

DIRECTORS & SENIOR MANAGEMENT PROFILE AND MAJOR DEPARTMENTS

董事、高級管理層及主要部門簡介

EXECUTIVE DIRECTORS

Mr. Ip Ki Cheung, aged 45, is the founder of the Group and Chairman of the Company. He was appointed as Director on 16 January 2002. Mr. Ip is responsible for the overall strategic planning and development of the Group. He has over 20 years of experience in the plastic and trade show industries. He is the first Vice Chairman of the Hong Kong and Kowloon Plastic Products Merchants United Association and has been voted to be the chairman of that association, commencing from March 2002. He holds a bachelor's degree in commerce from Concordia University, Canada.

Mr. Cheung Shui Kwai, aged 43, is the Managing Director. He was appointed as Director on 16 January 2002. He joined the Group in 1991 and is responsible for the operations and overall management of the Group. He has over 10 years of experience in marketing and trade show organization.

Mr. Chan Siu Chung, aged 41, joined the Group in 1991 and is responsible for the customer service and public relations of the Group. He was appointed as Director on 16 January 2002. He has over 10 years of experience in the trade show industry.

執行董事

葉紀章先生，45歲，為本集團創辦人兼本公司主席，於二零零二年一月十六日獲委任為董事，負責本集團整體策略規劃及發展。彼於塑膠及貿易展覽業累積逾20年經驗，為港九塑膠製造商聯合會會董，並自二零零二年三月開始，獲選為主席。彼持加拿大康哥迪亞大學 (Concordia University) 商務學士學位。

張瑞貴先生，43歲，為本集團董事總經理。彼於一九九一年加入本集團，於二零零二年一月十六日獲委任為董事，負責本集團營運及整體管理。彼於市場推廣及貿易展覽會方面累積10年經驗。

陳兆忠先生，41歲，於一九九一年加入本集團，負責本集團客戶服務及公共關係，於二零零二年一月十六日獲委任為董事。彼於貿易展覽業累積逾10年經驗。

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Wong Tat Tong, aged 48, joined the Company on 22 February 2002. He holds a diploma in Accounting from the Hong Kong Baptist College (now known as Hong Kong Baptist University). He is the Chairman and the Managing Director of Tsit Wing International Holdings Limited, the securities of which are listed on the Singapore Exchange Securities Trading Limited. He is also a Permanent Honorary President of the Hong Kong Foodstuffs Association and the Vice Chairman of the Hong Kong and Kowloon Provisions, Wine & Spirit Dealers' Association. He is a committee member of the Chinese General Chamber of Commerce and the Hong Kong Chinese Importers' and Exporters' Association.

Mr. Chan Wing Yau, George, aged 46, joined the Company on 22 February 2002. He graduated with a bachelor's degree in Mathematics from the University of Waterloo in Canada. He is a Director and the General Manager of Dao Heng Fund Management Limited. He is also an executive committee member of Hong Kong Investment Funds Association ("HKIFA") and the Chairman of HKIFA China sub-committee. He has been a member of the Investment Advisory Committee of the Sir Murray Maclehorse Trust Fund since 1995. He has also been a member of the Lok Sin Tong Benevolent Society, Kowloon since 2001. In addition, he was a board member of Ocean Park Corporation from 1992 to 2001. He was also the Chairman of the Investment Committee of Ocean Park Corporation from 1997 to 2001 and was a President of the Rotary Club of Tsim Sha Tsui East from 1995 to 1996.

獨立非執行董事

黃達堂先生，48歲，於二零零二年二月二十二日加入本公司，持有香港浸會學院（現稱香港浸會大學）會計學文憑。黃先生為捷樂國際控股有限公司之主席兼董事總經理，該公司之證券於新加坡證券交易所有限公司上市。黃先生為香港食品商會之永遠名譽會長及港九罐頭洋酒伙食行商會（Hong Kong and Kowloon Provisions, Wine & Spirit Dealers' Association）之副理事長。黃先生乃香港中華總商會及香港中華出入口商會之會董。

陳永祐先生，46歲，於二零零二年二月二十二日加入本公司，畢業於加拿大滑鐵盧大學（University of Waterloo），持有數學學士學位。陳先生為道亨基金管理有限公司（Dao Heng Fund Management Limited）之董事兼總經理。同時，彼為香港投資基金公會（Hong Kong Investment Funds Association）之執行委員及香港投資基金公會中國事務委員會主席。陳先生自一九九五年起成為Investment Advisory Committee of Sir Murray Maclehorse Trust Fund之會員，自二零零一年起成為九龍樂善堂總理（Lok Sin Tong Benevolent Society, Kowloon）。此外，彼於一九九二年至二零零一年間出任海洋公園公司（Ocean Park Corporation）董事會成員。一九九七年至二零零一年間為Investment Committee of Ocean Park Corporation之主席，一九九五年至一九九六年間出任尖東扶輪社（Rotary Club of Tsim Sha Tsui East）主席。

SENIOR MANAGEMENT

Mr. Khan Javed Iqbal, aged 39, is the General Manager of the Group responsible for international promotion and marketing of the trade shows of the Group. He is also involved in the administrative function of the Group. He joined the Group in January 1992 and has over 10 years of experience in the trade show industry.

Mr. Fong Wang, aged 33, is the General Manager of the Group responsible for the promotion and marketing of the trade shows organized by the Group in Hong Kong. He joined the Group in December 1991 and has over 10 years of experience in the trade show industry.

Mr. Si Tze Fung, aged 38, is the Senior Manager of the Group responsible for the marketing of the Group's trade shows. He joined the Group in May 1998 and has over 19 years of experience in marketing.

Mr. Tsui Wing Tak, aged 33, is the Financial Controller and Company Secretary of the Group. He is responsible for the Group's financial and accounting matters. Mr. Tsui holds a bachelor's degree in economics from Macquarie University, Australia. He is a member of both the Hong Kong Society of Accountants and CPA Australia. He has over nine years of experience in auditing, accounting and finance. He joined the Group in July 2000.

Mr. Cheung Yun Fat, aged 35, is the Sales Manager of the Group responsible for sales and marketing. He has over eight years of experience in the trade show industry. He joined the Group in May 1993.

Mr. Ho Pei Yiu, aged 33, is the Sales Manager of the Group responsible for international sales and marketing. He has over eight years of experience in trade show organization. He joined the Group in July 1993.

高級管理層

簡志偉先生，39歲，為本集團總經理，負責本集團貿易展覽會之國際宣傳及市場推廣，亦參與本集團之行政工作。彼於一九九二年一月加入本集團，並於貿易展覽業累積逾10年經驗。

方宏先生，33歲，為本集團總經理，負責本集團在香港主辦之貿易展覽會之宣傳及市場推廣。彼於一九九一年十二月加入本集團，並於貿易展覽業累積逾10年經驗。

施子豐先生，38歲，為本集團高級經理，負責本集團貿易展覽會之市場推廣。彼於一九九八年五月加入本集團，在市場推廣方面累積逾19年經驗。

徐永得先生，33歲，為本集團財務總監兼公司秘書，負責本集團之財務及會計事宜。徐先生持有澳洲麥覺理 (Macquarie University) 大學經濟學士學位，現為香港會計師公會及澳洲執業會計師公會成員。彼於審核、會計及財務方面累積逾九年經驗。彼於二零零零年七月加入本集團。

張潤發先生，35歲，為本集團營業經理，負責銷售及市場推廣。張先生於一九九三年五月加入本集團。彼於貿易展覽業累積逾八年經驗。

何比耀先生，33歲，為本集團營業經理，負責國際銷售及市場推廣。何先生於一九九三年七月加入本集團。彼於主辦貿易展覽會方面累積逾八年經驗。



MAJOR DEPARTMENTS

Kenfair International grows by adding new talents to the team and by refocusing existing staff strength. From a team of four in 1991, Kenfair International is now staffed with a dedicated workforce of over 60 full time professionals, located in both the PRC and Hong Kong, working in six specialized teams, including Sales Department, China Department, Marketing Department, I.T. Department, Customer Services Department (Operations and Travel & Logistics) and Design Department (Exhibition Design and Graphic Design).

主要部門簡介

建發國際不斷引入專才，同時亦著重現有之員工，團隊精神乃公司致勝元素。建發國際在一九九一年成立時只有四位員工，現時已發展至擁有超過60名駐中國及香港的全職專業人員，主理六個部門，包括營業部、中國市場部、市場推廣部、資訊科技部、客戶服務部（執勤部與旅遊服務及後勤部）及設計部（展覽會設計及平面設計）。

SALES DEPARTMENT

The Sales Department is staffed by 19 dedicated sales representatives. As sales professionals, they all have profound knowledge and experience in the sales and exhibition industry. Over the years, they have devoted tremendous effort to market the Group's major events - the October Shows and Asia Expo - by different means and on different occasions. Leveraging the well-established relationship with customers, the sales team has been able to recruit exhibitors in the prospective industries to the shows. To promote Kenfair International in the overseas market, the sales team takes frequent trips visiting various trade shows which share similar products or industry themes to ours, reaping the chance to recruit new exhibitors to our events.

營業部

營業部由19名專業的營業代表組成。作為營銷專才，他們在銷售及展覽業方面擁有豐富的知識及經驗。多年來，他們透過不同途徑及場合致力推廣本集團兩個主要項目－「十月份展覽會」及「亞洲博覽會」。憑著與客戶良好的關係，營銷隊伍廣邀合適的參展商參與展覽會。為成功開拓海外市場，營業部之員工經常到海外參觀同類型展覽會，並藉此招攬更多新參展商參加本集團的展覽會。



CHINA DEPARTMENT



Consisting of eight specialists in the PRC's market development, China Department is the executive arm assisting the Group as we explore opportunities for organizing trade fairs in the PRC. It is responsible for conducting market research and establishing an extensive client base in the PRC. Anticipating arising opportunities with the PRC's accession into WTO, the Group set up a representative office in Shanghai in 2000. Its aim is to collect data on exhibitors and buyers and to promote the Group's major events to local manufacturers. The China Department has built up an extensive database of approximately 80,000 listing of manufacturers and buyers from Mainland China and has successfully enhanced Kenfair International's reputation in the PRC market.

For a better understanding of the market development in the PRC, staff frequently visit local trade fairs. Additionally, the China Department handles enquiries and is responsible for liaison with customers in the PRC on matters related to travel arrangement, hotel bookings, freight forwarding and visa applications.

中國市場部

中國市場部由八位專才組成，為本集團發掘中國商貿展覽市場商機的行政部門，主要負責於國內進行市場調查及建立客戶基礎。預見中國加入世界貿易組織後展覽業會有一番新景象，本集團於二零零零年在上海設立辦事處，旨在收集國內參展商及買家的資料，並向當地廠商宣傳本集團的展覽會。中國市場部現已齊集了約80,000名中國大陸廠商及買家的資料庫，並成功鞏固建發國際在中國市場的地位。

為了加強對中國展覽會的市場發展的了解，中國市場部的員工經常參觀當地舉辦的展覽會。此外，中國市場部亦負責處理客戶的查詢，協助客戶安排旅遊票務、預訂酒店、貨運及辦理簽證等。

MARKETING DEPARTMENT

The Marketing Department consists of four marketing professionals, responsible for planning and executing a wide range of marketing campaigns for the Group. Additional activities include fair visits and promotional activities with industry associations. Keeping up-to-date with the latest market information, the Department also conducts exhibitors and visitors researches.

市場推廣部

市場推廣部包括四名專業市場推廣人員，負責為本集團制定及推行各式各樣的市場推廣活動。此外，他們亦會到海外觀摩大型的展覽會，以及參與展覽業工會之推廣活動。為收集市場最新的資訊，市場推廣部更會向參展商及買家進行市場調查和研究。



I.T. DEPARTMENT



The I.T. Department consists of four technological experts, responsible for the development and maintenance of the Group's interactive e-business platform – www.kenfair.com, with the assistance of an I.T. solutions provider company. The platform aims at providing customers with the most updated market and product sourcing information that complement the Group's offline exhibition business.

資訊科技部

資訊科技部包括四名科技專才。透過一間資訊科技方案供應商的協助，資訊科技部為本集團開發及確保互動電子商貿平台 – www.kenfair.com 之運作。此電子商貿平台為客戶提供最新市場資訊及產品採購資料，以支援本集團之傳統展覽業務。

CUSTOMER SERVICES DEPARTMENT

Staffed by six committed customer service executives, this Department is sub-divided into two sections: Operations and Travel & Logistics. The Operations team primarily handles enquiries from both exhibitors and subcontractors with regard to raw space, settings in the venue and booth design. It is also responsible for comprehensive technical supervision, such as approval of construction plans, installation and illustrations.

The Travel & Logistics team is primarily responsible for arranging travel and hotel booking services for exhibitors and visitors as well as handling logistics enquiries. The team also prepares post-fair follow-up questionnaires to our customers to review the Group's service performance.



客戶服務部

客戶服務部擁有六名客戶服務主任，並主要分為兩個小組：執勤隊伍與旅遊服務及後勤部。執勤隊伍主要處理參展商及外判工程公司就有關場地佈置、場地裝潢及攤位設計等事宜。他們亦同時負責各項技術監管工作，如批核工程平面圖及攤位裝卸等。

旅遊服務及後勤部主要為參展商及買家安排旅運及酒店住宿服務和處理其他後勤支援事宜。此部門亦負責在展覽會後向參展商及買家發出問卷，以搜集他們對本集團服務表現的評價和意見。

DESIGN DEPARTMENT



To provide "one-stop" service to our customers, we employ a professional in-house design team consisting of eight designers who supervise and implement both Exhibition Design and Graphic Design requirements. The Exhibition Design team produces design ideas on overall venue set-up, booth design, decoration and production of display panels.

The Graphic Design team is responsible for the design and artwork production of all printed and graphic display materials, such as posters, light boxes, brochures, leaflets and the Group's home page.

設計部

為客戶提供一站式服務，本集團聘用了八位專業設計師，分別負責監督及執行展覽會設計及平面設計的工作。展覽會設計組掌管構思展覽會整體裝潢及設計概念，如攤位設計、裝飾以及製作陳列壁板等。

平面設計組則負責所有本集團之印刷品及廣告媒體的美術設計工作，如海報、燈箱、小冊子、傳單及網頁等。

AS A PIONEER IN THE TRADE EXHIBITION INDUSTRY,
WE POSITION OURSELVES AS A FACILITATOR AS WELL AS
A BRIDGE BETWEEN INTERNATIONAL BUYERS
AND MANUFACTURERS FROM THE ASIAN REGION BY
PROVIDING ONE-STOP SERVICE IN
THE INTERNATIONAL TRADE SHOWS WE ORGANIZE.

