

CHAIRMAN'S STATEMENT

主席報告



CHAIRMAN
主席

Mr. Ip Ki Cheung
葉紀章先生

Dear Shareholders, Successful Listing

On behalf of the Board of Directors (the "Directors") of Kenfair International (Holdings) Limited ("Kenfair International" or the "Company"), and its subsidiaries (the "Group"), I am delighted to report that the Group's shares commenced trading on the Stock Exchange of Hong Kong ("SEHK") on 10 April 2002, with the issue of 82,800,000 shares, raising proceeds of approximately HK\$40,252,000. It is also a great pleasure to present our first annual report to you. We have recorded promising growth with profit reaching HK\$45,637,000, exceeding our profit forecast in our prospectus dated 25 March 2002.

From modest but determined beginnings in Hong Kong in 1991, our beliefs and commitment – "A gateway to achieve business opportunities" – are reflected in our vision, our mission and our core values. Given our listing status, we are now empowered to explore more lucrative and potential business opportunities, both locally and internationally.

Industry Overview

Exhibitions are a powerful, flexible and highly cost-effective business tool bringing buyers and manufacturers together to promote their trading activities, which creates a significant impact on both local and national economies. The many benefits of exhibitions are particularly visible in a depressed economy when manufacturers need increased visibility and exposure to overseas buyers. Exhibitions and trade shows provide a direct catalyst for industrial and commercial development by stimulating foreign investment and enhancing regional profiles. At the same time, they provide a vital ingredient in the marketing mix, promoting inter- and/ or intra-regional trade.

致各股東： 成功上市

本人謹代表建發國際（控股）有限公司（「建發國際」或「本公司」）及其附屬公司（「本集團」）的董事會（「董事會」），欣然宣佈本集團股份於二零零二年四月十日在香港聯合交易所有限公司（「港交所」）正式掛牌上市，並透過發行82,800,000股股份，集資約港幣40,252,000元。本人亦十分高興向各股東提呈自本集團上市後首個全年業績報告。於年內，本集團業務錄得強勁增長，盈利達港幣45,637,000元，高於二零零二年三月二十五日招股書所載的盈利預測。

建發國際自一九九一年在香港成立至今，一直貫徹本集團之信念以及對客戶的承諾——「貫通經貿之門」——正能充份反映我們的發展目標、宗旨及主導思想。憑藉本集團的上市地位，我們現更積極於本地及海外尋找更豐盛的發展商機。

行業回顧

展覽會乃一種強勁、富靈活性及具成本效益的途徑以連繫買家及廠商，從而促進貿易活動，並能為當地及全球經濟帶來鉅大的貢獻。在經濟不景時其作用尤其顯著。展覽會及貿易展為工商業發展最佳的催化劑，能刺激跨境投資活動，更有助提昇地區的知名度。與此同時，貿易展覽會亦是市場推廣活動中不可或缺的一環，能有效地推廣地區間及／或地區內之貿易活動。

However, there are a number of exhibition organizers who fail to meet international exhibition standards, in terms of scope of operation, exhibition scale, quality and numbers of exhibitors and buyers, or logistic arrangements; even worse, these unqualified exhibitions have ruined the industry reputation and affected exhibitors' confidence in other exhibition organizers. As the only exhibition organizer listed on the main board of the SEHK, Kenfair International is forging ahead with our corporate mission to become an industry leader by giving full devotion to our service pledges. This ongoing service commitment promotes the reputation of the exhibition industry in Hong Kong, as well as its status as an international exhibition capital.

Kenfair International.....

In view of the many exhibitions with diverse themes emerging in the market, it is of vital importance to participate in a quality exhibition organized by a reliable and experienced exhibition organizer to achieve "real" economies of scale.

Over the years, we have established a global reputation in this field.

Established in 1991, Kenfair International has been driven by the mission to act as a bridge linking both manufacturers and international buyers in the marketplace, identifying their needs with the provision of a diverse range of exhibition services. In 1992, we held our first trade fair, Hong Kong International Toys & Gifts Show. In 1993, we successfully launched the first Asian Gifts Premium & Household Products Show as a concurrent event. Now collectively known as the "October Shows", which are held on a yearly basis. We strategically focused on toys, gifts, premium and household industries that accounted for Hong Kong's largest total exports. This strategic exhibition focus has brought thousands of exhibitors and visitors flocking into the city, making the October Shows as one of the most important events in the global exhibition calendar.

然而，若干展覽會主辦機構無論在營運模式、展覽會規模、參展商與買家的質素及數目，以至物流安排等各方面均未能達至國際級水平，實有魚目混珠之嫌。更甚者，這些欠缺水準的展覽會不但損害整體展覽行業的形象，亦影響參展商對其他主辦機構的信心。作為首間於港交所主板上市的展覽會主辦機構，建發國際矢志貫徹始終，朝著我們的發展方向及堅守我們對客戶的服務承諾，成為展覽業的典範。此一貫的服務承諾有助提昇香港展覽業的聲譽，以及奠定其國際展覽中心的地位。

建發國際.....

鑑於市場上出現了許多不同主題的展覽會，參展商或買家應謹慎地選擇參與由經驗豐富和信譽良好的主辦機構舉辦的展覽會，以取得真正的經濟效益。

多年來，建發國際已在展覽業內建立了顯赫的地位。

自一九九一年成立以來，建發國際一直以作為廠商及海外買家的橋樑為宗旨，並透過了解他們的需要而提供多元化的展覽服務。於一九九二年，我們成功舉辦首屆「香港國際玩具及禮品展」。翌年，我們同期舉辦第一屆「亞洲贈品及家居用品展」，統稱為「十月份展覽會」，並於每年舉行此兩項展覽會。本集團特別針對香港最大出口行業，並以玩具、禮品、贈品及家居用品為展覽主題。此獨特的主題焦點令每年「十月份展覽會」能吸引數以萬計的參展商及買家參與，成為全球眾多展覽會其中的一項盛事。

As an international exhibition capital, Hong Kong is blessed with a comprehensive and efficient infrastructure supported by top-level auxiliary services, including finance and banking, transportation, accommodation, entertainment, as well as its excellent trading systems. Together with its enviable location as the regional hub, the exhibition industry in Hong Kong is mature and has evolved into one of the growth pillars of the economy.

Reflecting the international nature of the exhibition business and leveraging our expertise in the industry, we decided to step beyond Asia and launched our first overseas trade show, Asia Expo, in London in February 2001. The Asia Expo is specifically designed for Asian manufacturers to meet new and potential global buyers, who travel within Europe to attend similar shows around the peak buying season and are looking for top quality products from Asia at competitive prices. This "one-stop shop" service approach provides a diverse gathering, with all the Asian exhibitors under one roof, enhancing buyer convenience, and more importantly, generating excellent business opportunities for both exhibitors and buyers.

Future Opportunities

Signs of global economic recovery are emerging. With growing trade and increasing consumerism around the world, exhibitions will become one of the most important, effective and prevalent tools to promote trade. Kenfair International's prospects are expected to provide an excellent reflection of Hong Kong's trading activities.

Looking ahead, we see increasing momentum for future growth. Feasibility studies for our new shows are proceeding smoothly. Building on the proven success model of Asia Expo, we are planning to replicate the event and host a trade fair exclusively for Asian manufacturers in Las Vegas, the United States, in 2003.

To demonstrate our commitment to diversify the themes of our shows, we are organizing an Asian Food Fair in Hong Kong at the end of 2003. Also mindful of overseas expansion opportunities, we will be hosting an Asian Gems and Jewellery Show in Bangkok, Thailand in 2004.

作為國際展覽中心，香港配備完善及高效率的基礎建設，以及高質素的配套服務，包括金融及銀行業、運輸、酒店住宿、娛樂設施和卓越的商貿制度。加上優越的地理位置，香港的展覽業已漸趨成熟，並成為本港經濟增長的重要支柱之一。

為了彰顯展覽業國際化的特質，及善用本集團豐富的行業經驗，我們決意衝出亞洲，在二零零一年二月於倫敦舉行本集團首個海外展覽會—「亞洲博覽會」。「亞洲博覽會」專為亞洲廠商提供推廣產品的渠道，使他們直接接觸於採購高峰期雲集歐洲參觀同類型展覽會的新及潛在買家；這些買家均希望以相宜價格搜購向以質優價廉見稱的亞洲產品。此一站式的服務模式不但把所有來自亞洲地區的參展商齊集一起，為海外買家提供便利，更重要的是「亞洲博覽會」為參展商及買家締造一個直接促成貿易的黃金機會。

未來發展

全球正湧現經濟復甦的跡象，隨著全球貿易活動日趨頻繁，以及消費活動不斷加強，展覽會將會成為其中一個最重要、最有效且最廣為認同的貿易推廣工具。建發國際未來的業務發展將能充分反映香港的商貿活動。

展望未來，我們預見許多發展空間。目前，本集團正為新展覽會進行可行性研究。建基於「亞洲博覽會」取得莫大的成就，本集團正計劃套用「亞洲博覽會」的營運模式，於二零零三年在美國拉斯維加斯舉辦專為亞洲廠家而設的同類型展覽會。

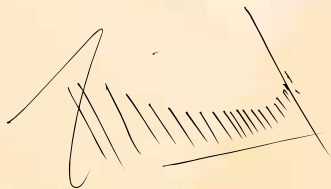
為了實踐本集團銳意開拓多元化展覽會的承諾，我們將於二零零三年底在香港舉辦「亞洲食品展」。此外，建發國際亦躊躇滿志，積極尋找拓展海外市場的機會，並計劃於二零零四年在泰國曼谷舉辦「亞洲珠寶展」。

A significant factor in our future development will be the splitting up of the October Shows into two separate shows in 2004, to cater for the growing needs of our swelling list of exhibitors.

Additionally, we are always on the look out for new services to improve our exhibition activities. Meeting the needs of our eager and highly diverse customer base, we will continue to enhance our service quality by offering a wider range of value-added services. For instance, an online sourcing platform will create stronger synergies for our traditional but vibrant business.

Appreciation

On behalf of the Board, I would like to take this opportunity to express my gratitude to our customers, suppliers, bankers, business associates and shareholders for their continuous support. I would also like to thank our staff for their hard work. Our success is a direct result of their unique talents and loyalty. They share our passion and for this, I owe them countless thanks. Their important contribution to the year's results is fully appreciated. It is their spirit that drives Kenfair International to greater achievements.



Ip Ki Cheung
Chairman

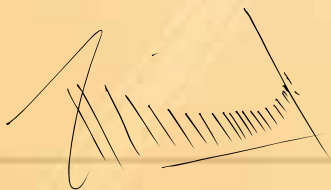
Hong Kong, 17 June 2002

本集團未來其中一個主要的業務發展將為於二零零四年把「十月份展覽會」分成兩個獨立之展覽會，以滿足不斷激增的客戶需求。

此外，我們亦會繼續推出嶄新服務以改善現時的展覽範疇。為了迎合各個客戶的需求，我們將會引入多項增值服務以提高本集團的服務質素，如開發網上電子商貿平台，將為傳統的展覽業務加入高新科技元素，以產生協同效應。

致謝

本人謹代表董事會藉此機會向各客戶、供應商、往來銀行、業務夥伴及股東多年來的支持致以衷心的謝意。本人亦感謝各位員工的努力，建發國際的成功絕對有賴他們的專業知識及對本集團的忠誠。他們與建發國際並肩作戰，本人謹此再向他們致以萬二分謝意。他們的付出驅使本集團於今年內錄得如此佳績，值得讚揚。他們的專業精神將會推動建發國際邁向更璀璨的領域。



主席

葉紀章

香港，二零零二年六月十七日