory McIlroy, Ernie Els, Ian Poulter and local star Liang Wen-chong.

The made-for-television competition from October 10-16 will be broadcast globally on Golfing World and distributed internationally by IMG Media, while Fast Track has been appointed to manage PR and media. The four stars will compete over only 18 holes over the week, playing against each other on just two or three holes at each of the eight courses.

The event will tee off in Shanghai and then head to the northern cities of Dalian and Beijing, with play in the capital taking place over two courses. The travelling show then flies inland to the western city of Chongqing before swooping south through Haikou on the tropical island of Sanya, Dongguan and the former Portuguese colony of Macau.

The Shui On Land China Golf Challenge will publicise China's dynamic, fast-growing cities, which resonates with Shui On Land's business concept. Shui On Land has built on its award-winning Xintiandi project in Shanghai by expanding into other cities and currently has eight projects in various stages of development in Shanghai, Dalian, Chongqing, Wuhan and Foshan.

All projects apply its hallmark approach of master-planning to ensure the developments are fully consistent with government objectives in economic development and urban planning while simultaneously incorporating local historical and cultural characteristics into designs and planning. Shui On Land manifests the 'Total Community' concept to create a unique environment enabling life enrichment of 'Live-Work-Play'.

"We hope to promote golf in China through title sponsorship of the China Golf Challenge. As the tournament travels north, south, east and west around the country, we hope to show viewers around the world the golfing experience in modern China as well as the dynamism of the Chinese cities," said Vincent Lo, Chairman of Shui On Land.

"Golf emphasises creativity, discipline as well as honesty under pressure, which matches our core values at Shui On Land – integrity, dedication, innovation and excellence. Golfers and Shui On Land both pursue a high-quality lifestyle and an emphasis on precision.

"The Shui On Land China Golf Challenge will make for spectacular viewing as the golfers' travels and competition offer a window into both the history and modern growth of China. Likewise, Shui On Land's projects across cities in China also innovatively present the traditional and modern look of China, as well as a unique F&B, shopping, leisure and entertainment experience to travellers inside and outside China."

The 22-year-old McIlroy, golf's biggest attraction since winning June's US Open by eight shots, was quick to book his ticket for the city-hopping event, having only visited Shanghai and Guangdong province on previous visits to mainland China.

"I'm always keen for a challenge, but this is different to any golf tournament I've competed in. For me, this will be as much about exploring China as competing, and I've got some good travel companions in Ian [Poulter], Ernie [Els] and Liang [Wen-chong]. Hopefully Liang can give us some local tips on the best food," joked the popular Northern Irishman.

"It's a frenetic schedule as we're flying six times in the middle five days. The only days we're not on a plane are the first and last days, but don't forget that we have to fly in and out of China before and after the event, so this will be a serious test of endurance!"

Like golf's version of an 'Amazing Race' around China, the Shui On Land China Golf Challenge will offer a lively and colourful insight into different parts of China. The itinerary features pro-ams, coaching clinics, entertainment and publicity events while the golfers will get the chance to sample each city's local cuisine and culture.

"This is a first for golf and a first for China. We've got four of the world's most popular golfers, yet the seven cities, eight golf courses and China itself are also going to be the stars of the show," said Raymond Roessel, Managing Director of tournament organiser Infinite Ideas International.

"The Shui On Land China Golf Challenge will combine world-class golf with travel, tourism, business and great entertainment. It's going to be hard work, but a lot of fun."

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About Shui On Land China Golf Challenge

The Shui On Land China Golf Challenge is owned and organised by Infinite Ideas International. Title sponsored by Shui On Land, the event will be broadcast on Golfing World and distributed internationally by IMG Media. Featuring Ernie Els, Ian Poulter, Liang Wen-chong and Rory McIlroy, the tournament will be held from October 10-16, 2011, and feature the cities of Shanghai, Dalian, Beijing, Chongqing, Haikou, Shenzhen and Macau.

About Shui On Land



Headquartered in Shanghai, Shui On Land (Stock Code: 272) is the flagship property development company of the Shui On Group in the Chinese Mainland with a proven track record in developing large-scale, mixed-use city-core redevelopment projects. The Company has eight projects in various stages of development in prime locations of major cities, with a landbank of 11.6 million sqm (excluding car park spaces). The Company was listed on the Hong Kong Stock Exchange on October 4, 2006, the largest Chinese real estate enterprise listed that year. Shui On Land was included in the 200-Stock Hang Seng Composite Index Series and Hang Seng Freefloat Index Series in March 2007. For further information, please visit: www.shuionland.com

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