

# Major Achievements >

2002 >

## Awards

- < RoadShow received both the **Gold Award** and the **Citation for Innovation** at the **HKMA/TVB Award for Marketing Excellence 2002**. The award, organised by The Hong Kong Management Association and sponsored by Television Broadcasts Limited, is one of the most prestigious marketing awards in Hong Kong. The award represented the industry's recognition of the MMOB business and confirmed the success of RoadShow's marketing strategy including market positioning, sales channels and promotions.
- < RoadShow received the **Grand Award** at the **2002 Hong Kong Award for Services: Innovation**, the "Oscar" of the service industries. The Award is organised by The Hong Kong General Chamber of Commerce.
- < RoadShow was voted as a **leader in corporate governance**, Hong Kong in the **Asset Benchmark Survey in 2002** by **"The Asset" magazine**.
- < RoadShow was selected as one of the **top 500 Chinese enterprises** and **ranked first** in the net assets growth rate companies in 2002 by Yazhou Zhoukan news magazine.
- < RoadShow received the **Caring Company Award** organised by the **Hong Kong Council of Social Service**. RoadShow was recognised for its continuous support to charitable and non-profit making organisations in disseminating community service messages and broadcasting public educational programmes through MMOB.

- < RoadShow received the **Championship Award** in the **14th (2002) Hong Kong Printing Awards** in the Annual Report category. The award is jointly organised by the Hong Kong Trade Development Council, the Leisure and Cultural Services Department, the Hong Kong Productivity Council, the Hong Kong Publishing Professionals Society and the Graphic Arts Association of Hong Kong.
- < RoadShow received the **Gold Award for outstanding Interior Design, Gold Award for Written Text and Bronze Award for Overall Annual Report** from the **International Academy Awards of Annual Reports Competition 2002**. The world-wide competition is hosted annually by the New York-based MerComm Inc., and is the world's largest and most prestigious awards event honouring excellence in annual reports.

The Secretary for Commerce, Industry and Technology, Mr. Henry Tang Ying-yen, presenting the 2002 Hong Kong Award for Services : Innovation to Ms Amanda Lui, Director and Chief Operations Officer of RoadShow.



## Business Developments

- ◀ RoadShow and Daye Transmedia Co., Ltd. ("Daye"), a company wholly owned by the People's Daily, formed a joint venture company, to provide media sales services in Mainland China.
- ◀ RoadShow formed a joint venture company in Guangzhou which has the rights to display advertising on bus shelters, billboards, bus bodies and telephone booths in Guangzhou.
- ◀ RoadShow invested in a joint venture company in Shanghai which holds the advertising rights for the 'Lamplight Rainbow', bridge-shaped advertising arches located along heavily travelled Huaihai Road in Shanghai.
- ◀ RoadShow entered into an agreement with Shun Tak Holdings Limited ("Shun Tak") to form a joint venture company to expand the Group's media sales business in Macau and the Pearl River Delta Region.



Whole bus body advertising in Guangzhou.



"TurboJet" high speed passenger ferries, currently operated by Shun Tak.



Light box advertising panel in Shanghai.



"Lamplight Rainbow" on Huaihai Road, one of the top 10 scenic night spots in Shanghai.