

# A LANDMARK URBAN DEVELOPMENT SHAPING PNG FUTURE



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## 1.1 Company Overview

# Baosen International is a Real Estate Development Company

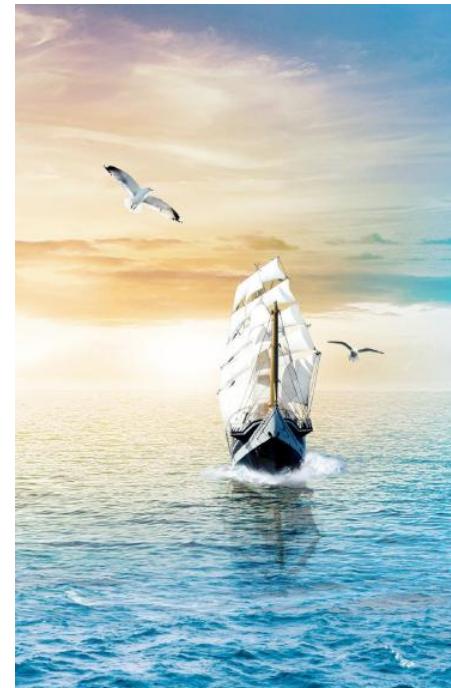
Baosen International Holdings Ltd. is a wholly-owned subsidiary of Hubei Wanhao Group (China). Established to advance the national Belt and Road Initiative and drive overseas expansion,

Baosen International specializes in real estate development. The company has received strong backing in Papua New Guinea through favorable government policies and tax incentives.

01.

### Wanhao Property Group

Hubei Wanhao Property Group, established in 2001, has developed over 10 million square meters of real estate over the past two decades. Its diverse portfolio includes science and technology parks for leading Chinese universities, high-end residential communities, and iconic commercial landmarks. The company has consistently received industry recognition, including Outstanding Project awards from reputable professional organizations.



02.

### China's Top 500 Private Enterprises

With projects across Central China and total investments exceeding ten billion yuan, Hubei Wanhao ranks among China's top 500 private enterprises. Its expansion into Papua New Guinea represents both a step toward strengthening bilateral relations and an opportunity to set a new benchmark for high-quality real estate in the region. Committed to innovation and excellence, we aim to elevate the local living experience through world-class developments.

## 1.2 Project Background



# Launch of the landmark “Chinatown Project” in Port Moresby.

01.

## Baosen International.

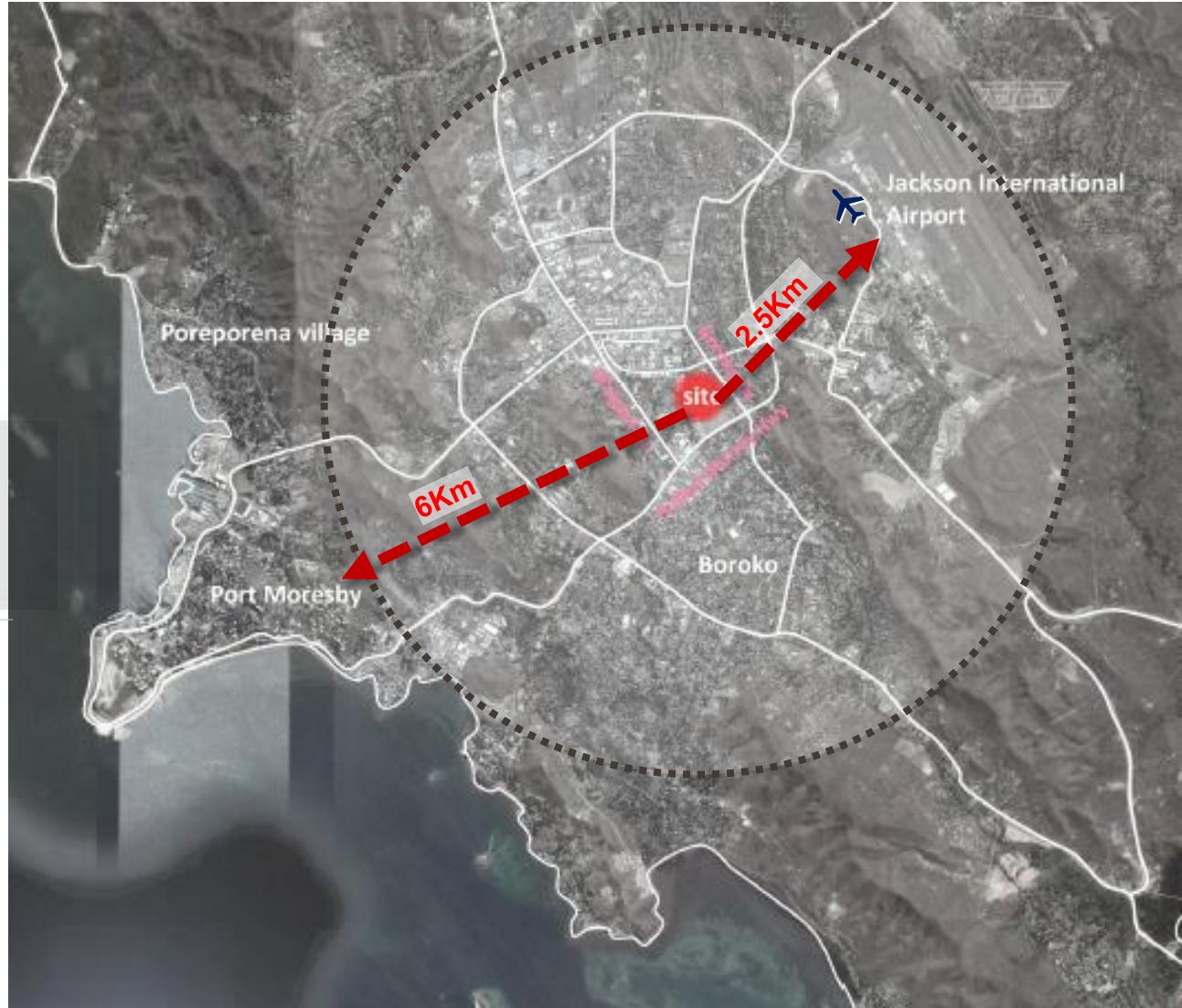
Baosen International Holdings is a global real estate development firm under the Wanhai Real Estate Group. Our expertise covers residential, commercial, office, hotel, and resort developments. In the Oceania region, Papua New Guinea has been identified as a strategic growth market, marked by the launch of the landmark *Chinatown Project* in Port Moresby.

## 1.2 Project Background

**Perfectly positioned, the site offers unmatched accessibility for both local and international visitors.**

### 02. The city's core

The project aligns with the Belt and Road Initiative agreement signed between China and Papua New Guinea in 2018, marking a new era of economic growth, diplomatic cooperation, and commercial innovation in PNG. Strategically positioned at the intersection of Boroko Drive and Hubert Murray Highway, the site is just two kilometers from Jacksons International Airport. Its prime location offers excellent accessibility, established infrastructure, and direct connectivity to the city's central business district.



## 2.1 Baosen China Town Project Introduction



### 01. Comprehensive Project Advantages.

Upon completion, Baosen Chinatown will stand as a premier urban hub serving more than 430,000 Port Moresby residents. Spanning approximately 277,000 square meters, this master-planned development is designed to offer a one-stop destination for lifestyle, commerce, and business, setting a new benchmark for urban development in Papua New Guinea.

**430,000**

**City Residents**

Premier urban hub serving over  
430,000 residents

**277,000**

**Square meters**

With a master-planned layout of  
approximately 277,000 m<sup>2</sup>

**NO.1**

**One-stop**

designed to deliver a one-stop  
lifestyle and business destination

## 2.2 Baosen China Town Project Introduction



02.

### Baosen Mega Mall.

#### Commercial Space

Phase One of the Chinatown Project is centred around Baosen Shopping Mall, a 90,000-square-meter retail and business hub that spans four levels. It is envisioned as a vibrant, high-traffic commercial space designed to accommodate 396 retail units.

#### Rich Business

The ground, first, and second floors will support a wide range of retail, dining, and service businesses, while the fourth floor will be dedicated to mall administration. Commercial properties are a lucrative investment, and owning a shop in a mall is a great way to capitalize on this potential.

#### Both Options

Baosen Shopping Mall offers both ownership and leasing options. The sale section promotes local business ownership by issuing strata titles, while the leasing section offers flexible rental solutions for growing businesses. This unique opportunity allows entrepreneurs or investors to purchase and own shop spaces, either to run their own businesses or lease them out for rental income.

## 2.2 Baosen China Town Project Introduction

02.

### Baosen Mega Mall.

#### Diversification

The mall will cater to a diverse range of industries, including fashion and apparel, jewellery boutiques, salons, spas, fitness clubs, and children's play centres.

#### Well-designed

The food and beverage section has been meticulously designed to support cafés, fast food outlets, and restaurants, with infrastructure such as water, gas lines, and grease traps pre-installed to meet operational requirements.

#### Opportunity

Baosen Shopping Mall is more than just a commercial facility; it is a platform for economic empowerment, providing entrepreneurs, landowner associations, and retail operators with an opportunity to grow in a secure, well-trafficked environment.



## 2.3 Baosen China Town Project Introduction



03.

### High-End Residential Complex.

- Phase Two of the Chinatown Project introduces a high-end residential complex that complements the commercial momentum established in Phase One. This phase features over 600 apartment units distributed across ten buildings, offering a variety of one-bedroom, two-bedroom, three-bedroom, and four-bedroom options.
- The residential complex has been thoughtfully designed to serve business owners, working professionals, and families seeking convenience, comfort, and security within a self-contained community. Amenities include a kindergarten, daycare centre, gym, swimming pool, parks, property leasing and management center, and 24/7 gated security.
- The residential area is within walking distance of the mall, promoting work-life balance and community. We encourage business owners to both operate in Basoen Shopping Mall and live in our residential complex.

## 2.4 Baosen China Town Project Introduction

04.

### Business and Hotel District.

The residential area is within walking distance of the mall, promoting work-life balance and community. We encourage business owners to both operate in Basoen Shopping Mall and live in our residential complex.



#### Convenience

Phase Two of the Chinatown Project introduces a high-end residential complex that complements the commercial momentum established in Phase One. This phase features over 600 apartment units distributed across ten buildings, offering a variety of one-bedroom, two-bedroom, three-bedroom, and four-bedroom options.

#### Comprehensive

The residential complex has been thoughtfully designed to serve business owners, working professionals, and families seeking convenience, comfort, and security within a self-contained community. Amenities include a kindergarten, daycare centre, gym, swimming pool, parks, property leasing and management center, and 24/7 gated security.



## 2.5 Baosen China Town Project Introduction

### 05. Investment

- The Baosen China Town project represents a major commercial development initiative in Port Moresby, with a total expected investment exceeding 831 million Kina. As of now, more than 250 million Kina has already been committed, demonstrating strong financial backing and steady progress.
- The investment covers land acquisition, consolidation, rezoning, construction of commercial complexes, and supporting infrastructure. Baosen China Town aims to create a vibrant hub for business, retail, hospitality, and cultural exchange, offering high-quality facilities and a prime location.
- With continuous capital injection and strategic planning, the project is set to become a landmark destination, driving economic growth and enhancing the urban landscape of Port Moresby.



## 3.1 Investment Potential and Development Opportunities

### 01. Commercial Development Opportunities in Port Moresby.

- Port Moresby, the capital of Papua New Guinea, is rapidly evolving into a key commercial and investment hub in the Pacific region. Driven by increasing urbanization, infrastructure development, and a growing middle class, the city offers a range of high-potential opportunities across various sectors:

#### Retail and Mixed-Use Developments

As consumer demand rises, there is significant demand for modern shopping centers, supermarkets, and lifestyle destinations. Mixed-use developments combining retail, office, and residential spaces are especially attractive in central locations like Waigani, Town, and Boroko.

#### Hospitality and Tourism Infrastructure

With Port Moresby's role as the gateway to PNG, the need for quality hotels, serviced apartments, and conference facilities continues to grow, particularly with the increase in government, business, and diplomatic travel.

#### Logistics and Warehousing

The city's strategic location and improving transport networks, including proximity to the port and Jacksons International Airport, make it ideal for logistics centers, storage hubs, and industrial estates.

#### Office and Commercial Space

There is ongoing demand for Grade A and flexible office space to support local and international companies, NGOs, and government departments.

#### Residential Projects

The demand for secure, modern housing—especially gated communities and apartment complexes—remains strong, driven by expatriates, government employees, and the emerging middle class.

#### Public-Private Partnerships (PPP)

The PNG Government actively encourages PPPs in infrastructure, education, and healthcare—offering long-term investment prospects with social impact.

## 3.2 Investment Potential and Development Opportunities



## 4.0 A City Within a City

### Baosen China Town – A City Within a City

- ✓ Baosen China Town is more than just a mixed-use development — it is the creation of an entirely new urban ecosystem within the heart of Port Moresby. Designed to be a self-sufficient and vibrant city within a city, the project integrates every essential aspect of modern life into one master-planned destination.
- ✓ From premium residential apartments and Grade-A office spaces, to retail hubs, fine dining, and entertainment centers, every element has been thoughtfully designed to elevate the quality of urban living. Baosen China Town also introduces critical social infrastructure including an international kindergarten and a state-of-the-art medical center, setting new standards for community wellbeing in Papua New Guinea.
- ✓ Residents, business owners, and visitors alike will enjoy seamless access to all facets of daily life — living, working, shopping, dining, education, healthcare, and leisure — all in one integrated location. This is not only a place to live or do business, but a destination that redefines how a city can function.
- ✓ By offering the most convenient, modern, and comprehensive lifestyle experience, Baosen China Town is reshaping the urban fabric of Port Moresby and bringing world-class living to the local community.



## 5.1 Key Advantages of Baosen China Town

### Port Moresby's Premier Commercial Landmark

#### ✓ 6,700 sqm Dual-Supermarket Hub

The largest planned supermarket combination in Papua New Guinea, offering unmatched retail convenience and foot traffic.



#### ✓ 18,000 sqm Branded Retail Cluster

A market-leading collection of top-tier retail brands across six major categories, setting a new benchmark for commercial excellence in PNG.



## 5.2 Key Advantages of Baosen China Town

# Port Moresby's Premier Commercial Landmark

### ✓ 9,000 sqm International Outlet Mall

Featuring global fashion and lifestyle brands at outlet prices, providing an attractive destination for both locals and tourists.



### ✓ 20+ Leisure & Entertainment Categories

A dynamic mix of cafes, cinemas, fitness, gaming, and more — shaping a new social and lifestyle ecosystem in Port Moresby.



## 5.3 Key Advantages of Baosen China Town

# Port Moresby's Premier Commercial Landmark

### ✓ Asia-PNG Joint Health & Wellness Center

A pioneering healthcare and wellness facility filling a vital gap in the local industry, with cross-border medical collaboration.

### ✓ Global Food Avenue

A diverse culinary street bringing together global cuisines, designed to be a gastronomic hotspot for the capital.

### ✓ PNG's First Integrated Children's Complex

A landmark destination for family-oriented entertainment, learning, and retail — introducing an all-in-one fun and educational experience for kids.



## 6.0 Investor Protection & Value-Added Services

# This dual commitment legal protection plus professional post-sale service.

Sets Baosen China Town apart as a secure and high-yield investment opportunity in Papua New Guinea.

At Baosen China Town, we are committed to safeguarding our investors' interests with a transparent and accountable approach:



### Guaranteed Handover Timeline with Compensation Clause

The property handover date will be clearly defined in the purchase agreement. In the event of a delay, we guarantee compensation to the buyer in the form of interest on the excess principal at a rate exceeding 10%, ensuring your capital is both protected and productive.



### Exclusive Asset Management Services for VIP Clients

For our VIP investors, we offer comprehensive asset management services through a separate Entrusted Management Agreement. Under this arrangement, Baosen China Town will manage the property on behalf of the client and provide a guaranteed investment return of over 10% annually, maximizing long-term value with zero hassle.



## 7.0 High level security

# Uncompromised Security – Peace of Mind at Every Corner

- ✓ At Baosen China Town, the safety and peace of mind of our residents, tenants, and visitors is one of our highest priorities. We believe that true urban living must be rooted in a secure and well-managed environment — and we are committed to delivering one of the safest commercial-residential precincts in Port Moresby.
- ✓ To achieve this, our property management team is partnering with Papua New Guinea's most reputable and experienced security firms, carefully selected based on their local expertise, professionalism, and proven track record.
- ✓ In addition to 24/7 on-site security personnel, CCTV monitoring, and access-controlled zones, we are taking security to the next level by providing customized protection solutions for VIP clients and critical zones within the project. This includes the deployment of in-house security specialists, many of whom are former military personnel or elite special forces veterans, offering enhanced protection with discipline, discretion, and professionalism.
- ✓ These comprehensive security measures — including physical patrols, smart surveillance systems, and emergency response protocols — are designed to make Baosen China Town one of the most secure and trusted urban destinations in Port Moresby.
- ✓ Whether you're a family living in one of our residential towers, a business owner operating a flagship store, or a guest enjoying our shopping and entertainment facilities, you can expect world-class safety standards, day and night.



# A LANDMARK URBAN DEVELOPMENT SHAPING PNG FUTURE



# China Town Business Category Ratio



**19.8%**

Experiential and Lifestyle Services 19.8%



**15.31%**

Food and Beverages 15.31%



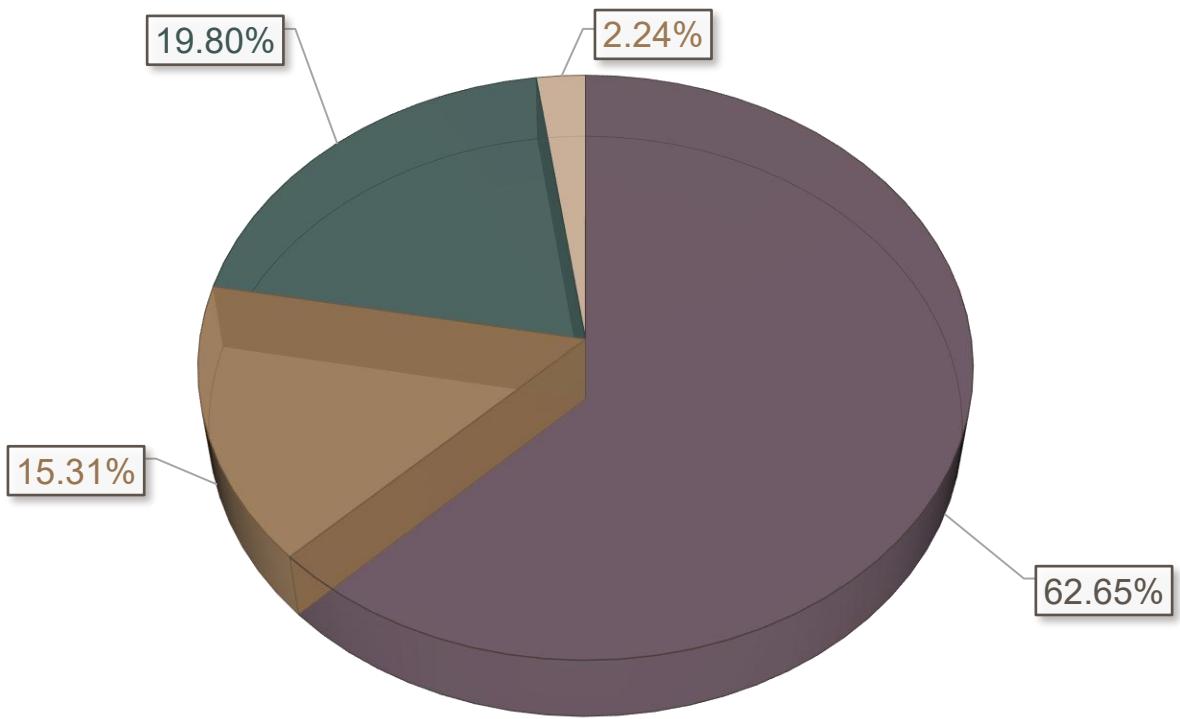
**2.24%**

Amenities and Support Services 2.24%



**62.65%**

Retail 62.65%



Note: The ratio refers to the proportion of area. The statistical data excluding supermarket.

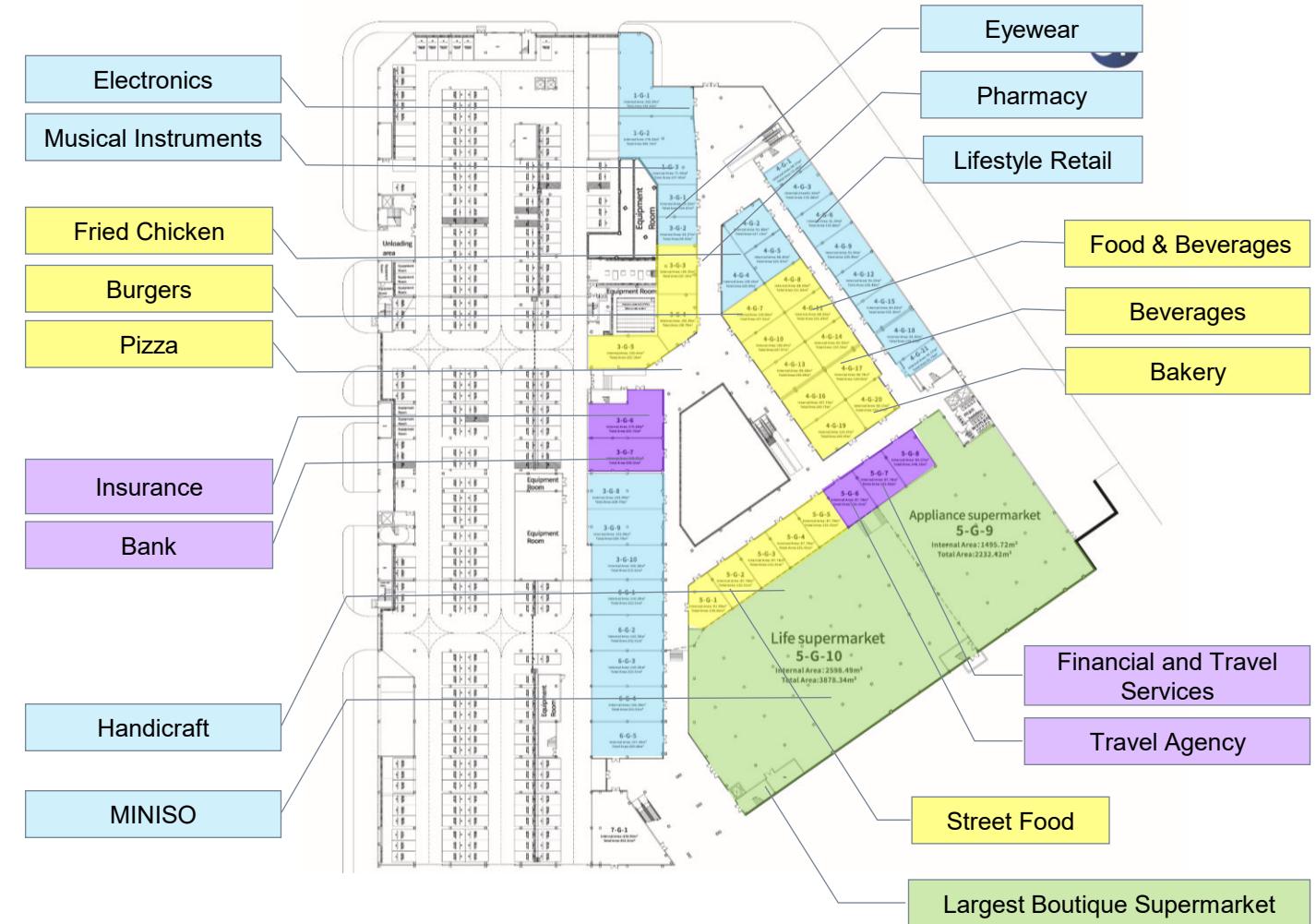
# Business Layout Plan

## G Floor

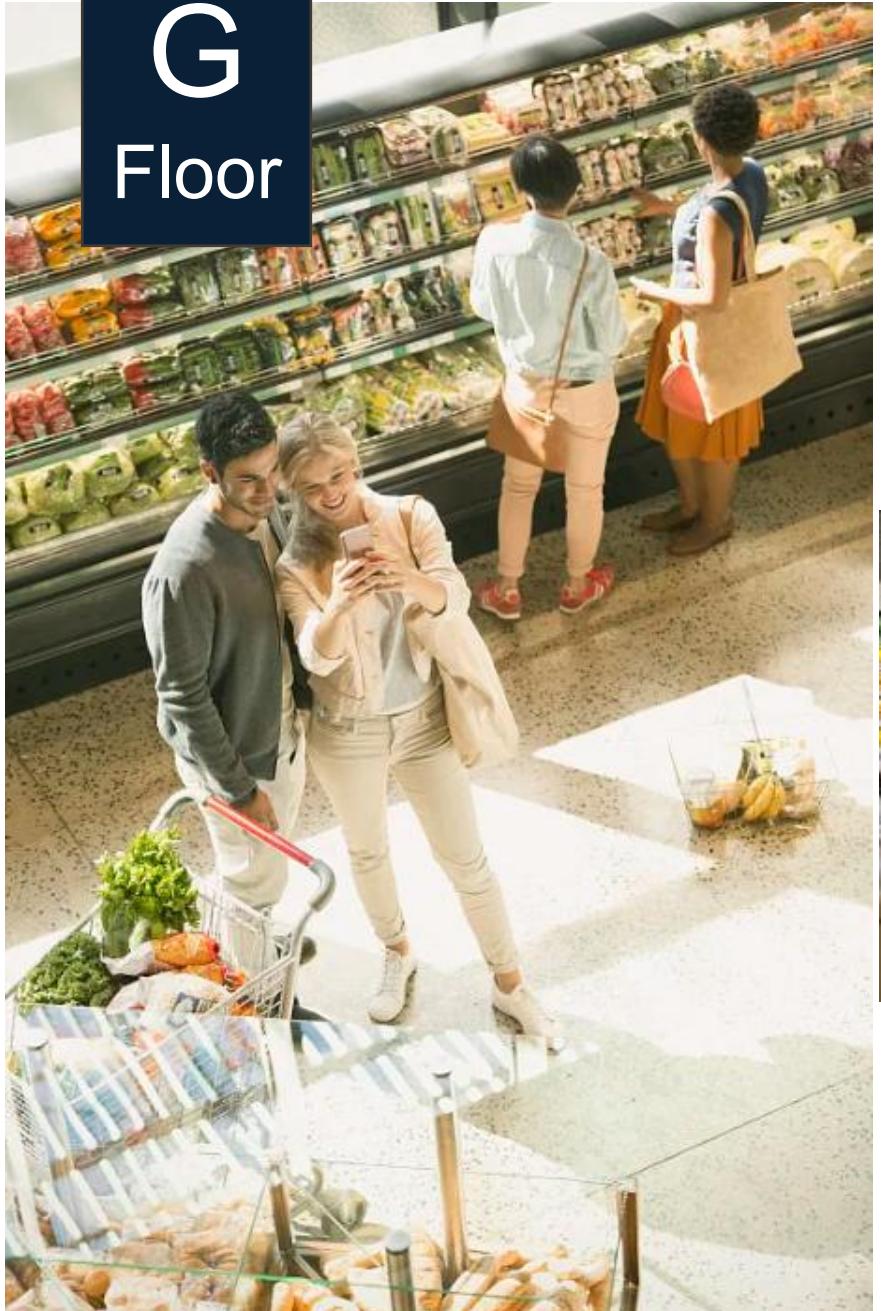
Electronics, Musical Instruments, Eyewear, Pharmacy, Lifestyle Retail, Handicraft, MINISO

Fried Chicken, Burgers, Pizza, Beverages, Bakery, Food & Beverages, Street Food

Financial and Travel Services : Bank, insurance, Travel Agency



# G Floor

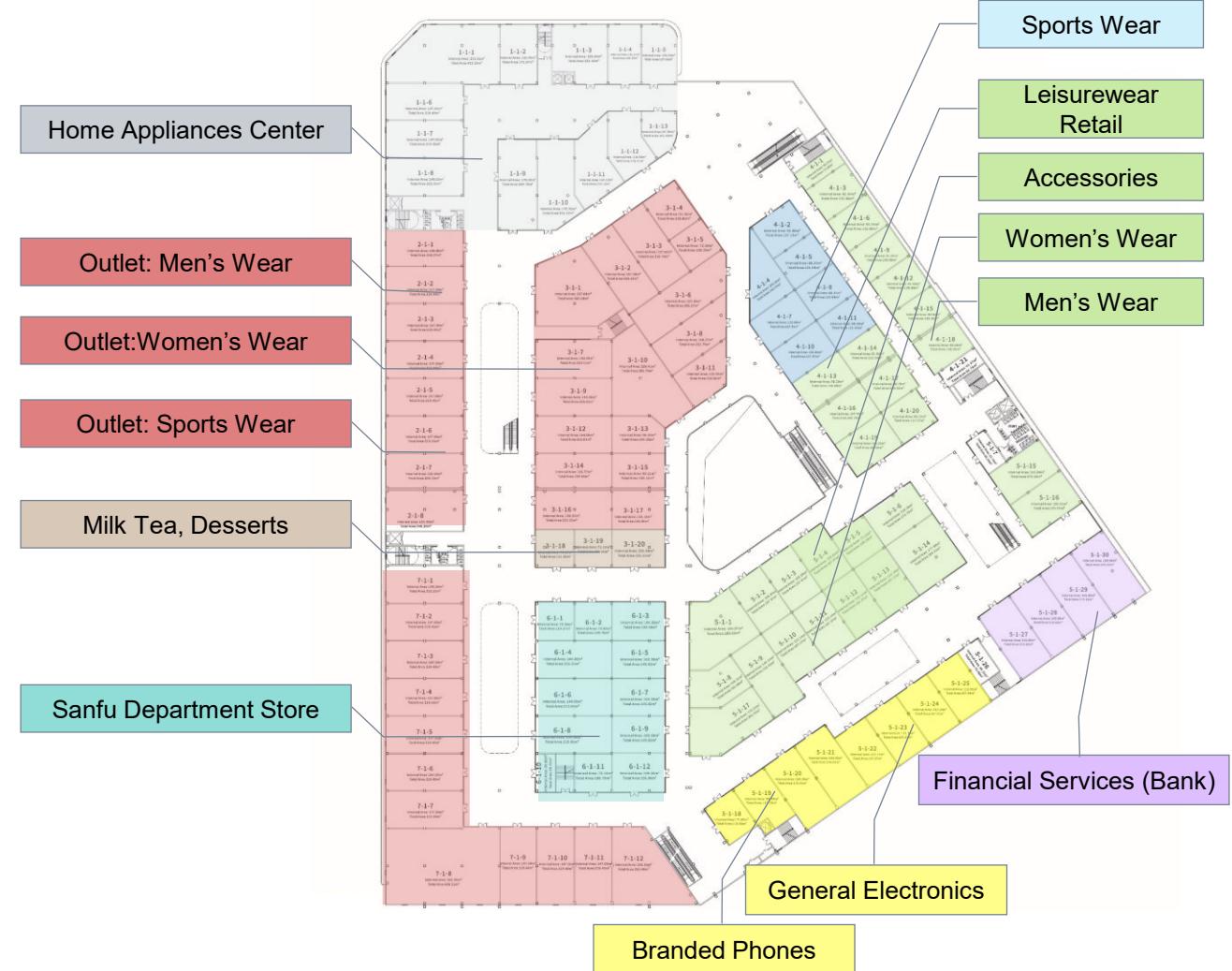


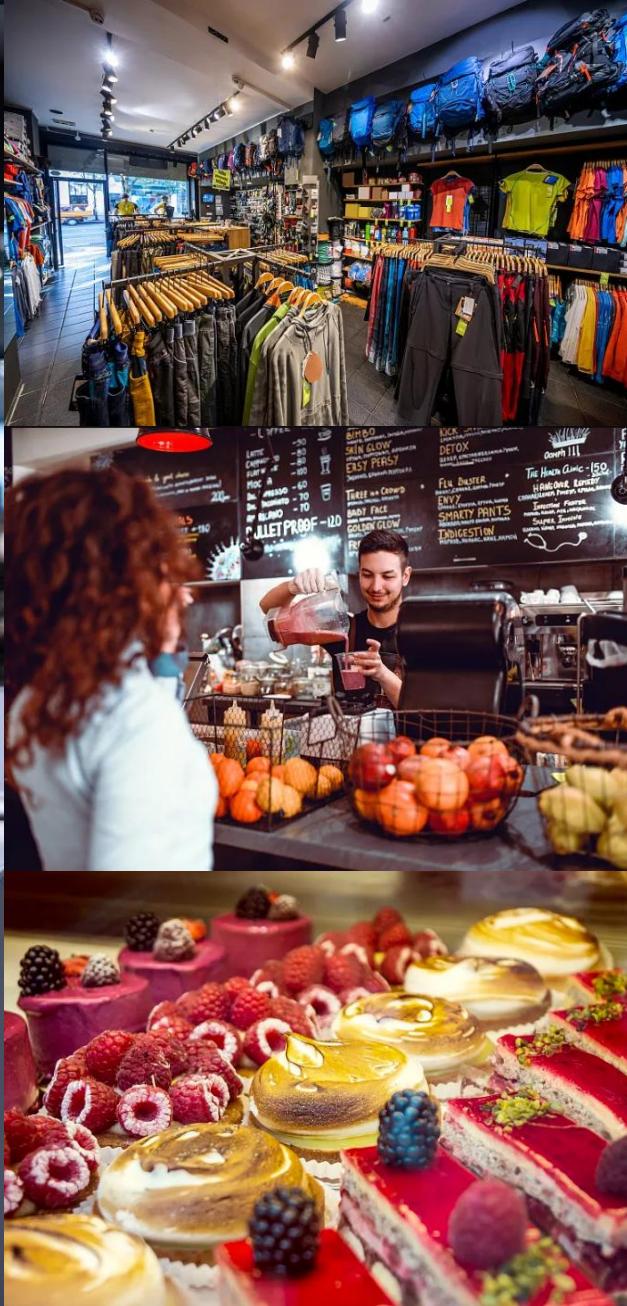
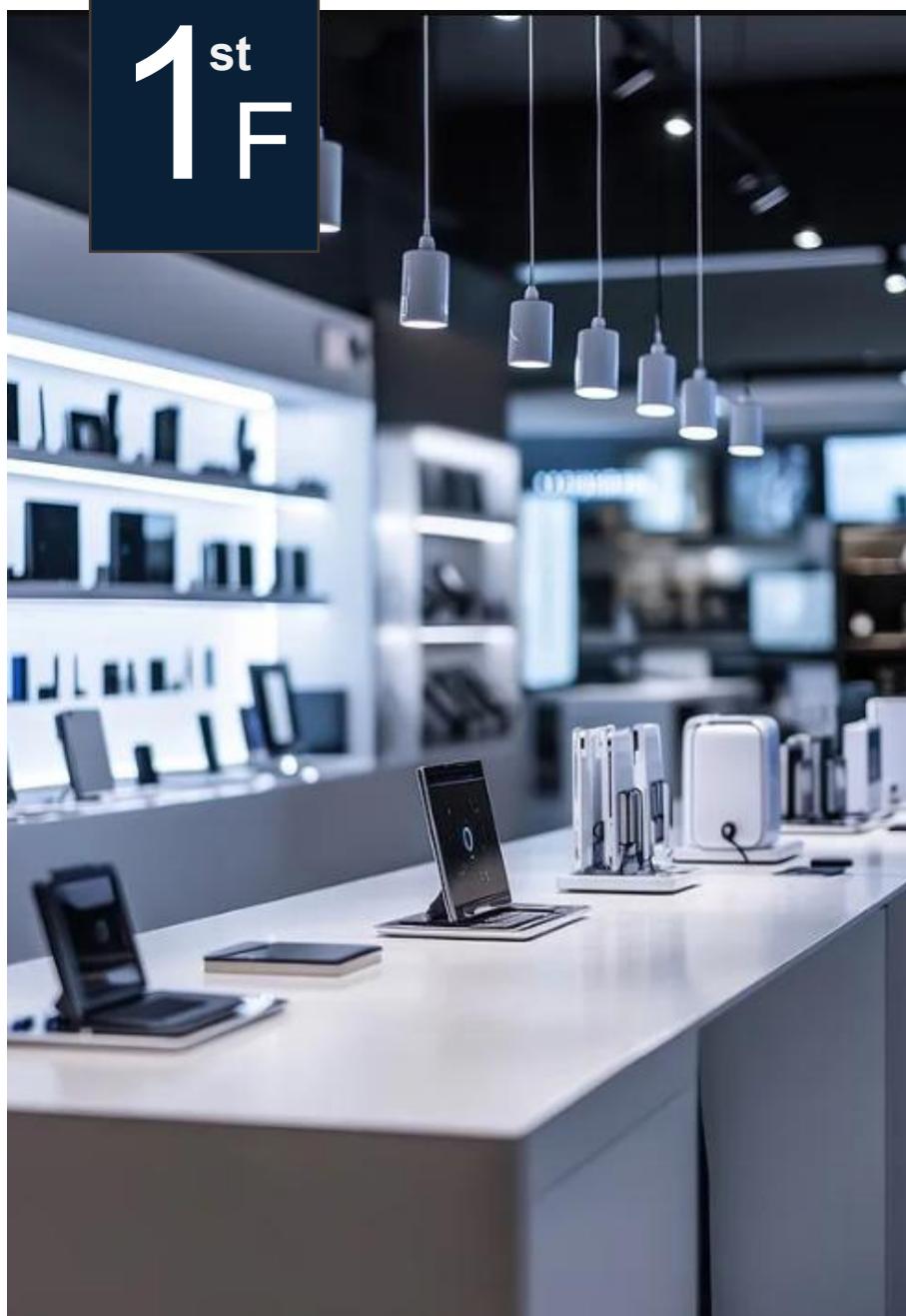
# Business Layout Plan

1<sup>st</sup>

## Floor South Wing

- Home Appliances Center
- Outlet: Men's Wear, Women's Wear, Sports Wear
- Financial Services (Bank)
- Sanfu Department Store
- Milk Tea, Desserts
- General Electronics, Branded Phones
- Women's Wear, Men's Wear, Accessories, Leisurewear Retail
- Sports Wear

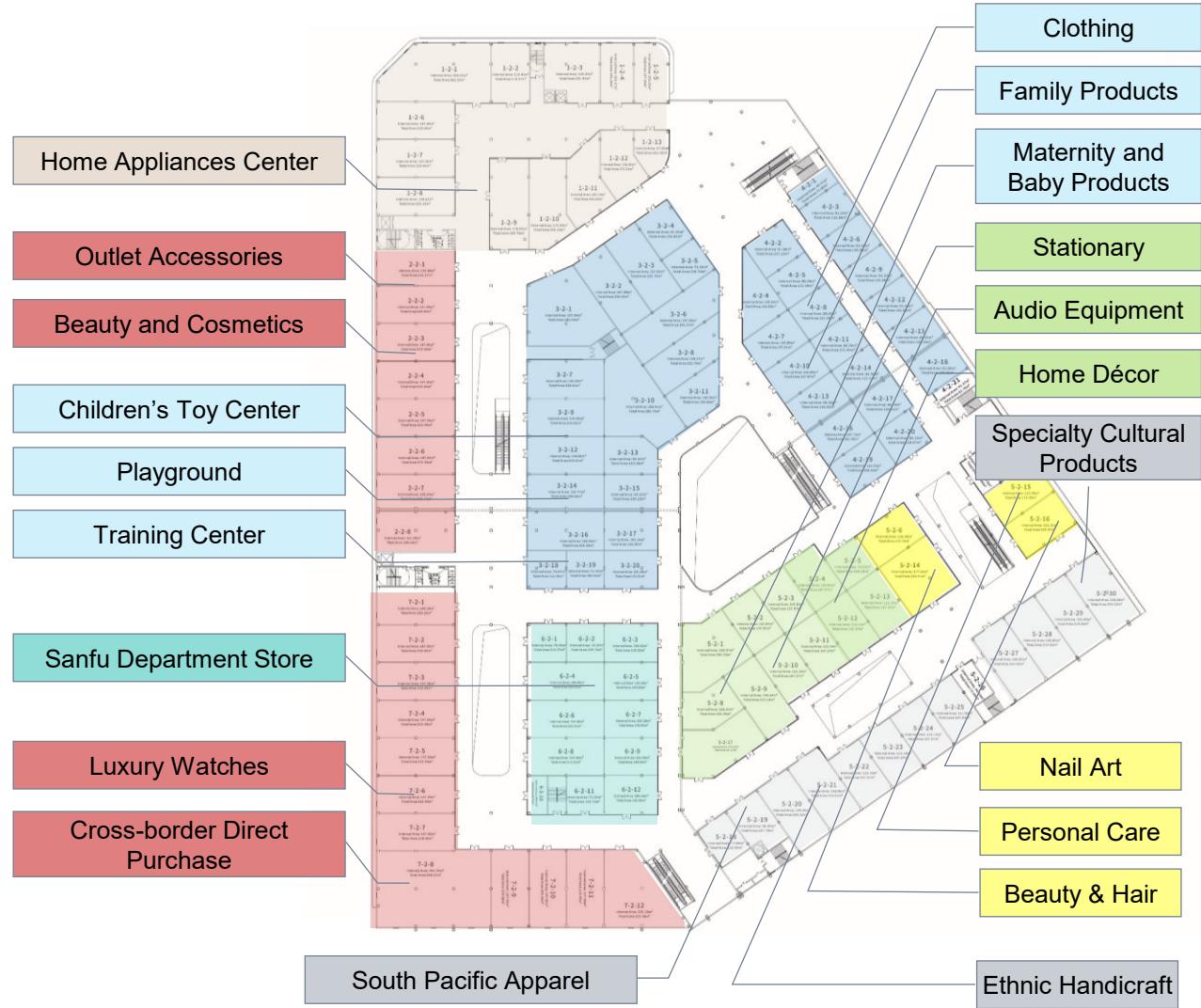




# Business Layout Plan

## 2<sup>nd</sup> Floor South Wing

- Home and Furniture Center
- Outlet Accessories, Beauty and Cosmetics, Luxury Watches, Cross-border Direct Purchase
- Children's Toy Center, Playground, Training Center, Clothing, Family Products, Maternity and Baby Products
- Stationary, Audio Equipment, Home Décor
- Sanfu Department Store
- South Pacific Apparel, Ethnic Handicraft, Specialty Cultural Products
- Nail Art, Personal Care, Beauty & Hair



2<sup>nd</sup>  
F



# Business Layout Plan

3<sup>st</sup>

## Floor South Wing



Health and Medical Center, Medical Aesthetics, Check-ups, Dental Clinic, Nutrition & Dietary Center



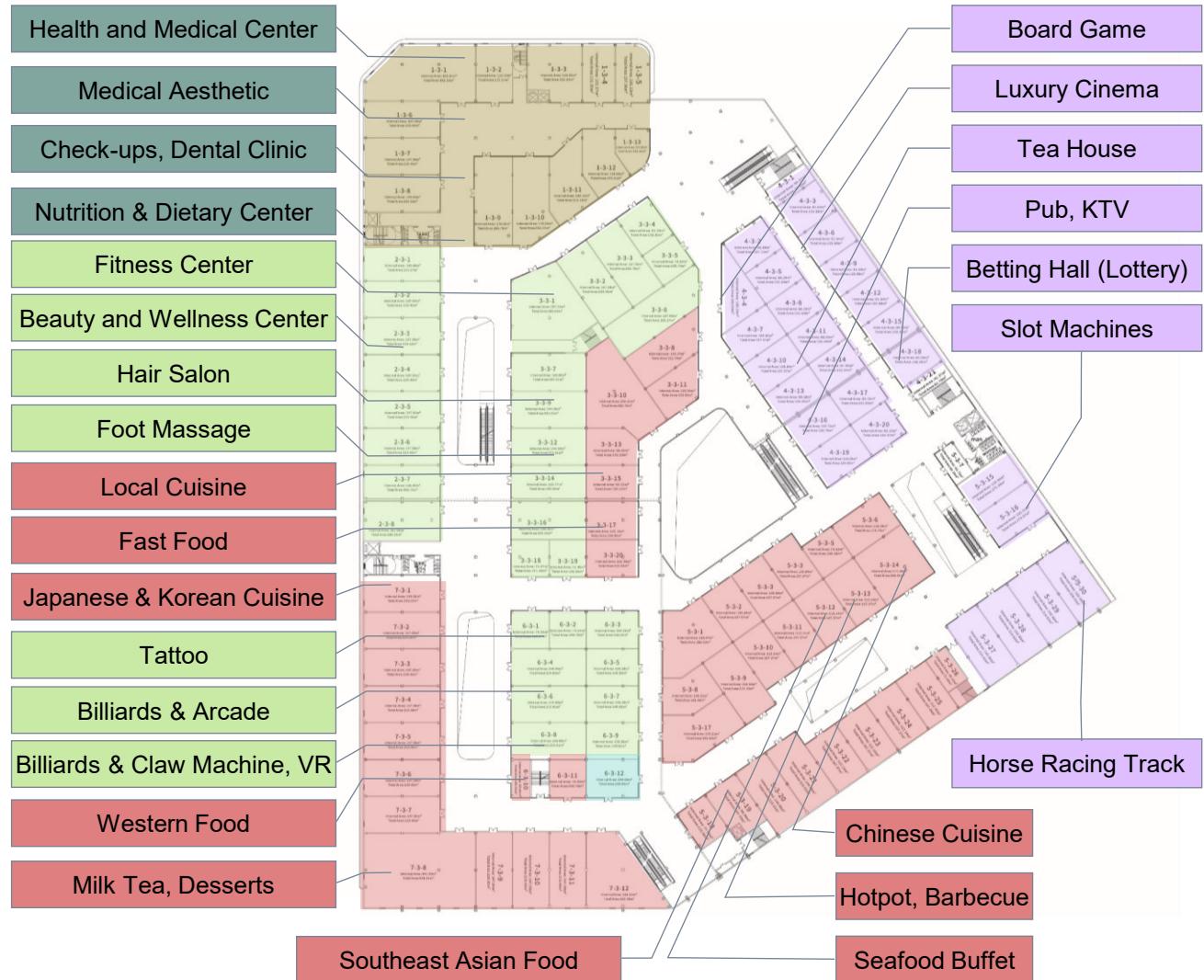
Local Cuisine, Fast Food, Japanese & Korean Cuisine, Western Food, Southeast Asian Food, Seafood Buffet, Hotpot, Barbecue, Chinese Cuisine



Beauty and Wellness Center, Fitness Center, Hair Salon, Foot Massage, Tattoo, Billiards & Arcade, Claw Machine, VR



Board Game and Tea House, Pub, KTV, Luxury Cinema, Arcade, Betting Hall (Lottery), Slot Machines, Horse Racing Track



3<sup>st</sup>  
F

