

# Introduction of NINA MALL

By Leasing Marketing Team

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CHINACHEM GROUP

華懋集團

# NINA MALL







## One-stop Family Destination for Shopping, Dining, and Fun



### About NINA MALL

- Chinachem Group's **flagship shopping mall**
- Situated at Nina Tower, the highest building in New Territories
- The complex consists of **Hotel, Office, Shopping Mall and a wood fossil park, NINA Park.**
- Form a **unique NINA Hub** gathering hospitality, shopping and entertainment for young families with kids.

# Unique Nina Hub



- **NINA Tower**
- 21,000sf GFA
- 17 Floors



- **NINA Mall 1 & 2**
- 270,000sf GFA
- 4 Floors

Grade A Offices

5-Star Hotel

Shopping Arcade

'Edutainment' Park



- **NINA Hotel, Tsuen Wan West**
- 1,608 rooms  
(highest no. of guest rooms in HK)
- With Exhibition and Convention Hall



- **NINA Park**
- 70,000sf
- Hong Kong's first and only museum-grade wood fossils park in Asia





## Seamless Connectivity, Effortless Access

NINA MALL is situated in the bustling district of Tsuen Wan, just a one-minute walk from Tsuen Wan West Station via a convenient footbridge. This prime location ensures exceptional accessibility for all visitors.

- **1 min** covered walkway to Tsuen Wan West MTR Station
- **10 mins** walk to Tsuen Wan MTR Station
- **20 mins** to CBD
- **36 mins** to the Airport
- **38 mins** to Shenzhen
- **40** bus & minibus routes to all parts of Hong Kong





## Target Audience



A perfect destination for  
**young families with kids.**



Residents of Tsuen Wan, Kwai  
Chung, Tsing Yi, Mei Foo,  
Yuen Long and Tuen Mun,  
cover over **2M** population.

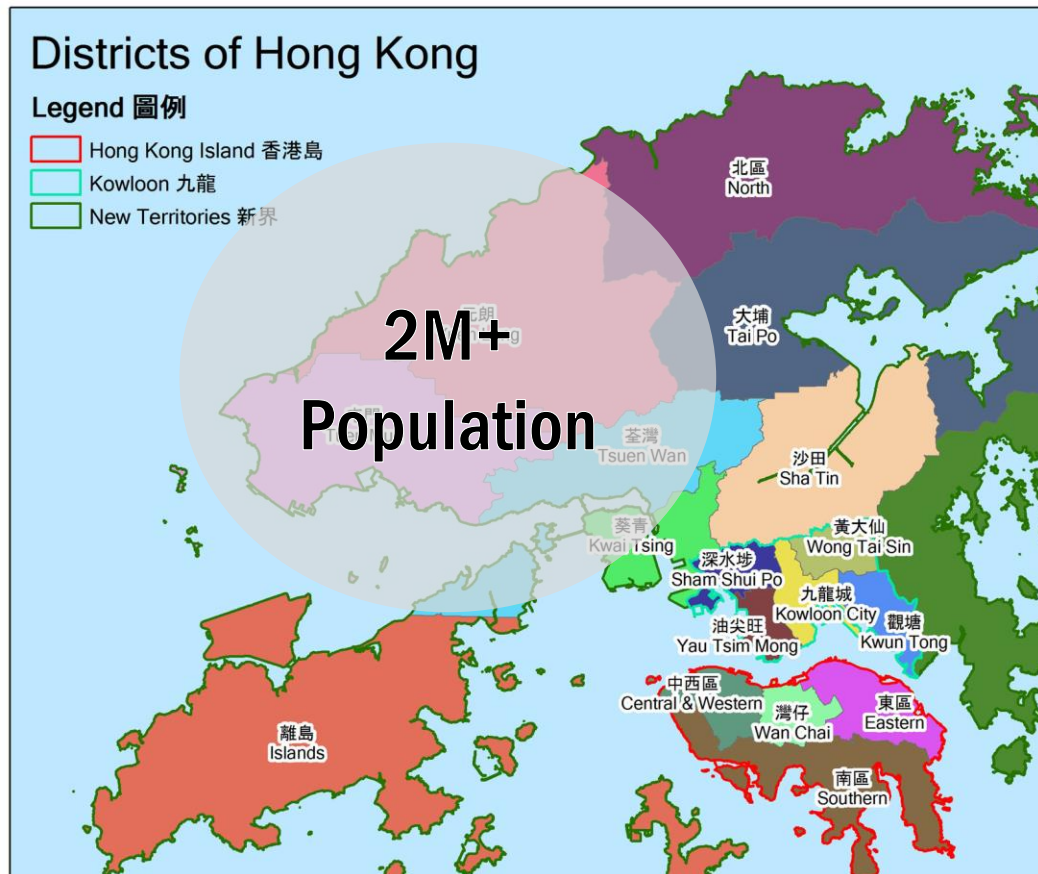


Monthly average footfall **4M+**

## Districts of Hong Kong

### Legend 圖例

- Hong Kong Island 香港島
- Kowloon 九龍
- New Territories 新界







## Diverse and Comprehensive Tenant Mix





## Event Space – Area A (NM1 Atrium)



- Brand event, festive installation, exhibition, performance
- Prime location
- High visibility
- Support Hanging Decorations
- Support Livestreaming and Display in Mega Screen
- **Size: ~1,200 sq.ft**



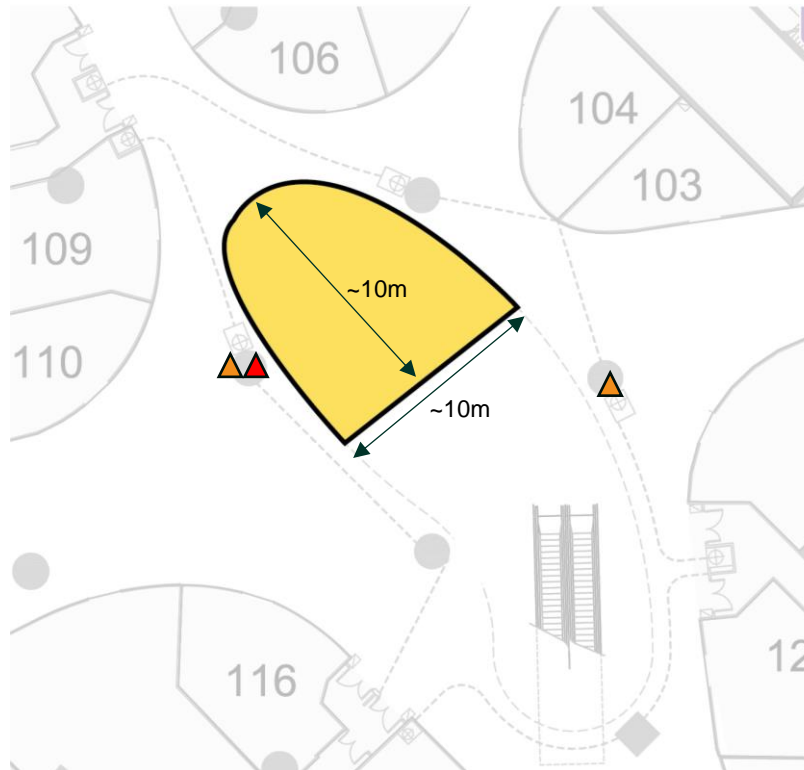


## Past Event Reference – NM1 Atrium





## Event Space – Area A (NM1 Atrium)



- ▲ 3 phase 63A power supply
- ▲ Single phase 13A power supply





## Event Space – Area B (NM1) (Outside Shop 108)



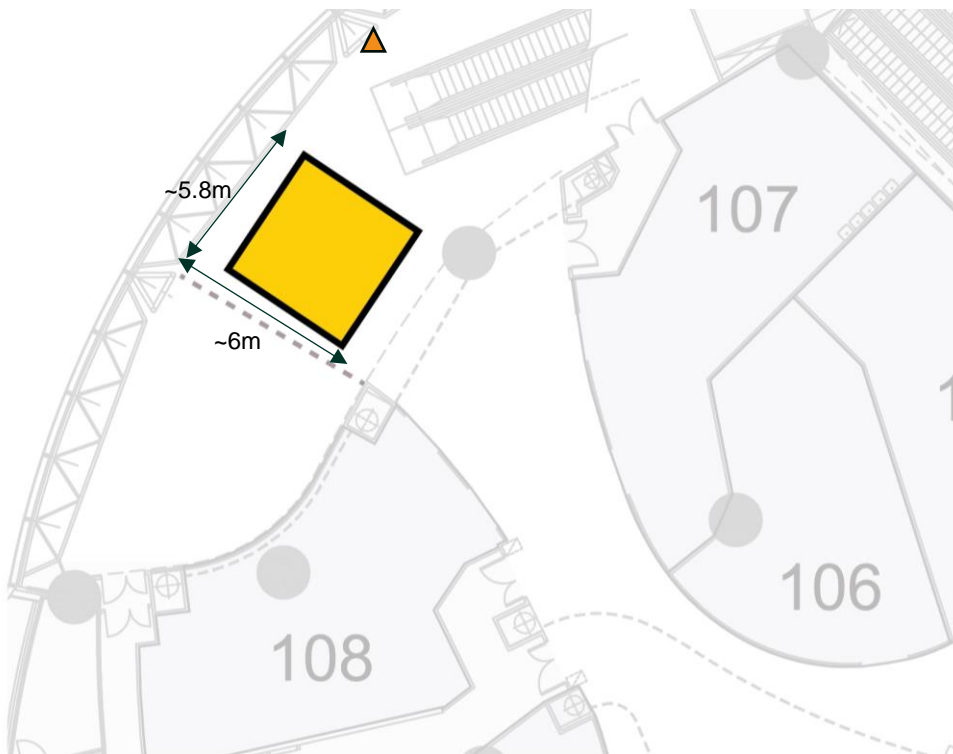
- Festive installation, Pop-up Store, Exhibition, Performance
- **Size: ~320 sq.ft**







## Event Space – Area B (NM1) (Outside Shop 108)



▲ Single phase 13A power supply



## Event Space – Area C (NM 1) (Outside NINA Hotel Entrance)

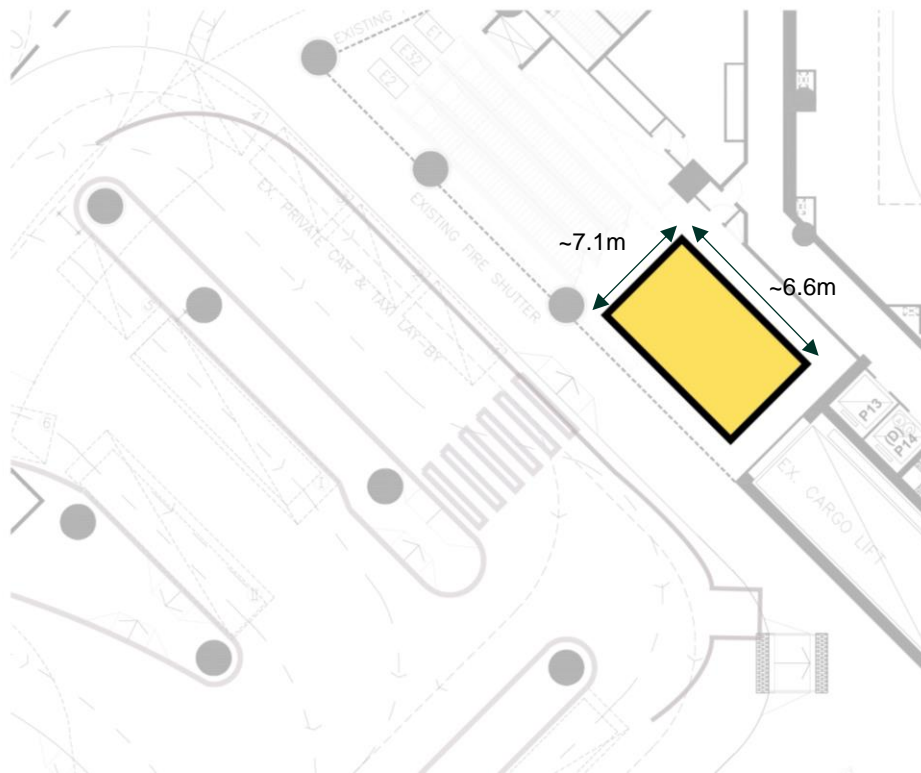


- Car show, Product Display, Member Acquisition
- Prominent Location to get in touch with NINA Hotel guests
- **Size: ~400 sq.ft**





## Event Space – Area C (NM 1) (Outside NINA Hotel Entrance)







## Event Space – Area D (NM1) (Next to Concierge)

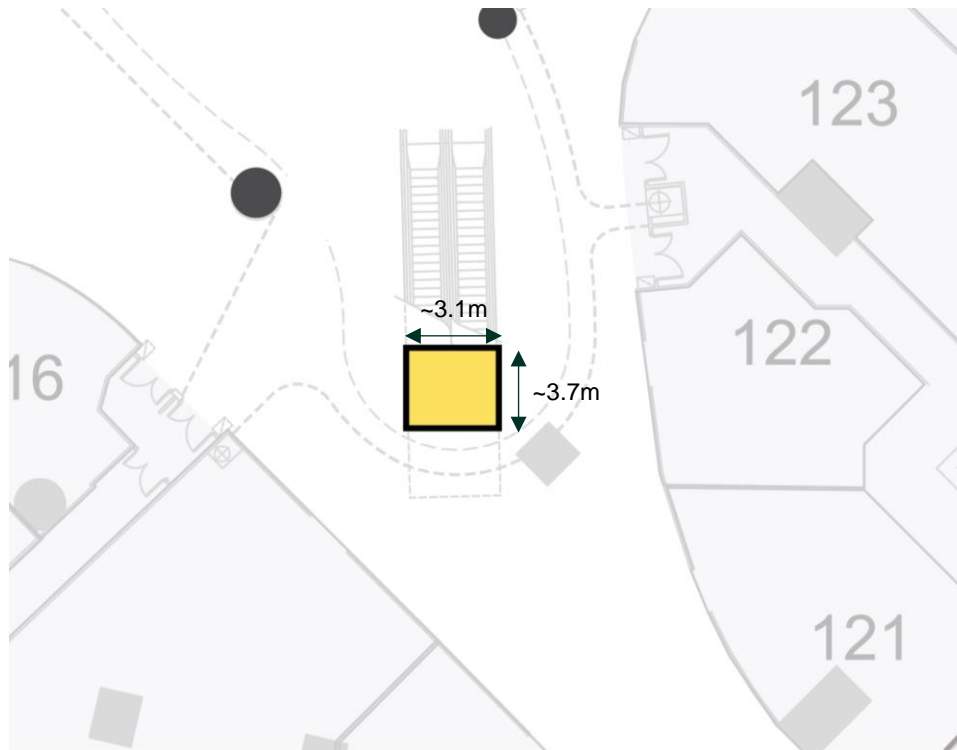


- Festive Installation, Pop-up Kiosk Product Display
- The must-pass location to access from NM1 to Citywalk
- **Size: ~100 sq.ft**



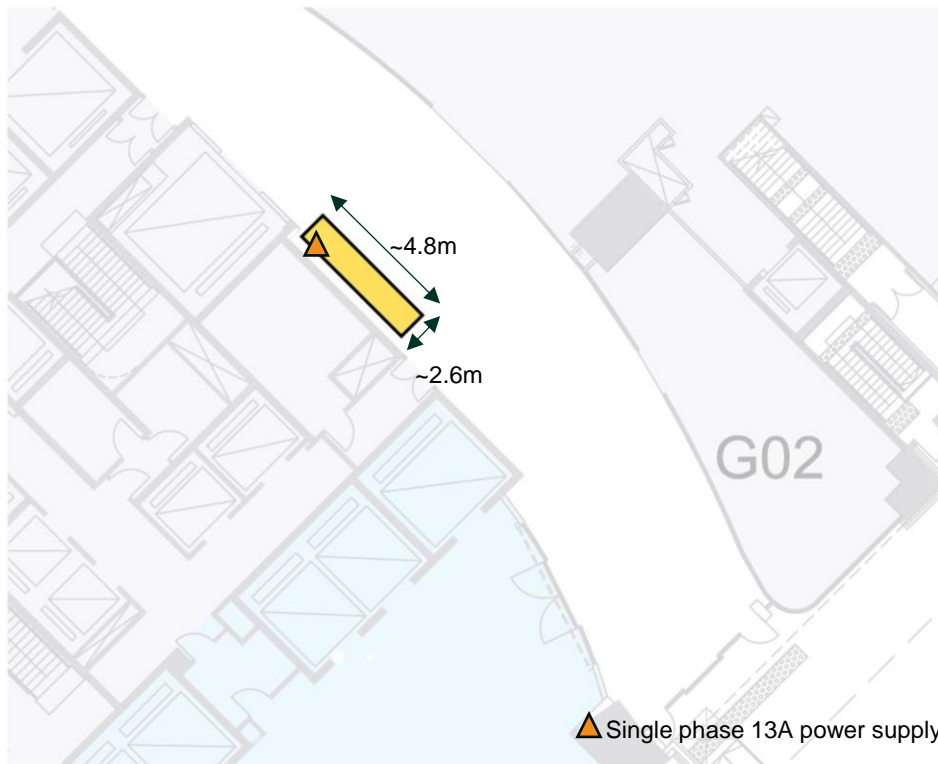


## Event Space – Area D (NM1) (Next to Concierge)

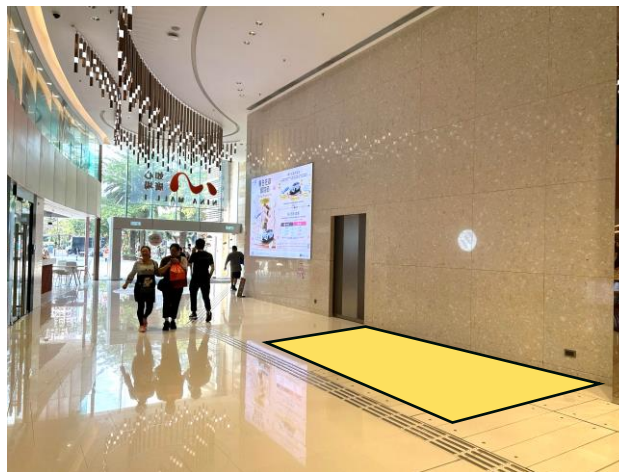




## Event Space – Area E (NM1) (Next to Shop G01)



- Pop-up Kiosk, Product Display
- The must-pass location to access from Nina Tower to NINA MALL
- **Size: ~120 sq.ft**







## Event Space – Area 2A (NM 2) (Opposite to Shop 101)

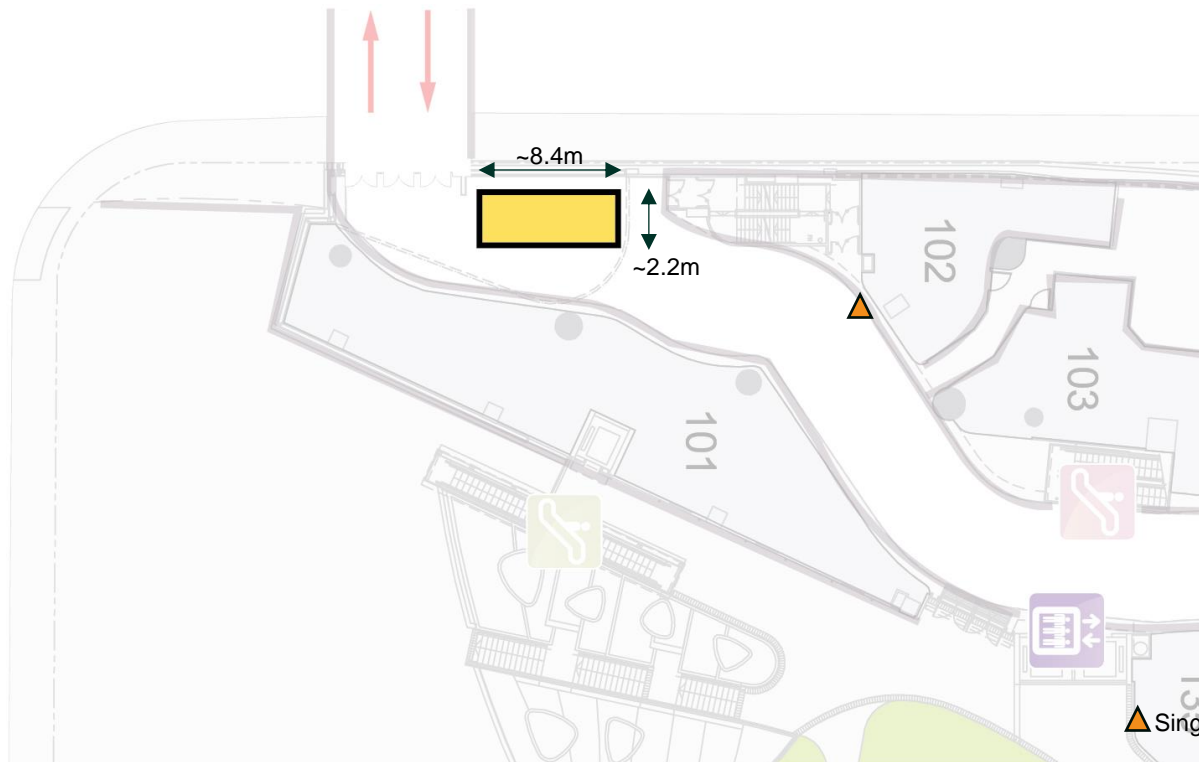


- Festive Installation, Exhibition, Product Display, Pop-up Kiosk
- The must-pass location to access from NM2 to NM1
- **Size: 60 sq.ft**





## Event Space – Area 2A (NM 2) (Opposite to Shop 101)





## Event Space – Area 2B (NM 2) (Opposite to Shop 120)

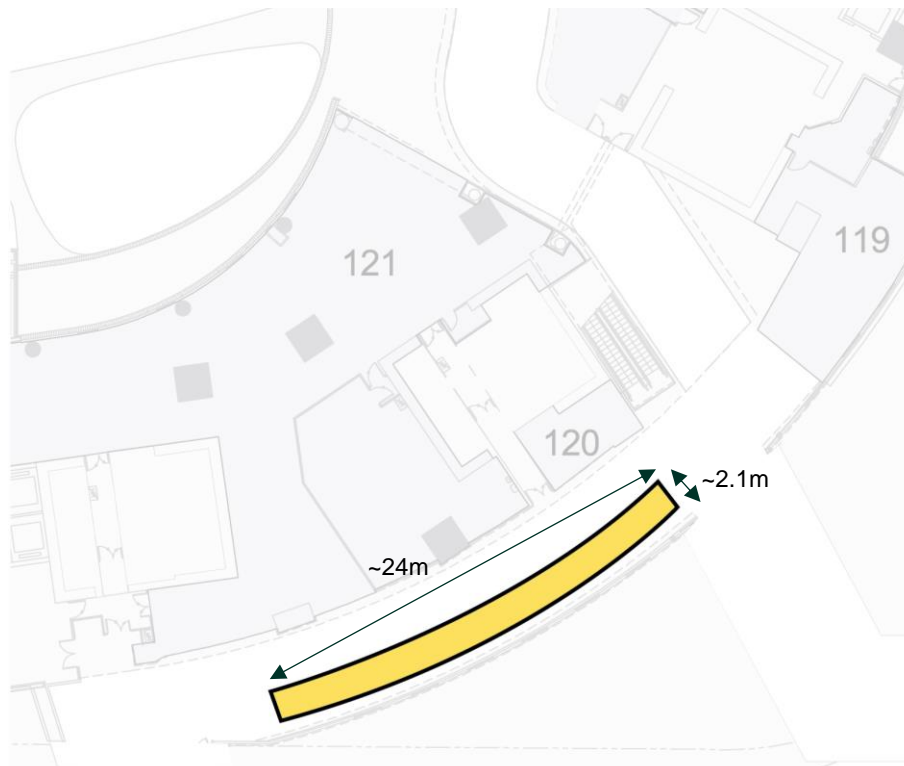


- Product Display, Pop-up Kiosk, Market Booths
- The must-pass location to access from Skyline Plaza and Clague Garden Estate to NINA MALL 2
- **Size: ~480 sq.ft**





## Event Space – Area 2B (NM 2) (Opposite to Shop 120)





## Event Space – Open Piazza (Outside NM1 and NINA Tower)



- Festive installation
- Performance
- Customer engagement events.  
eg: Car Shows
- **Size: ~2,000 sq.ft**





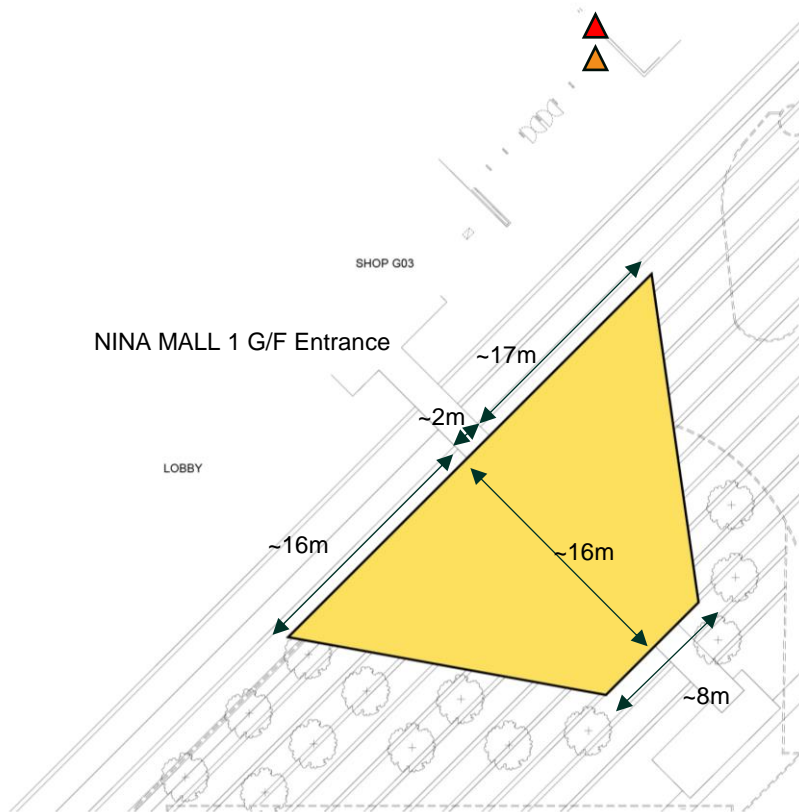
## Past Event Reference – Open Piazza







## Event Space – Open Piazza (Outside NM1 and NINA Tower)



- ▲ 3 phase 63A power supply
- ▲ Single phase 13A power supply



# In-mall and Outdoor Digital Promotional Touchpoints

In-mall and Outdoor Mega Screens for displaying promotional video and images to maximize brand exposure  
Non-stop Passenger & Vehicle Flow and Long Viewing Time for Advertisement



Visual design should be handled by partner and approved by Leasing Marketing team before display.



# In-mall Display Promotional Touchpoints









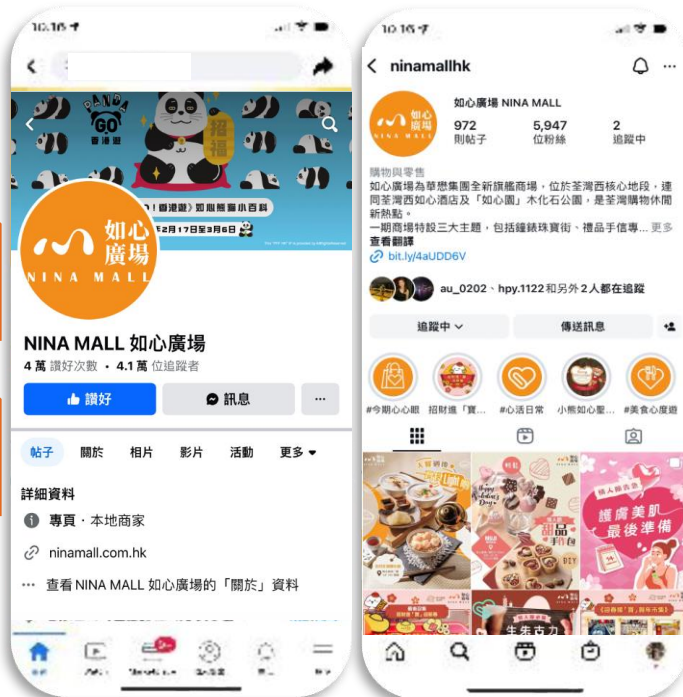
# Digital Platforms Promotion Support

## Social Media Channels

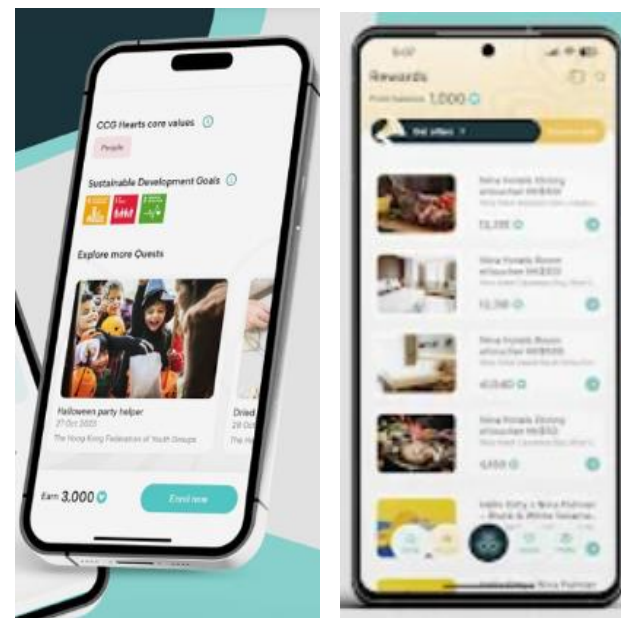
 NINA MALL  
Facebook  
(>40k likes)

 NINA MALL  
Instagram  
(~6k followers)

 Regular  
Xiaohungshu  
Updates with KOL



## CCG Hearts App with Strong Member Database (~200K Members)



**Please feel free to connect for further partnership and  
collaboration discussion for NINA MALL.**

**CALVIN LAM ([calvinlam@chinachemgroup.com](mailto:calvinlam@chinachemgroup.com))**

**SALLY SIT ([sallysit@chinachemgroup.com](mailto:sallysit@chinachemgroup.com))**

**THANK YOU ☺**

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