

# FUTURE DEVELOPMENT, PLANNING & STRATEGY

## 未來發展動向

In view of the growing economic value of trade fairs and exhibitions, we see a number of exciting opportunities where we can leverage our knowledge, expertise and experience in the exhibition industry, to develop new lines of business.

### Expansion of October Shows

Over the years, the October Shows has experienced constant growth, both in terms of the scale and number of participants. In the past two years, the October Shows has reached saturation point in terms of the exhibition space available at the Hong Kong Convention and Exhibition Centre. To cater for the growing demand from exhibitors and visitors, we are assessing the possibility of splitting the October Shows into two separate shows in October 2004.

### Development of New Shows

Kenfair International is constantly seeking to expand its horizons, diversifying our exhibition themes and enhancing the scale of our operations by building on our profound experience and expertise in the exhibition industry. This knowledge has given the Group the unique and ongoing ability to create new shows while entrenching our foothold in the region.

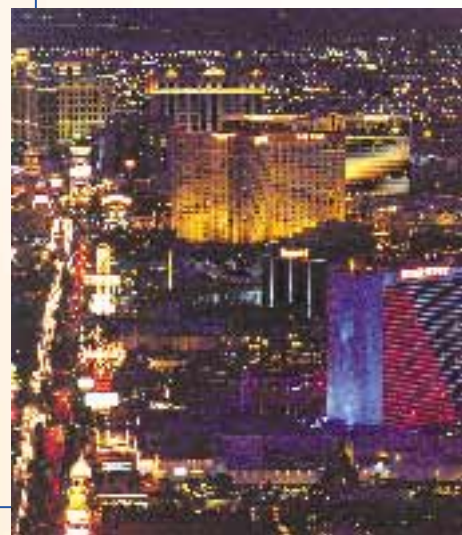
鑑於貿易展覽會的經濟價值不斷提升，我們預期將有許多商機湧現。憑著我們在展覽業多年的專業知識及經驗，為本集團未來的發展掀起新的一章。

#### 擴展「十月份展覽會」

多年來，「十月份展覽會」的展覽規模及參與人數均保持穩定增長。在過去兩年，由於「十月份展覽會」已佔用了香港會議展覽中心內所有可供使用的展覽場館，參展單位數目已達飽和。為應付參展商及買家人數的不斷上升，本集團正研究在二零零四年把「十月份展覽會」分拆成兩個獨立展覽會的可行性。

#### 開發新展覽會

透過在展覽業內擁有多年的經驗及豐富的知識，建發國際不斷開拓新的業務領域、積極尋求多元化展覽主題，以及壯大業務規模。有見及此，本集團應用本身獨特的營運模式開發新展覽會，銳意壯大本集團在國際展覽市場上之地位。



## 2003 Las Vegas Show

Building on the success of Asia Expo in London, Kenfair International's first overseas trade fair, the Group is planning to introduce Asia Expo in Las Vegas, the United States, with the same business model and theme by August 2003.

The sales and marketing teams are proactively aggregating industry information and conducting comprehensive market studies. As research reveals, Las Vegas excels at organizing large scale exhibitions, with the fantastic exhibition halls and auxiliary services, comparing with other metropolitan cities in the United States, such as New York and Chicago. August is the traditional peak buying season for Americas. Together with our huge database of over 300,000 international buyers and manufacturers in the toys, gifts, premium and household sectors, we strongly believe that the **Las Vegas Show** will further extend the Group's global reach in the long run.

## 2003 拉斯維加斯展

鑑於本集團在倫敦舉行之首個海外展覽會「亞洲博覽會」得到空前成功，建發國際計劃於二零零三年八月在美國拉斯維加斯舉辦「亞洲博覽會」，形式及主題將與現時於倫敦舉行的「亞洲博覽會」相同。

本集團之營業部及市場推廣部員工正積極搜集市場資訊及進行廣泛的市場研究。跟據研究資料顯示，由於拉斯維加斯擁有理想的展覽場館及配套設施，較美國其他城市如紐約及芝加哥更為適合舉辦此項展覽會。八月份正值美洲買家採購旺季，加上本集團擁有超過300,000個玩具、禮品、贈品及家居用品業國際買家及廠商的資料，因此我們深信**拉斯維加斯展**將會是建發國際進一步擴展國際市場的另一代表作。



## 2003 Asian Food Fair

Hong Kong has been praised as a Food Paradise due to its advantageous location as a meeting point for East and West in the Asia Pacific Region. It is also an important distribution center for food imports and exports in the Asia region and worldwide markets. In view of the prevailing food fair catered for general consumers, Kenfair International is planning to organize the **Asian Food Fair** in Hong Kong in 2003 and position it as the only annual food fair for trade visitors with exclusive coverage for the Asian food industry. Leveraging our database with over 13,000 potential manufacturers and 48,000 buyers, we will strive hard to recruit industry players from the Asian region.

## 2003 亞洲食品展

香港位於亞太區東西交匯處，華洋共處，享有「美食天堂」美譽。此外，香港亦是亞太區及全球食品市場進出口分發中心。有見香港現有的食品展覽會主要針對普羅大眾，故本集團計劃於二零零三年在香港舉辦「亞洲食品展」。建發國際將把「亞洲食品展」定位為香港唯一每年定期專為亞洲食品業界人士及貿易商舉辦的展覽會。透過本集團現有資料庫內超過13,000個潛在廠商及48,000名買家的資料，本集團將會積極招攬亞洲各地區的廠商及買家參與。



## 2004 Asian Gems and Jewellery Show

Thailand's strategic location as a regional hub for the manufacturing and export of gems and finished jewellery is supported by its excellent infrastructure, world-class exhibition venue and extensive air transportation network, which is an ideal place to organize professional trade fairs. In addition to the superb exhibition halls located in Bangkok, the national capital possesses luxurious hotels, as well as different leisure facilities and tourist trails. The great amusement provides international buyers and manufacturers a leisure time during the business trip. June is traditionally the buying season for jewellery. Driven by the mission to expand overseas market, and building upon our strong connections with sales agents in the region, plus our database of over 40,000 buyers and 15,000 potential manufacturers, Kenfair International will launch the **Asian Gems & Jewellery Show** in Bangkok, Thailand, in June 2004, specially catered for industry players.

### 2004 亞洲珠寶展

泰國是亞洲區內寶石及珠寶製成品主要製造及出口中心，並擁有優良基建設施、世界級展覽場地及完善航空交通網絡，是舉辦專業貿易展覽會最理想的地方。泰國首都曼谷除了擁有國際級展覽館外，更有眾多頂級酒店林立於區內。此外，曼谷更以擁有休憩消閒設施及著名旅遊景點而聞名於世，使國際買家及廠商在締結商機之餘，亦能享受多姿多采的消閒活動。由於每年六月皆是珠寶首飾的採購季節，加上本集團希望拓展海外市場，故建發國際憑藉與區內銷售代理密切的聯繫，已建立超過40,000名買家及15,000名潛在廠商的資料，本集團覬覦此黃金檔期，並計劃於二零零四年六月在泰國曼谷舉辦專為業內人士參與的「亞洲珠寶展」。

## Grasping the potential arising in the PRC

Recognizing the huge potential in the PRC market and Shanghai's potential to become a major trade exhibition center in the country, we set up a representative office in Shanghai in 2000. Our China Department is devoted to gathering industry-wide information and establishing a bonding relationship with the exhibitors, paving the way to the opportunities arising in the PRC's accession into WTO. We will benefit from our first-mover advantage once restrictions on the foreign ownership of exhibition organizing rights have been released. In the meantime, the China Department spends a great deal of effort in conducting research on the exhibition market in the PRC. As at the latest applicable date, we have accumulated to more than 80,000 listing of manufacturers and buyers from Mainland China in our database.

## Towards an online trade facilitation

Leveraging the benefits of the information age, the Group is planning to establish a multi-function and advanced online sourcing platform for manufacturers and buyers. Building upon our industry specialization in toys, gifts, premiums and household products over the years, we have established a huge database of over 300,000 international buyers and suppliers across Asia. The e-marketplace will mobilize this database to boost trading opportunities by providing value-added services to our online and offline manufacturers and international buyers as it will be available around the clock on the Internet, to further complement our traditional exhibition business as well as broaden the revenue base for Kenfair International.

## Conclusion

In conclusion, with our exciting development plans in place, Kenfair International will continue to make innovations to improve our services for both international buyers and manufacturers, who share our beliefs and our commitment. Looking ahead, we will increase our tempo, moving towards our goal to become the leading exhibition organizer in the world.

### 抓緊中國市場的機會

窺準中國這龐大的市場以及上海成為國內主要的展覽中心之潛力，本集團早已於二零零零年在上海設立辦事處。本集團的中國市場部搜羅有關在國內舉辦展覽會的市場訊息，並與當地業界人士建立良好的關係，作好準備以迎接中國入世後所帶來的業務發展商機。期待當中國政府放寬對外商在國內主辦展覽會之管制後，建發國際可享先驅優勢。與此同時，本集團的中國市場部已著力研究國內展覽業市場之發展商機。現時，本集團的資料庫已儲存超過80,000個中國大陸廠商及買家的資料。

### 網上電子商貿平台

在這資訊爆炸年代，本集團正計劃為廠商及買家建立一個多功能及先進的網上電子商貿平台。建基於我們多年來在玩具、禮品、贈品及家居用品業之經驗，本集團已擁有超過300,000個國際買家及亞洲廠商的資料。網上電子商貿平台能提供廿四小時全天候服務，為本集團在線及傳統的廠商及海外買家提供增值服務，與傳統展覽業務產生協同效應；與此同時，亦為建發國際開拓新的收入來源。

### 總結

總括而言，基於本集團未來的發展大計，建發國際會繼續為我們的海外買家及廠商提供具創意的服務，以提高服務質素。展望未來，我們會加快步伐，進一步實踐成為世界首屈一指的展覽會主辦機構的目標。