

# CORPORATE PROFILE

## 公司簡介

Kenfair International (Holdings) Limited (“Kenfair International” or together with its subsidiaries, the “Group”) is a leading trade exhibition organizer in Hong Kong. The Group’s objective is to promote and facilitate trade between international buyers and manufacturers, particularly Asian manufacturers. In the past 11 years, the Group has developed a comprehensive database consisting of over 400,000 international buyers and manufacturers in the toy, gift, premium and household products industries. The Group was successfully listed on the main board of The Stock Exchange of Hong Kong Limited (“SEHK”) on 10 April 2002. (Stock Code: 223)

The Group successfully launched the 1st **Hong Kong International Toys & Gifts Show** in 1992. In October 1993, the 1st **Asian Gifts Premium & Household Products Show** was launched as a concurrent event to the 2nd Hong Kong International Toys & Gifts Show, (together called the “October Shows”). The October Shows have since become one of the most important events in the global exhibition calendar. In 2001, the Group organized the 1st **Asia Expo** in London, marking its move into the overseas market. Over the years, the shows have made significant growth both in numbers of exhibitors and visitors.

**MegAsia**, a bi-annual trade magazine, was launched in October 2002. Providing the most updated industry trends in toys, gifts, premium and household products, exhibition information, product promotion and company profiles for the industry players, MegAsia is available at the Group’s two major exhibitions as well as other major international trade shows. The Group plans to launch more frequent issues in the future in view of the overwhelming responses.

The Group also links up international buyers and manufacturers through its 24-hour interactive e-business platform (**[www.kenfair.com](http://www.kenfair.com)**). The Group expects to further enhance existing services by providing complementary and value-added services both to its online and offline manufacturers and international buyers. With this comprehensive strategy, Kenfair International is seeking to expand its business to become the premier exhibition organizer in the region and in the world.

建發國際(控股)有限公司(「建發國際」或與其附屬公司為「本集團」)乃香港著名貿易展覽會主辦機構。本集團旨在推廣及促進國際買家及亞洲廠商間之貿易活動。在過去十一年，建發國際已建立一個龐大的客戶基礎，本集團之資料庫擁有超過400,000個國際買家及主要從事玩具、禮品、贈品及家居用品的亞洲廠商。本集團成功於二零零二年四月十日在香港聯合交易所主板上市。(股票編號：223)

於一九九二年，建發國際成功舉辦第一屆「**香港國際玩具及禮品展**」。並於翌年十月同期舉辦首屆「**亞洲贈品及家居用品展**」，統稱為「十月份展覽會」。自此「十月份展覽會」已成為全球展覽會其中的一項盛事。本集團更於二零零一年在倫敦舉辦首屆「**亞洲博覽會**」，正式進軍海外展覽業市場。多年來，本集團所舉辦之展覽會的參展商及入場人數每年皆錄得顯著的增長。

每年出版兩期的商貿雜誌**MegAsia**於二零零二年十月推出。MegAsia為業界人士提供有關玩具、禮品、贈品及家居用品的最新行業趨勢、展覽會資訊、產品宣傳及公司訪問，並在本集團兩個主要展覽會以及其他重要貿易展中派發。由於MegAsia深受行內人士歡迎，本集團正考慮於未來增加出版期數。

本集團亦透過建立一個廿四小時全天候網上電子商貿平台(**[www.kenfair.com](http://www.kenfair.com)**)以聯繫世界各地的買家及廠商，為在線及傳統的廠商及國際買家提供相輔相承之增值服務，並提昇本集團現有之服務水平。建發國際希望藉此擴大業務範圍，致力成為亞太區內及全球首屈一指的展覽會主辦機構。