

The Government of the Hong Kong Special Administrative Region
Food and Environmental Hygiene Department

Expression of Interest Exercise

Transformation of the Stanley Waterfront Mart

12 February 2026

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Expression of Interest Exercise

Transformation of the Stanley Waterfront Mart

THIS IS NEITHER A PROCUREMENT
NOR A TENDERING EXERCISE

1. INTRODUCTION

- 1.1 The Stanley Waterfront Mart (the Mart), located at 20 Stanley Market Road, Stanley, Hong Kong, occupies a prime position along the picturesque Stanley waterfront. Managed by the Food and Environmental Hygiene Department (FEHD), the Mart (occupying an area of about 3,219 sq m) sits in an open-air space with significant potential for tourism and public enjoyment. Originally the Stanley Temporary Market, it was redeveloped and officially opened in 2007, featuring a design that combines a traditional market layout with a piazza, making it a vibrant public space. Initially, the Mart featured 20 stalls, which were allocated through open auction and included various stalls for catering, dry goods, wet goods, and outdoor seating areas for visitors. These offerings ranged from light refreshments, beverages, dry goods, meats, flowers, and newspapers, making it a versatile hub for both local residents and tourists.
- 1.2 The Mart is a public market specified in the Tenth Schedule of the Public Health and Municipal Services Ordinance (Cap. 132), with its operations governed by the Public Markets Regulation (Cap. 132BO). FEHD is responsible for overseeing the Mart's operations, ensuring compliance with environmental health and food safety regulations, and maintaining public order and cleanliness. Currently, management, cleansing, pest control and security services are provided by outsourced contractors at the Mart.
- 1.3 Historically, the Mart was put in place as an open space adjacent to the promenade, as part of the Government's improvement

works project at Stanley Waterfront, the Stanley Temporary Market, which sat in the middle of the open space has been relocated to the perimeter of the open space in the form of kiosks that provides al-fresco dining area at front to attract tourist. In recent years, foot traffic has declined, and the last long-term tenant returned the stall to FEHD on 1 September 2025. Since then, the FEHD has been letting out the available stalls through short-term tenancy (STT) agreements. One stall has been leased under an STT agreement effective from 1 January 2026.

- 1.4 To make a better use of the site, FEHD is exploring ways to rejuvenate the Mart to transform the Mart into a platform for promoting local heritage, culinary experiences, traditional crafts, and local brands, positioning it as a unique cultural and gastronomic destination that appeals to contemporary consumer preferences.
- 1.5 Photos of the current Mart, along with details on the size of each of the 20 stalls and the communal seating area, as well as available services provided by outsourced contractors, are provided in **Appendix I**.
- 1.6 FEHD is conducting this Expression of Interest Exercise (the Exercise) to gather feedback on the proposed transformation of the Mart. The objective of the Exercise is two-fold: (1) to assess the feasibility and viability of the proposed transformation, with consideration for consumer patterns and operational factors; and (2) to evaluate market interests in managing and operating the site under a Single Operator Management (SOM) model. The feedback collected will help inform decisions regarding the Mart's future direction.
- 1.7 FEHD hereby invites parties who may be interested in operating the Mart to provide a response to the Exercise. FEHD welcomes feedback on how the proposals can be adjusted to better meet the expectations of the local community and visitors, ensuring the Mart's long-term viability and effective operation.

2. FEHD's initial proposals

2.1 Introduction of the SOM Model

- 2.1.1 In an effort to test out various arrangements to optimize the operational efficiency, service quality, and stall occupancy of the Mart, FEHD intends to entrust the overall management of the Mart to a single private operator (Operator). The Operator will leverage market expertise and flexibility to implement innovative strategies in stalls curation, branding, and overall operational planning. By placing full management responsibility with the Operator, this model will help establish synergies across the Mart's offerings, such as food, retail, and promotional events, resulting in a more cohesive and dynamic marketplace.
- 2.1.2 Under the SOM model, the Operator will be granted management rights through a fixed-term agreement. The Operator will have substantial autonomy in deciding on the mix of stalls, setting fee rates, and determining terms and conditions based on market demand and visitor preferences. This level of flexibility will allow the Mart to offer a diverse array of culinary, cultural, and retail experiences that are reflective of contemporary consumer interests, while meeting FEHD's objective of revitalizing the Mart.
- 2.1.3 The Operator will be responsible for the Mart's daily operations, including but not limited to maintaining hygiene, safety, and overall management. These responsibilities will include overseeing the cleanliness of the venue, ensuring compliance with environmental hygiene, food safety and other applicable legal requirements and regulations, and maintaining a safe environment for both customers and stalls operators. To ensure consistent quality, these obligations will be clearly outlined in the agreement. FEHD will retain oversight through inspections to ensure adherence to legal and contractual requirements and key social objectives,

including food safety and hygiene standards.

2.1.4 Regarding the payment structure, FEHD is open to considering various options that interested party may propose, which include but are not limited to the following options:

(i) **Fixed Fee:** A fixed monthly fee arrangement.

(ii) **Revenue-based Contract:** A revenue-sharing model where the fee is a percentage of the Operator's profits, potentially starting after the break-even point.

FEHD invites feedback on the duration of the agreement and the payment options to ensure that they align with the Mart's long-term financial sustainability thereby attracting private sector participation.

2.2 Enhancing the communal seating area

2.2.1 The area directly in front of the stalls, currently designated as a communal seating area, will be incorporated into the Mart under the proposed transformation. The location of the communal seating area is provided in Appendix II. This change will provide the Operator with full control over the layout and design of this communal seating area, allowing for improved coordination and a seamless integration of seating, food offerings, and other services. The new arrangement will help create a more cohesive Mart environment, providing a more engaging and functional space for visitors. This strategic improvement will also enhance visitor flow and engagement, making the Mart a more attractive destination for relaxation and social interaction.

2.2.2 The current communal seating area features outdated furniture. The Operator may at its own cost, redesign this communal seating area to take advantage of the

surrounding sea view and relaxed atmosphere. By incorporating modern and comfortable seating options, such as beanbags, beach stools, and other creative furniture, the communal seating area will be transformed into an inviting and vibrant environment that encourages longer stays. This change aims to boost foot traffic, with a focus on enhancing the overall visitor experience.

- 2.2.3 FEHD is open to utilizing the communal seating area as outside seating accommodation for the food premises in the Mart, thereby expanding the range of food and beverage offerings and increasing the overall appeal of the Mart.

2.3 Food and beverages offerings

- 2.3.1 FEHD hopes to see an expansion of catering options available at the Mart to include coffee, snacks, and potentially alcoholic beverages. To diversify food offerings, the Operator may invite catering businesses to manage certain stalls. While the stalls are equipped with basic facilities, additional installations, including exhaust hoods and fans, may be required to meet operational and regulatory requirements. While the cost for installation will have to be met with the Operator, the Operator or its stalls operators will also have to comply with all relevant permissions and regulations in connection with the food business, including but not limited to those concerning food safety, environmental health, fire safety, and waste management. If the food business is expected to have a significant impact on the surrounding neighborhood, consultation with local stakeholders and relevant bureau/departments would be necessary to assess potential implications and ensure compliance with regulatory requirements.
- 2.3.2 In relation to the layout of the stalls, the Operator may, at its own cost, consider merging adjacent stalls within the same block to create larger, multifunctional units. This

would provide a more efficient and spacious preparation area for catering services. However, any material or structural modifications, such as removing partition walls, will be subject to approval by FEHD and other relevant departments.

2.4 Goods and Trade Services

- 2.4.1 FEHD is open to the idea of having some of the stalls selling a mix of local and traditional crafts, cultural products, and modern lifestyle goods. This would help create a market that reflects Stanley's heritage while also catering to the interests of today's visitors. Including local brands as stalls operators would give them the chance to showcase their products directly to customers, offering a variety of authentic, locally made goods, including traditional crafts, alongside contemporary items. This approach would make the Mart a more diverse and interesting destination for shoppers.

2.5 Cultural and Community Events

- 2.5.1 A wide range of cultural and community events could further enhance the vibrancy of the Mart. These could include themed evenings, such as "Craft and Dine Festival," which combine artisanal crafts with dining experiences. Other events could feature live music performances, small art exhibitions, and weekend markets. These activities will help increase foot traffic, promote community engagement, and reinforce the Mart's role as a cultural and social hub beyond its function as a traditional market. Such activities should be in compliance with the applicable legislation. The Operator should consult local stakeholders, and where required, seek approval from relevant bureau/departments, which will taking into account the nature and format of the proposed activities and their compatibility with the use of a Government venue, in

assessing potential implications and ensure compliance with regulatory requirements.

2.6 Designated Pet-Friendly Resting Area

2.6.1 To accommodate the growing number of pet owners in Hong Kong, FEHD is open to the idea of designating an area within the Mart as a pet-friendly resting area._ Similar pet-friendly zones have been successfully implemented at various open-air and waterfront venues in Hong Kong, such as certain café terraces, seaside promenades, and leisure facilities. These areas have proven effective in attracting steady patronage. By establishing a pet-friendly zone with appropriate management measures, the Mart can offer a relaxed, family-friendly environment while maintaining public health and hygiene standards.

2.7 Operating Hours

2.7.1 At present, given the limited number of stalls in the Mart, FEHD has standardized the opening hours for all stalls from 7 a.m. to 10 p.m. to minimize disturbances to nearby residents. The Operator may propose an alternative schedule to meet operational needs, subject to consultation with the local stakeholders as necessary.

3. EXPECTED OUTCOMES

3.1 The proposed transformation of the Mart is intended to achieve the following key outcomes:

- (i) **Increased Foot Traffic and Enriched Visitor Experience:**
The transformation aims to optimize the layout of the Mart, enhancing its functionality and visitor flow. By potentially offering a more diverse mix of food, retail, and/or cultural experiences, the Mart could appeal to a broader audience.

This redesign is expected to increase both local and tourist foot traffic, creating a more dynamic and engaging environment that encourages longer visits and increased consumer spending.

(ii) A Cultural Hub with Stronger Community Engagement:

The transformation is envisioned to reposition the Mart as a vibrant cultural destination that celebrates local heritage and craftsmanship. By incorporating local artisans, traditional crafts, and cultural events, the Mart will offer a distinct experience that reflects the community's identity, fostering a sense of belonging and encouraging repeat visits.

(iii) Operational Efficiency and Long-Term Financial Sustainability:

The introduction of the SOM model will ensure streamlined, efficient management of the Mart, enhancing operational effectiveness. This approach is expected to attract a diverse range of stalls, help avoid low occupancy rates by curating a balanced mix of stalls, improve profitability through strategic management, and reduce the reliance on public funds by fostering greater self-sustainability.

4. EXPRESSION OF INTEREST EXERCISE

4.1 A briefing session will be arranged for parties interested in the Exercise's requirements and the Mart's current conditions. To indicate your interest in attending, please complete the reply slip in Appendix III and return it to FEHD via email at stanley_eoi@fehd.gov.hk no later than **6:00 p.m. on 12 March 2026.**

4.2 Response to the Exercise

4.2.1 The Exercise seeks feedback on the proposed transformation proposals for the Mart, including suggestions for revitalizing the space and ensuring its

sustainability and viability. Interested parties who wish to participate in the Exercise could provide a response in the format stipulated at **Appendix IV** or in any format they find appropriate.

- 4.2.2 If an interested party chooses to adopt the format stipulated at **Appendix IV**, the respondent is encouraged to provide responses to as many questions as possible. While elaborately detailed submissions are not necessary at this stage, FEHD welcomes information on the respondent's capability and all other relevant views and suggestions on assisting FEHD carry out the transformation of the Mart.
- 4.2.3 Any interested party must return the response in 2 full sets by email (stanley_eoi@fehd.gov.hk), or by post or by hand to the FEHD (Environmental Hygiene Branch) at 45/F, Queensway Government Offices, 66 Queensway, Hong Kong on or before **12 June 2026 6:00 p.m.** In case it is submitted by post or by hand, it shall be placed in envelope(s) to be marked "Confidential" and labelled "Expression of Interest for the Transformation of the Stanley Waterfront Mart".

4.3 Disclaimer

- 4.3.1 This invitation is NOT a pre-qualification exercise to shortlist or pre-qualify any potential bidders for the operation and/or management of the Mart. The Exercise is not a tender exercise but a structured way to obtain feedback on possible options for the Government's consideration. Interested parties who do not submit any response to this Exercise will not be barred from taking part, or prejudiced against, in future bidding exercise, if any. Neither the Government nor any respondent will be bound by any response to the Exercise. Neither this invitation nor the Exercise constitutes any offer, agreement or basis of any contract in relation to the operation and/or management of the Mart between the Government and any respondent.

- 4.3.2 All information and views provided by respondents in the Exercise will not be individually identified and will NOT be considered in future tender/evaluation or other similar exercise(s), if any. The information gathered may be used by the Government, in the original form or in a modified form as may be considered appropriate by the Government in its absolute discretion, in formulating the way forward for the development and transformation of the Mart.
- 4.3.3 Each respondent should make its own independent assessment of the information contained in this invitation after making such investigation and taking such professional and other advice as may be prudent in order to assess the risks and benefits and to prepare its response for the Exercise. Respondents should not construe the contents of this invitation, or any other communication by or on behalf of the Government or any of its officers, representatives, agents or advisors, as financial, legal, tax or any other advice. Respondents should consult their own professional advisors as to financial, legal, tax or other matters concerning the Exercise.
- 4.3.4 This invitation is not intended to provide the basis of any investment decision and should not be considered as a recommendation by the Government or any of its officers, representatives, agents or advisors to any potential respondent to submit any responses.
- 4.3.5 Each respondent shall be solely responsible for the fees, costs and expenses incurred in preparing for and responding to the Exercise, or subsequent responses or initiatives on the part of any respondent or any communication with the Government. Respondents may be invited, at their own costs and expenses, to attend interview(s) or meeting(s) and arrange for presentation(s) to clarify any points made in their submission if necessary. The Government will under no circumstances be liable to any respondent for any such fees, costs, expenses, loss or damage whatsoever arising out

of or in connection with the Exercise, subsequent responses or initiatives, or any communication, interview(s) and/or meeting(s) between the Government and the respondent.

- 4.4 Some aspects of this invitation may require clarification, amplification or correction. The Government reserves the right without prior consultation or notice, to modify, amend and revise any provision of this invitation and to issue addenda to such effect at any time. Any addenda, amendments, additional information or changes to this invitation will be notified via email. No representation, warranty or undertaking is given by the Government as to the accuracy and completeness of any information provided or posted. The Government also reserves the right to suspend, postpone or cancel the Exercise at any time.
- 4.5 The Government reserves the right to contact the respondents to follow up, discuss, and/ or make clarifications on the responses and/ or invite their further ideas, views and suggestions. Respondents may be invited to interview(s) or meeting(s) relating to the Exercise as necessary. All information discussed will be recorded. Respondents are allowed to retain anonymity of the information discussed at the interview(s) or meeting(s) upon request. To ensure anonymity, all records of any such interview(s) or meeting(s) will be coded (e.g. Company ABC).
- 4.6 Respondents are asked to note that under the Licence (see paragraph 6.1 below) information provided during the Exercise including written responses and views and information obtained during subsequent communications and/or interview(s) or meeting(s) may be used or modified for use by the Government in drawing up the documentation for future tender/evaluation exercise(s), if any, and other purposes as provided in the Licence. Save and except for the uses contemplated in the Licence, all information and views provided in the Exercise will be kept in confidence.
- 4.7 For any matter relating to this invitation, please write to the FEHD by email to stanley_eoi@fehd.gov.hk. Interested parties should

note that the FEHD will only answer enquires of a general nature, and any statement, whether oral or written, made and any action taken by any Government officer or employee in response to any enquiry made by the respondent shall be for guidance and reference purpose only.

5. NOTES ON PERSONAL DATA PROVIDED BY RESPONDENTS

- 5.1 The personal data provided in the Exercise will be used by the Government for the purposes of the Exercise, consideration of any proposal in connection with the Mart and other related purposes, including but not limited to processing of any response and communication with the respondent. The provision of personal data in the Exercise is voluntary.
- 5.2 The personal data provided in the Exercise may be disclosed and transferred to other Government bureaux, departments or organisations for the purposes mentioned above as may be necessary.
- 5.3 The data subject has the right to request access to and to request the correction of the personal data as provided for in sections 18 and 22 of and data protection principle 6 of Schedule 1 to the Personal Data (Privacy) Ordinance (Cap. 486). The data subject's right to request access includes the right to request to be supplied with a copy of the personal data. A fee may be imposed for complying with a data access request.
- 5.4 Enquiries concerning the personal data collected in this Exercise, including the making of requests to access to and to correct personal data, should be addressed to:

Officer: Chief Executive Officer (Environmental Hygiene) Office
Address : 45/F, Queensway Government Offices
Fax no. : 2530 1368

6. INTELLECTUAL PROPERTY RIGHTS

- 6.1 Respondents are required to sign the Licence attached at **Appendix V** and return such signed Licence to the Government with their submissions. **Failure to return a signed Licence with a response will render the response not to be studied at all by the Government.**
- 6.2 For the purpose of the Licence, the Government agrees that it will upon demand by a respondent pay HK\$1 (as referred to in Clause [3] of the Licence) to the respondent.
- 6.3 For the avoidance of doubt and as provided in the Licence, the Government shall be entitled, without any further reference to or consent of the respondents, to disclose to any third party or to make copies of any or all of the responses in the Exercise and disclose to any third party any views, ideas and suggestions as discussed at interviews conducted for the purpose of considering or exploring the practicality of responses and to make copies of the records of such interviews, and to keep copies of the same for record purposes.

7. DISCLAIMER

- 7.1 No information or material received from the respondent will be returned.
- 7.2 While this invitation has been prepared in good faith, no representation, statement, warranty or undertaking is given by the Government that the information contained in this invitation is accurate, complete, comprehensive or to have been independently verified. Neither the Government nor any of its officers, representatives, agents or advisors accepts any liability or responsibility as to, or in relation to, the adequacy, accuracy and completeness of the information contained in this invitation or any other written or oral information which is, has been or will be provided or made available to any respondent; nor do they make

any representation, statement, warranty or undertaking, expressed or implied, with respect to such information or to the information on which this invitation is based. Any liability in respect of any such information or inaccuracy in this invitation or omission from this invitation is expressly disclaimed. In particular, no representation, statement, warranty or undertaking is given as to the achievement or reasonableness of any future projections, estimates, prospects or returns contained in this invitation. Nothing in this invitation nor any other written or oral information which is, has been, or will be provided or made available to any respondent should be relied on as a representation, statement, warranty or undertaking as to the intention, policy or action in future of the Government, its officers, representatives or agents.

- 7.3 This invitation is for seeking ideas, views and suggestions only and does not create any legal obligations on the Government. Nothing in this invitation constitutes any commitment by the Government to any respondent in respect of responses which may be submitted, nor does it guarantee that participation of external organisations will be implemented in any manner or form.
- 7.4 Should the Government proceed beyond this Exercise stage, the Government may conduct an open tender exercise or any other type of tendering or adopt any procurement strategy as the Government sees fit but the Government is not bound to do so.
- 7.5 The Government does not have any obligation to enter into any negotiations or discussions with any respondent in relation to the Exercise on an exclusive or non-exclusive basis.
- 7.6 In submitting a response to the Exercise, the respondent agrees to abide by the provisions of this invitation including all Appendices and the Licence.
- 7.7 Any respondent or potential respondent is deemed to have acknowledged the above provisions by taking any action whatsoever regarding this invitation.