



瑞典斯德哥尔摩哈马碧城 Hammarby Sjöstad, Stockholm, Sweden

将瑞典的创新精神、生活方式和环保理念带入中国 Bringing Swedish Innovation, Lifestyle and Sustainability to China

毛永军 中瑞鼎峰集团投资副总裁

Iky Mao, Vice President of Investment and Business Development, White Peak

中国最大的欧洲住宅开发商

The Largest European Residential Developer in China



地产开发能力 Development Capabilities

20+

开发项目
Projects Developed

2M+

m²开发面积
m² Area Built

400+

员工
Employees



长期的瑞典机构投资 Swedish Long-Term Investor Base

北欧投资者首选合作伙伴
Partner of Choice for Nordic Investors

100% 瑞典机构投资
100% Swedish Institutional Capital

遍布中国的本地合作网络
Extensive Local Networks in China

总部北京，跨4大省份10个城市办公室
10 Local offices in 4 provinces Head office in Beijing



价值与使命 Value and Mission

- 可持续性
Sustainability
- 品质
Quality
- 信任
Trust
- 安全
Safety
- 源自北欧
Nordic

中瑞鼎峰商业愿景

打造更智能、更紧密、更环保的社区

Building Smarter, Connected and Green communities

White Peak's Business Vision



更智能
Smarter

综合数字化平台智能化居住
技术驱动的共享体验
Integrated Digital Platform for SMART Living
Technology-driven Sharing



更紧密
Connected

邻里信任
线上 & 线下交流
Social Trust
Online & Offline Communication



更环保
Green

享誉全球的杰出绿色开发商
Distinguished Green Developer with
Global Reputation

通过中瑞城模式实现商业愿景

Realizing the Vision through the Hammarby Eco City Model

中瑞城模式是中瑞鼎峰未来主推的产品策略。
White Peak's Hammarby Eco City model is the next stage of our product strategy.

当我们决心将瑞典哈马碧模式引入中国并本土化时，我们试图保留瑞典模式最核心的精髓，即可持续的生活方式以及对环保的强烈关注。

When we made the decision to localize the original Hammarby model for China, we recognized several strong features of the Swedish model that we wanted to retain and emphasize, most importantly the strong focus on Swedish lifestyle and a comprehensive sustainable approach to the environment and high-quality green materials.

我们和瑞典企业的合作伙伴关系是赋能中瑞鼎峰提升综合产品能力，以及提高中瑞城在中国绿色建筑领域影响力的核心。

Our partnerships with Swedish companies are of key importance in order to enable us to elevate the integrated product design and green impact of the Hammarby model in China.



Biodiversity

- Green roof
- Landscape

生态多样性

- 绿色屋顶
- 园林景观

WATER

- Rain harvesting & reuse
- Grey water reuse system (future proof)

水

- 雨水收集&再利用
- 灰水再利用

ENERGY

- Solar energy collection and transformation
- Air source heat pump

能源

- 太阳能收集及转化
- 空气源热泵

WASTE

- Vacuum automatic waste collection (ARCS) system
- Recycle room

垃圾

- 真空垃圾收集系统
- 社区回收站

Community

- App designed for community
- Community living space

社区

- 社区APP
- 社交空间

可持续发展中心是集中展示瑞典绿色科技的平台

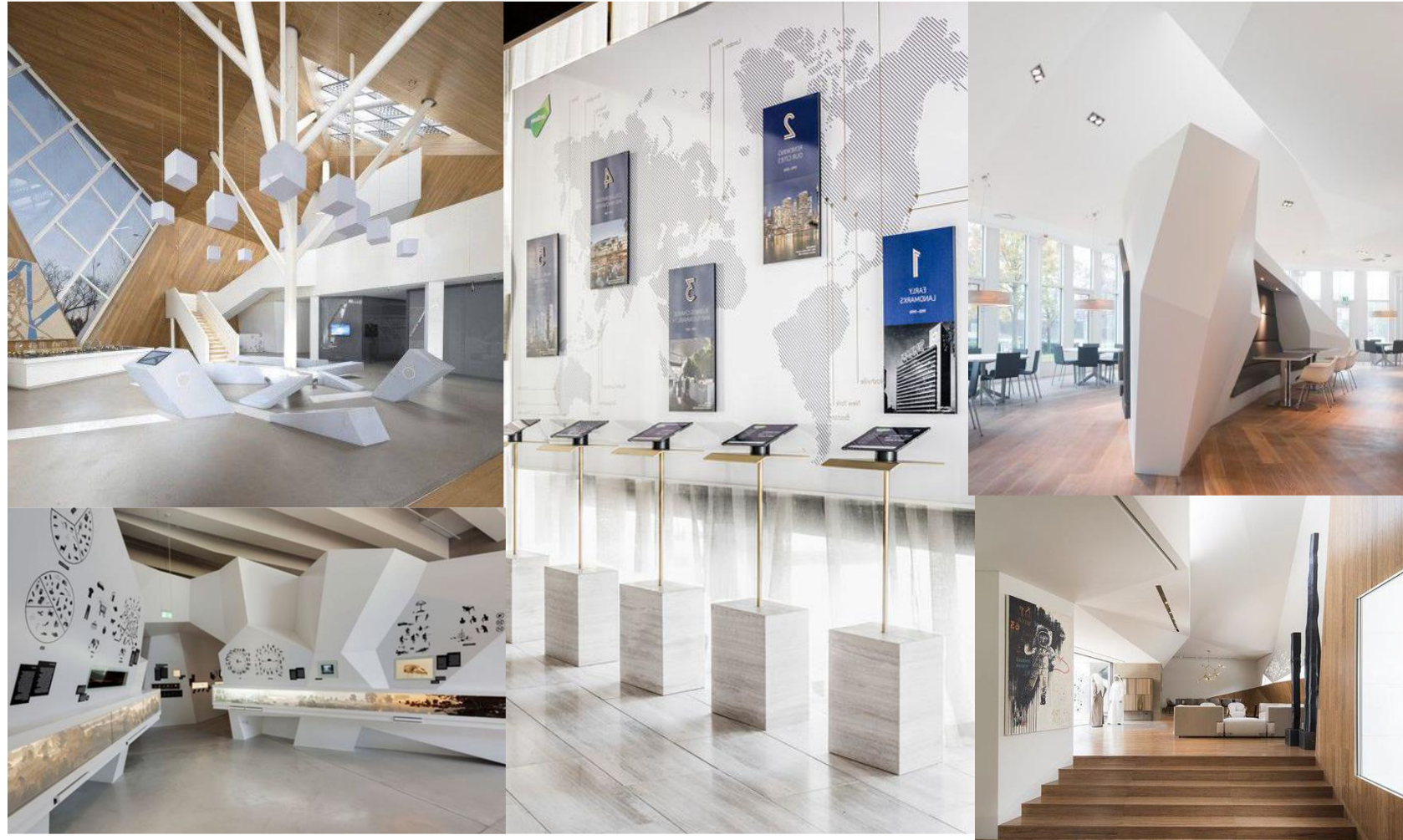
Sustainability Centre as a Platform to Showcase the Swedish Green Technologies

可持续发展中心

Sustainability Centre



可持续发展中心为供应商提供向社区民众和社会各界集中展示最新绿色科技的机会
Focal point in the project for suppliers to showcase the latest technology to the community and other stakeholders in China



中瑞鼎峰在烟台的首个中瑞城项目已取得初步成果

Our First Hammarby Eco City in Yantai Achieved Important Milestones

中瑞城 Eco City

首期 First Phase

业态 Development type

住宅 Residential
公寓 Loft
商业 Retail
冰球馆 Ice Hockey Stadium

总建面 GFA, m²

220,000

住宅户数 Number of residential units

2,000

预计完工时间 Estimated year of project completion

2022 / 2023

获得英国绿建标BREEAM的“非常好”评级
BREEAM Rating Acquired: Very Good



2018年底 End of 2018



2020年7月 July 2020



2019年6月，由Sweco牵头完成的规划设计方案获批

Jun 2019 -- Conceptual design led by Sweco was approved

2019年9月，营销中心及绿色技术展示区建成

Sep 2019 -- The Sales Centre construction including sustainability demo zone was completed

2019年11月，首批住宅开始预售

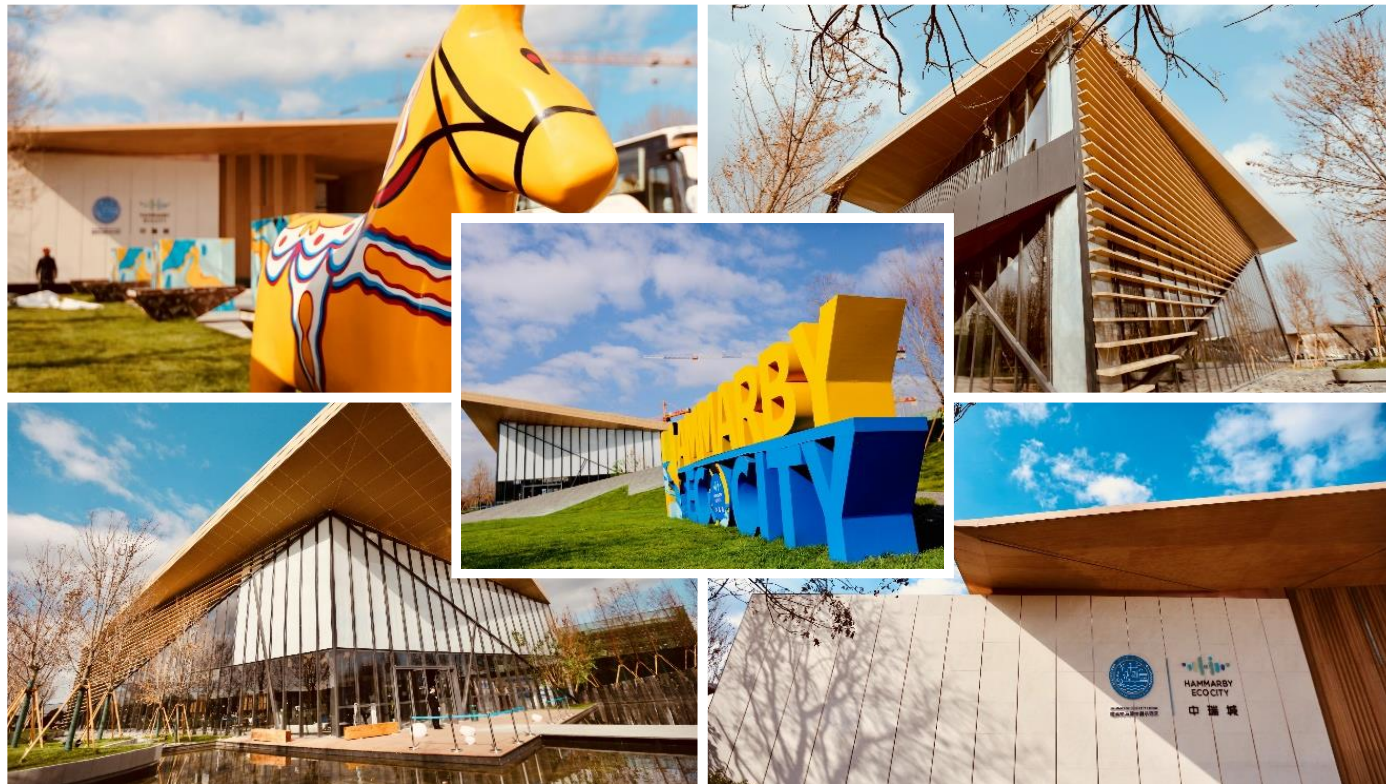
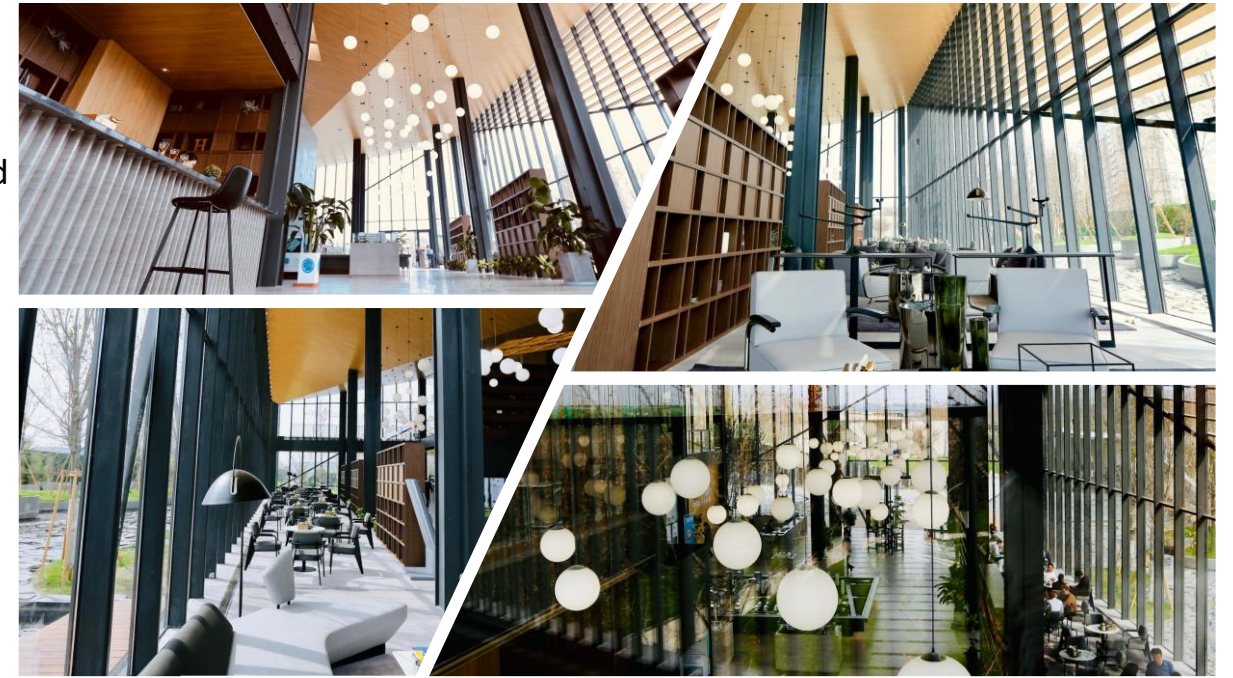
Nov 2019 – Pre-sales of the first batch of residential units was launched

2020年1月，中瑞城获得BREEAM “Very Good”评级

Jan 2020 - Eco City obtained BREEAM rating of “Very Good”

2020年前三季度，中瑞城销售金额位列烟台市芝罘区第一名

During the first three quarters of 2020 – Eco City ranked No.1 in terms of sales achieved among all projects in Zhifu District of Yantai



新冠疫情下，绿色可持续人居的优势突显

COVID-19 Boosted the Demand for Sustainable Green Living

2020年前三季度中瑞城销售额位列烟台市芝罘区**首位**
 Eco City ranked **No.1** in terms of sales achieved among all projects
 in Zhifu District of Yantai during the first three quarters of 2020



产品特点
 Product Offering



HAMMARBY
 ECO CITY

中瑞城

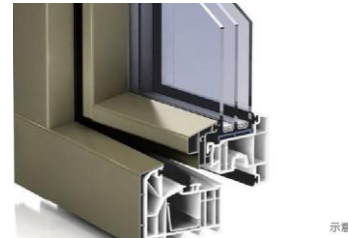
1 双向新风系统
 Dual-way Air Purification System



2 厨房净水系统
 Kitchen Water Purification System



3 三大静音系统
 Triple Sound Insulation System



4 立体绿化系统
 Dimensional Green System



5 真空垃圾处理系统
 Vacuum Waste Collection System



6 智慧化管理系统
 SMART Management System



未来计划落地更多的中瑞城项目，在更多城市推广瑞典的可持续生活方式

Bring the Swedish Sustainable Lifestyle with More Hammarby Eco City Projects in China

我们计划在更多的城市推广哈马碧模式，将从中瑞鼎峰的核心市场暨拥有2.5亿人口的山东、河北和辽宁三省开始。
The Hammarby model will soon be implemented in more cities in China, starting from White Peak's core markets of Shandong, Hebei and Liaoning provinces covering 250 million population.

