



For Better Environment 让环境更美好

— Interview with Mr. Andross Chan, the CEO of Earthasia International Holdings Limited

— 访泛亚环境国际控股有限公司 CEO 陈奕仁先生

□记者 黄晏陵

陈奕仁先生个人简历

Resume of Mr. Andross Chan

陈奕仁出生于香港，泛亚国际创始人之一，现任泛亚国际 CEO。

作为同时拥有香港 / 英国 / 美国 / 加拿大的注册景观师及专业资格的华人，曾带领国内外设计师团队在中国超过 50 个主要城市，完成无数个城市设计以及公共开放空间、主题乐园、商业地产及住宅景观设计，包括香港迪斯尼乐园度假区、北京奥运水上公园、北京奥运选手村等专案。

陈奕仁带领的泛亚国际 2014 年在香港主板上市，创下世界第一家景观设计公司主板上市，香港第一家设计公司主板上市，中国第一家民营设计公司主板上市等多个第一。泛亚国际，除香港总公司之外，在上海、北京、广州、深圳、武汉、长春、西安、厦门、苏州、无锡、常州、菲律宾马尼拉、意大利米兰设有 13 家分公司，集团员工超过 1000 人。

在 2015-2016 的两年间，陈奕仁将事业版图再度扩大，成功引入德国高端品牌 Steiff。全面拓展其在中国的零售、地产、旅游、餐饮、娱乐行业，提升 Steiff 的品牌影响力和知名度。

学历及资质证明：

加拿大多伦多大学景观建筑学士、同济大学建筑规划硕士、长江商学院 EMBA、加拿大 ONTARIO 景观建筑师协会会员、英国景观协会会员、美国注册景观师、香港园境师学会前会长。

Mr. Andross Chan, born in Hong Kong, one of Earthasia founders, the current CEO of Earthasia

As the chartered landscape architect licensed in Hong Kong, UK, US and Canada, he

has lead the design team to complete countless projects in over 50 Chinese cities, covering urban design, public open space, theme park, commercial real estate and residential landscape design. His completed cases include Hong Kong Disneyland, Beijing Olympics Aquatic Park and Beijing Olympics Village.

Andross led Earthasia to be listed in Hong Kong in 2014, making the company be the first listed landscape design company in the world, the first listed design company in HKSE, and the first listed private design company in the Main Board market. Earthasia is now running 13 branches via over 1000 employees in Hong Kong, Shanghai, Beijing, Guangzhou, Shenzhen, Wuhan, Changchun, Xi'an, Xiamen, Suzhou, Wuxi, Changzhou, Manila (Philippines) and Milan (Italy).

In 2015 and 2016, Andross expanded Earthasia's blueprint again and successfully introduced Steiff, a German premium brand, to fully expand its brand influence and popularity in retail, real estate, tourism, catering and entertainment industries.

Academic degrees and qualifications:

Landscape architecture bachelor from the University of Toronto; master of architectural planning from Tongji University; EMBA from CKGSB; member of Canada Ontario Landscape Architect Association; member of UK Landscape Association; US chartered landscape architect; former president of Hong Kong Garden Landscape Architect Society.

2014 年 6 月 25 日，对泛亚环境国际控股有限公司来说，是一个特别值得纪念的日子，在香港联合交易所有限公司（“联交所”）主板成功上市。泛亚环境国际控股有限公司（“泛亚国际”连同其附属公司，统称为“泛亚国际集团”）（股份代号：6128）。泛亚国际是全球第一家以景观设计为主营业务的设计公司和中國民营设计服务业公司在主板上市，更是第一家在香港主板上市的设计服务企业，在同行业中拔得头筹，树立全新的里程碑。

上市后，泛亚国际集团多元化业务全面开花。在 2015—2016 的两年间，陈奕仁先生将事业版图再度扩大，成功获得泰迪熊的发明者——德国高端品牌 Steiff 在中国的总代理权，全力拓展其在中国的零售、地产、旅游、餐饮、娱乐业务，极大提升了 Steiff 的品牌影响力和知名度。2015 年，泛亚国际分别入股投资普邦金控和泛亚国贸，正式投身互联网金融产业和拓展跨境电商业务，业务发展涵盖多个领域。

将国内 A 股上市改为港股上市和业务的多元化，此为泛亚国际近 40 年企业历史中四个重要发展节点中的两个。另外两个则分别是 1995 年与当时美国最大的景观设计公司易道组建合资公司，以及 2005 年结束与易道十年合作关系。回望过去，这四个重要发展节点，每一个都是在最合适的时间做出的最正确的决定。其实，早在 80 年代，即将在加拿大多伦多大学毕业的陈奕仁先生就面临人生中的一个重大选择，他向教授请教：“我是应该留在北美洲工作，还是应该回到香港发展？”教授坚定地给出自己的建议：“未来，你工作的地方，既不是北美洲，也不是香港，而是中国内地。”至今回想起来，这样的视野与眼光令陈奕仁先生仍然无限钦佩。

EADG 泛亚国际 1981 年以英资背景由建筑大师 Jon Prescott 在香港成立。经过岁月的洗礼，见证了香港由殖民地统治到回归祖国的过程，已被业内认为是亚洲最具代表性的专业景观设计事务所之一，在中国以及亚太地区景观设计崛起的过程中扮演着举足轻重的角色。中国以及亚太处于发展中的国家经历着瞬息万变的城

市发展过程，景观设计师已经成为开拓城镇体系、自然生态以及公共社区的重要力量。泛亚在这些区域的景观设计崛起过程中充当了至关重要的角色并不断壮大。经历长期实践，目前泛亚已拥有十余家分公司，集团有超过 1000 名员工。泛亚国际的服务范围已拓展到城市综合开发、公共开放空间、主题公园、商业地产和住宅景观。在成长过程中，不仅对提高全球专业景观设计竭尽所能，其自身在亚洲的定位也在不断提高。凭借丰富的国际设计经验，结合对当地文化的了解以及敏锐的洞察力，泛亚国际致力于全方位的满足和回应客户的个性需求。在近 40 年的从业历程中，泛亚国际一直在充满探索的旅程中前进，驾驭不同尺度的总体规划、城市设计与景观设计，从奢华私密的高档别墅、商业空间到城市公园、社区乃至整个城市，泛亚国际的工作始终贯彻着美好的愿景。每一个项目，都是国际化视野与传统文脉结合的产物，在不断的沟通交流下，以专业扎实的技术和精细的态度合力完成的作品，散发着其独特的魅力和生命力，蕴含着泛亚员工为建设充满活力的城市、社区和公共空间所付出的努力与智慧。

2015 年，有个项目的建成在泛亚国际历史上值得一提。2015 年 10 月中国苏州 Steiff 泰迪农场正式运营，开创了国内旅游观光农业新模式。Steiff 泰迪农场是由泛亚国际、普邦园林、苏州高新区与德国 Steiff 品牌资源合作，共同打造的国内首家以泰迪熊休闲农场为主题，集田园旅游、主题酒店为一体，创新的将 Steiff 泰迪熊的趣味卡通形象与休闲农业完美结合，融合了德式乡村庄园、阳光自然牧场、泰迪熊主题乐园等景观和亲子娱乐项目，成为国内别具一格的农田乐园。

谈及企业自身的竞争优势，陈奕仁先生说：“这要分三个阶段：第一个阶段处于项目落地阶段，我们是境外设计公司，将国际上先进的设计理念、先进的设计思维带入中国，来发展我们在中国的设计业务；第二个阶段处于扎实基础阶段，我们经过在中国 10 多年的发展，把境外公司的优势与我们在中国开展业务所积累的经验完美的结合在一起，综合能力更强更接地气，更好地应用于中国市场；第三个阶段是实力更雄厚阶段，我们从一家设计公司成长为一家上市公司，知名度更高、实力更强，更规范，形成了一套成熟的设计体系。我们公司的公信力、实力令政府部门、大型国企对我们更有信心，洽谈优势明显。总之，目前我们在品牌、上市公司平台、优势公司地位方面得到了大家的一致认可。”

谈到企业管理，陈奕仁先生说：“我们经过近 40 年的在华发展，管理方面主要用中国本地人才作为公司骨架，用本地团队来管理公司，健全了一套完善的员工激励制度。如果采用纯外籍人士来管理公司将无法发展到今天。在中国开展业务，主要是中国人的社会。把我们以前的经验传授给中国的年轻人，完善每一个环节，给他们施展才华的空间和自由发展的机会。重用本地人才，我们才能发展到今天。我们第一代创业者大多是 60 后，而现在公司的主要员工是年轻人，公司员工平均年龄 30 岁。



辽宁盘锦红马体育公园



海南三亚海棠湾君悦酒店



江苏苏州 Steiff 泰迪农场

这些年我最满意的事情是我们自己的设计业务一直稳健地保持在市场的领导地位，从未出现大的波动。公司从未大规模裁员、也从未刻意裁员，一直重视保障大部分员工的福利待遇。”

最后谈到今后的发展规划，陈奕仁先生信心满怀，他表示：“我们将充分利用好上市公司这一平台，利用资金雄厚的优势和设计的先天优势，把公司的业务板块做大做强，每个业务板块都能独挡一面，将来拆分后能单独上市。希望主题餐厅业务开发更多海外市场。我们设在意大利米兰的主题餐厅的营业额占餐饮板块的 30%。目前计划主题餐厅能在 2020 年顺利上市。2018 年计划将 B2B 的业务扩大。设计方面，维持市场服务份额，以提升设计信誉和设计水准为重点目标，2—3 年内必须做到。设计是我们最核心的起家业务，还希望把设计业务更快的传承给我们的下一代，在我退休前，境内外设计师能顺利地过度到年轻一代，传承、突破、创新，永续经营。未来泛亚国际将会在不断追求设计创新的同时，带来更全面的景观设计服务，引领景观设计行业踏入新时代，让环境更美好！”

Earthasia (stock code: 6128) was successfully listed on the main board of Stock Exchange of Hong Kong Limited (HKEX) on June 25, 2014, being the world's first landscape-centered design company, and China's first private design service company listed on HKEX Main Board.

After being listed, Earthasia Group diversified its businesses. Over 2015-2016, Mr. Andross Chan, the CEO of Earthasia, expanded Earthasia's presence again, and successfully obtained the general agency right of Steiff, the inventor of Teddy Bear, covering retail, real estate, tourism, catering and entertainment in China, extremely promoting Steiff's brand influence and popularity. In 2015, Earthasia respectively became a shareholder of lendbang.com and Earthasia International Trade, being officially devoted to the e-finance industry and expanding the cross-border e-commerce



江苏南京九龙湖

business.

Being listed from the domestic A-share market to Hong Kong market, diversifying its businesses, establishing joint venture with US's largest landscape design firm Edaw in 1995, and ending the 10-year partnership with Edaw in 2005, are four milestones in Earthasia's nearly 40-year development history. As early as in the 1980s when he was a student in the University of Toronto, Andross faced with

his lifelong choice and consulted his professor: "shall I stay in North America, or go back to Hong Kong?" His professor firmly recommended: "where you will work in the future is neither North America nor Hong Kong, but the Chinese Mainland." Up to this moment, Andross still has great admiration for the professor's prospect and vision.

Earthasia was established by Jon Prescott, a famous architect,

in Hong Kong, 1981. Having witnessed Hong Kong from the colonial governance to the return to its homeland, Earthasia has been regarded as one of the most typical landscape design firms in Asia, playing an essential role in the rising of landscape design in China, and even the Asia-Pacific Region. As China and the Asia-Pacific developing countries are under the rapidly-changing urbanization process,



北京中粮智慧农场



香港竹篙湾基础建设工程 (香港迪士尼乐园度假村)

the landscape designers have become an important strength for exploring the urban system, natural ecology and public community. In these regions, Earthasia has played an increasingly vital role and expanded itself. Now, Earthasia is running over 10 branches via over 1000 employees worldwide, covering urban development, public open space, theme park, commercial real estate and residential landscape. During its growth process, Earthasia not only tries its best to increase the professional landscape design worldwide, but also continually improves its positioning in Asia. By virtue of its rich design experience worldwide, and in combination with its appreciation and keen insight on the local culture, Earthasia is devoted to meet and respond client's customized needs in all aspects. In the past nearly 40 years, Earthasia has always moved forward in a fully-exploratory journey, including masterplan, urban design and landscape design in different dimensions, from luxurious villa, commercial space to urban park, community or even entire city. Earthasia's works are embraced with wonderful vision throughout. All the engaged projects are the product of internationalized prospect and traditional culture. Under endless communication, due to the professional and solid technologies and elaborate attitude, Earthasia's works diffuse their unique charm and vitality, implying the

efforts and wisdom paid by Earthasia employees for building the dynamic cities, communities and public spaces.

In October 2015, Suzhou Steiff Teddy Farm was officially operated, initiating a new tourism agriculture pattern in China. As a joint venture of Earthasia, Pubang Landscape, Suzhou Hi-tech Zone and



上海巨人集团企业总部 II 期

Steiff, Suzhou Steiff Teddy Farm is the first theme farm named after Teddy Bear in China, integrating farm sightseeing and theme hotel. The innovative combination of Teddy Bear cartoons and leisure agriculture provides German-style manor, sunny natural pasturage, Teddy Bear theme park and parenthood entertainment

items, becoming a unique farmland paradise.

Talking of the company's own competitiveness, Andross says: "it can be divided into three stages. The first is the project landing stage, when we brought internationally-advanced design concept and thinking into China to develop our design business; the second is the growing stage, when on the basis of over 10 years development in China, we perfectly combined our overseas advantages and domestic accumulated experiences to better apply them to the Chinese market; the third is strength-laying stage, when we grew into a public company from a local design firm, presenting higher reputation, stronger strength, being more standardized and mature. Our credibility and strength make government departments and large state-owned enterprises have more confidence on us, presenting visible negotiation advantages. To sum up, Earthasia now has been consistently recognized by the industry in brand, public company platform and competitive advantage."

As of the enterprise management, Andross says: "we have been developed in China for nearly 40 years. In the management aspect, the company is managed by local talents, for whom consummate employee incentive systems are set up. If the company is managed by foreigners, then it's hard to survive

泛亚国际的代表性作品



天津空港加工区东西湖

to this moment. China-based businesses are mainly involved Chinese people. We impart the prior experiences to young Chinese people, and consummate each link, and provide them development space and opportunities. Priority on the local talents makes Earthasia grow up to this minute. The first generation of Earthasia employees were mainly born in the 1960s, but now the company are mainly staffed with young people, with an average age of 30 years. Over these years, what satisfies me the most is our market leadership in the design aspect. We have never cut down workforce, nor cut down any staff deliberately. As all the while, we attach great importance on ensuring the benefits for the majority of the staff."

Speaking of the future development plan, Andross is full of confidence. He says: "we will take full advantage of the public company platform, including solid capital advantage and innate design advantage, to make the company's business divisions bigger and bigger, and finally, each of the business divisions

can be separated for public listing in the future. We hope the theme restaurants can be developed in more overseas markets. In our expectations, our Milan-based theme restaurant will contribute 30% to our theme restaurant revenue. At present, the theme restaurants are planned to be smoothly opened in 2020. In 2018, our B2B business will be even larger. In the design aspect, we will maintain our market service share, with priority on improving design reputation and design capability, which shall be realized in 2-3 years. Design is our core business in the very beginning, and we hope to inherit this business to our next generation. Before my retirement, I hope to domestic and foreign designers be able to successfully transit to the younger generation. We aim to realize inheritance, breakthrough, innovation and forever operation. In the future, Earthasia will keep after the design innovation, bring forward more overall landscape design service, and lead the landscape design industry step into a new era, making the environment even better!"



江苏淮安白马湖森林公园

城市综合开发：

- 山东青岛高新区生态绿地水系规划
- 云南昆明迪士尼梦幻岛主题城镇城市设计
- 辽宁盘锦二界沟渔雁小镇城市设计
- 湖北武汉中建后湖海国家农业公园总体规划
- 湖南长沙岳麓山风景名胜区风景建设区规划
- 河南郑州西流湖片区城市设计
- 河南荥阳索河综合整治工程
- 湖北武汉国际园林博览会景观规划
- 湖北远安桃花岛概念规划
- 湖南长沙湘江洲岛概念规划
-

公共开放空间：

- 江苏南京九龙湖
- 上海张江主题公园
- 辽宁盘锦红马体育公园
- 江苏淮安白马湖森林公园
- 福建泉州江滨公园
- 贵阳南浦路公园
- 山东青岛金水河景观带
- 天津空港加工区东西湖及中心广场
- 湖北宜昌求雨台公园
- 湖北武汉光谷新月溪公园
- 江苏苏州湾软件园
- 江苏张家港中新凤凰山景观带
-

主题公园：

- 香港迪士尼乐园度假村
- 香港海洋公园二期
- 浙江安吉凯蒂猫家园
- 湖北武汉欢乐谷主题公园
- 北京中粮智慧农场
- 江苏苏州 Steiff 泰迪农场
-

商业地产：

- 香港迪士尼探索家度假酒店
- 海南三亚海棠湾君悦酒店
- 澳门新濠影汇
- 澳门新濠天地
- 上海世博洲际酒店
- 北京康莱德酒店
- 北京前门 23 号
- 上海巨人产业园二期
- 上海东郊中心
- 上海莘庄新鸿基天荟
- 上海虹桥盛世国际文化城
- 浙江杭州万融原物山丘
- 浙江宁波华侨城欢乐海岸
-

住宅景观：

- 香港阳明山庄
- 香港西九龙御金国峰
- 北京奥运会选手村
- 北京瑞安君汇
- 上海云锦东方
- 上海中海紫御华庭
- 上海西郊庄园
- 上海新城上坤樾山
- 上海瑞虹新城怡庭
- 江苏苏州湖畔樾山
- 湖北武汉蓝光林肯公园
- 河南郑州新东润泰和
- 安徽合肥郎香书院
-