

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 pleased to report that the Company was successfully listed on the main board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 10 April 2002. With this listing status, the Group has been empowered to further explore lucrative and potential business opportunities, both domestically and overseas.

Industry Overview

Despite the prevailing economic volatility during the past few years, exhibitions and trade fairs, in particular events with international recognition and standing, have performed outstandingly, seemingly exempted from the economic downturn. Many of the benefits of exhibitions are immediately visible in a sluggish economy, when manufacturers need increased visibility and exposure to potential buyers.

With a reputation as the "Capital of Exhibitions", Hong Kong stages over 900 local and international exhibitions and conferences every year. In 2001, Hong Kong hosted 49 exhibitions, 198 conventions and 718 corporate meetings. Over 322,492 overseas visitors were attracted to these exhibitions, a year-on-year increase of 28.2% in the visitor count. Exhibitions and trade fairs, which have become an incremental pillar to Hong Kong's economy and exhibitions are often cited as cost-effective and efficient channels for 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」）之董事會（「董事會」），欣然宣佈本集團股份成功於二零零二年四月十日在香港聯合交易所（「港交所」）正式掛牌上市。上市後，本集團致力尋找本地及海外具發展前景的業務商機。

行業回顧

縱使過去數年經濟疲弱，但被國際認可及達世界級水平之貿易展覽會均表現理想，並未受到經濟衰退所影響；相反在經濟不景氣之時期，展覽會能夠讓廠商接觸更多潛在買家，其優點更顯而易見。

由於香港每年都會舉辦超過900個本地及國際性展覽與會議，因而被譽為「展覽之都」。以二零零一年為例，香港共舉辦了49項展覽會、198個會議及718個商務會議，吸引了超過322,492名海外訪客蒞臨香港出席會議及參觀展覽，訪客年增長率高達28.2%。貿易展覽會乃香港經濟支柱之一，亦是推廣地區間及地區內商貿活動之一個有效且具成本效益的渠道。

Kenfair International

Kenfair International, a leader in the exhibition industry with over 10 years experience, is committed to further promoting and strengthening Hong Kong's position as the Capital of Exhibitions while driving its business growth to bring fruitful returns to shareholders.

This commitment can be seen with the Group's **October Shows** (the "Hong Kong International Toys & Gifts Show" and "Asian Gifts Premium & Household Products Show") - the **largest exhibition in Asia in 2002**. In addition to its growing success, the event has been approved as a member of the Union des Foires Internationales ("UFI"), a leading organization consisting of the world's leading trade show organizers. Since UFI selects its members based on strict selection criteria, only international events with at least three years history and active foreign participation in terms of buyers and exhibitors will be accepted as members. Currently there are only 184 exhibition organizers around the world who have received these Oscars of the exhibition industry. The management is extremely proud to have the October Shows acknowledged by such a well-known association. This achievement marks an important milestone in the Group's development and is driving the Group towards its ultimate goal - to become a leader in the exhibition industry in the region and throughout the world.

With regard to its geographical presence, the Group is expanding its reach not only in Hong Kong with its October Shows and in London with the **Asia Expo**, it also plans to organize new and scalable exhibitions - the **Kenfair Asian expo** in Las Vegas in 2003. To move forward, it is also looking at the possibility of tapping into the People's Republic of China ("PRC") exhibition industry in view of its promising market potential and growing significance around the world.

To further enhance its corporate image, the Group is planning to launch an up market exhibition with an eye to bringing top class Asian gifts, premium and household manufacturers to high-end buyers including luxury department stores. All participants will be carefully selected and recruited by invitation only, ensuring the exclusiveness of the event for the right targets. The Group is entering this unique market segment to further strengthen its reputation in the industry. Sure, the time and resources invested in targeting the high-end market are much higher than others. However, with over 10 year's experience and expertise, the Group has every confidence in winning this new challenge.

建發國際

於展覽業擁有超過十年豐富經驗的建發國際乃業內之翹楚，並以推動及鞏固香港作為「展覽之都」的地位為己任，同時亦致力加強本身業務之增長，為股東帶來理想回報。

本集團於二零零二年舉辦之亞洲最大型展覽會 - 十月份展覽會（「香港國際玩具及禮品展」暨「亞洲贈品及家居用品展」）可印證此信念。十月份展覽會規模不斷擴大，於今年十月底更獲國際知名的國際展覽聯盟Union des Foires Internationales（「UFI」）確認為會員。UFI根據非常嚴謹的規則甄選會員，只有具備最少三年以上歷史及獲得海外買家及參展商鼎力支持和認可的國際展覽會才能獲選為會員。目前，全球只有184家展覽會主辦商獲授會員資格，地位等同業內之奧斯卡。管理層對十月份展覽會獲得確認感到非常自豪，此成就乃標誌本集團發展的一個重要里程碑，同時亦推動本集團邁向成為區內甚至國際展覽業之先驅者的終極目標。

以地域劃分，本集團不單致力拓展香港的十月份展覽會及於倫敦舉行的亞洲博覽會，建發國際亦計劃於二零零三年於拉斯維加斯舉辦亞洲博覽會。展望未來，由於中華人民共和國（「中國」）市場發展潛力極佳及其於全球影響力日益重要，故本集團積極尋求進軍中國展覽業的機遇。

為進一步建立企業商譽，本集團正計劃舉辦一個以高檔次產品為主題之展覽會，藉以聯繫生產高質素之亞洲禮品、精品及家居用品廠商及高檔次客戶（包括高級百貨商店）。所有參展商及買家均經本集團細意挑選，及只能透過邀請方能參與，以彰顯此盛事之獨特性及確保各廠商及買家能針對其目標客戶或廠商。舉辦此獨特的貿易展能大大提升本集團的專業地位，當然籌辦此類高檔市場之展覽會所需投資的時間和資源遠比一般展覽會為高，然而，憑藉擁有超過十年的經驗以及專業知識，本集團信心十足以迎接此項新挑戰。


Building on its well-established foothold in the toys, gifts, premium and household industry, the Group is planning to diversify its exhibition themes by organizing sizable trade shows of some other different product profile. The Group is going to host the **Asian Food Fair** in Hong Kong in 2003, as well as the **Asia Gems and Jewellery Show** which will be held in Bangkok, Thailand, in 2004. These two strategic projects will broaden the Group's business scope while marking another important step in its regional expansion plans.

For the seven months ended 31 October 2002, the Group has achieved numerous breakthroughs, including the level of its on-line trading platform - **kenfair.com**, as well as its first trade magazine - **MegAsia**. The successful launches of both kenfair.com and MegAsia not only create additional revenue streams for the Group, but also enhance services provided and fully utilize the Group's internal resources.

Leveraging its expertise, experience and healthy financial position, the Group is grasping opportunities to accelerate its business growth and bring in promising returns to shareholders.

Appreciation

On behalf of the Board of Directors, 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 and concerted effort.



Ip Ki Cheung
Chairman

Hong Kong, 18 November 2002

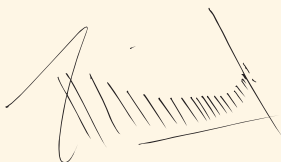
除了於在玩具、禮品、贈品及家居用品業內已建立之穩健的基礎外，本集團正計劃發展更多元化展覽會主題，例如籌辦一些其他產品類別之貿易展覽會。本集團已計劃於二零零三年在香港舉辦亞洲食品展及於二零零四年在泰國舉辦亞洲寶石及珠寶展。此兩項策略性擴展計劃能擴闊本集團的業務領域，同時亦標誌著本集團於區域擴展計劃中邁出重要的一步。

此外，截至二零零二年十月三十一日止七個月，本集團亦創下數個突破發展，當中包括推出網上電子商貿平台 - kenfair.com，及首本商貿雜誌 - MegAsia。成功推出kenfair.com及MegAsia不單為本集團開創新收入來源，同時亦能向我們之客戶提供更全面之服務，並充份發揮本集團的內部資源。

基於上述各項進取和富策略性的業務發展計劃，本集團憑藉既有的專業知識、經驗及穩健的財政狀況作後盾，抓緊每個機會，為股東帶來更佳回報。

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謝意。最後，本人亦非常感謝各位員工對建發國際所付出的努力。



主席
葉紀章

香港，二零零二年十一月十八日