

# China Merchants Property Development Co Ltd (CMPD): “Home is where the heart is”

Over the last 40 years China has seen huge economic growth to become one of the largest economies on earth. Millions of people have become economically active and are relocating to cities.

This led to escalating demands for energy and water to feed the expanding economy and its growing residential areas. It simultaneously has caused high levels of greenhouse gas emissions and water and air pollution.

Established in 1984, [China Merchants Property Development Co Ltd \(CMPD\)](#) pioneers low carbon emitting building development. As one of the first advocates of ‘green real estate’ in China, CMPD places the awareness of ecological sustainable development and responsible integrated community development at the core of its business strategy.

## The Challenge

- Shift in skills and knowledge required to meet the changing market
- Limits on development opportunities in water-scarce and high biodiversity areas

## The Process

CMPD’s motto Home is where the Heart is attempts to encapsulate its approach to residential and commercial building projects, i.e. that areas of residence should provide all amenities and facilities to ensure a healthy personal, family and working life. It captures the essence of its “walking strategy” - all essential amenities, including medical facilities, schools, shops, work, etc.- are ideally located within a radius of one kilometer (walking distance) from a resident’s living hub.

## The Result

CMPD completed its flagship, the TaiGe Apartments, after only two years of construction. This effort epitomizes the company’s strategy in practice. The excellent performing building materials used and the resultant substantial savings in energy, water and space contribute vastly to its market value as buyers saw the potential savings benefits in the long term.

TaiGe became the prototype for subsequent residential clusters. The seven buildings comprising TaiGe cover 43 000m<sup>2</sup>. The largest building has 25 floors, while the others are 4 or 6 story buildings, offering a total of 232 living units.

As of the end of 2010, CMPD had 44 large-scale property projects under development in 14 cities throughout China; all adhering to the company’s sustainable design principles.

After 30 years of up and downs, CMPD is taking the lead of sustainable building development in China, thereby playing an important role in the future urbanization of our country.