

DIRECTORS, SENIOR MANAGEMENT PROFILES & MAJOR DEPARTMENTS

董事、管理層及主要部門簡介

Executive Directors

Mr. Ip Ki Cheung, aged 46, 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 Chairman of the Hong Kong and Kowloon Plastic Products Merchants United Association since March 2002. He holds a bachelor's degree in commerce from Concordia University, Canada.

Mr. Cheung Shui Kwai, aged 44, is the Managing Director of the Company. 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 13 years of experience in overall administration and operation, marketing and organization of trade shows.

Mr. Chan Siu Chung, aged 42, 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 11 years of experience in the trade show industry.

執行董事

葉紀章先生，46歲，為本集團創辦人及本公司主席，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，並自二零零二年三月開始，獲選為港九塑膠製造商聯合會主席。彼持加拿大康哥迪亞大學(Concordia University)商務學士學位。

張瑞貴先生，44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組織管理及行政運作方面累積13年經驗。

陳兆忠先生，42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11年經驗。

Independent Non-Executive Directors

Mr. Wong Tat Tong, aged 49, 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 48, 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 the Director and General Manager of Dao Heng Fund Management Limited. He is the Chairman of Hong Kong Investment Funds Association China sub-committee. He is also the member of the Financial Services Advisory Committee of the Hong Kong Trade Development Council. 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，49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。黃先生為捷榮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，48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)中國事務委員會主席。陳先生亦為香港貿易發展局金融服務委員會委員。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)社長。

Senior Management

Mr. Khan Javed Iqbal, aged 40, 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 11 years of experience in the trade show industry.

Mr. Fong Wang, aged 34, 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 11 years of experience in the trade show industry.

Mr. Si Tze Fung, aged 39, 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 20 years of experience in marketing.

Mr. Chuang Johnny, aged 34, is the Financial Controller of the Group. He is responsible for the Group's financial and accounting matters. Mr. Chuang holds a bachelor's degree in commerce from the University of Western Sydney, Nepean, Australia. He is an associate member of Hong Kong Society of Accountants and certified practicing accountant of CPA Australia. He has over 10 years of experience in auditing, accounting and finance. He joined the Group in August 2002.

Mr. Cheung Yun Fat, aged 36, is the Sales Manager of the Group responsible for sales and marketing. He has over 10 years of experience in the trade show industry. He joined the Group in May 1993.

Mr. Ho Pei Yiu, aged 34, is the Sales Manager of the Group responsible for international sales and marketing. He has over 10 years of experience in trade show organization. He joined the Group in July 1993.

高級管理層

簡志偉先生，40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11年經驗。

方宏先生，34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11年經驗。

施子豐先生，39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20年經驗。

莊頌恩先生，34歲，為本集團財務總監，負責本集團之財務及會計事宜。莊先生持有澳洲西雪梨大學(University of Western Sydney, Nepean)商業學士學位，現為香港會計師公會會員及澳洲會計師公會澳洲註冊會計師。彼於審核、會計及財務方面累積逾10年經驗。彼於二零零二年八月加入本集團。

張潤發先生，36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10年經驗。

何比耀先生，34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10年經驗。



Major Departments

Kenfair International regards people as the most valuable asset on which its achievements are built. Our commitment to customers is paralleled by our commitment to our employees. At Kenfair International, we pledge to create an environment in which all our people feel they are valued and can thrive.

From a staff of four in 1991 to the 100 staff-strong workforces today, the Group is going from strength to strength by adding new talents and continuously training existing employees. The Group is operated by the Sales Department, China Representative Office, Customer Services Department, Marketing Department, Accounts Department, Design Department, I.T. Department, Publications Department, Administration Department, Operations Department and its new subsidiary Kenfair Travel Limited.

主要部門

建發國際認為人才是公司最寶貴的資產，並視之為集團成功的原動力。就如對客戶一樣，我們信守對員工的承諾，致力營造一個良好的工作環境，使每一位員工都因能發揮個人所長而感到自豪。

建發國際在1991年成立時只有四名員工，現已發展成為擁有超過100名專業人員的龐大集團，更不斷透過增聘人手及持續培訓現有員工，以配合集團的業務擴充。集團的運作由營業部、中國代表處、客戶服務部、市場推廣部、會計部、設計部、資訊科技部、刊物出版部、行政部、展覽事務執行部以及新成立之建發旅運有限公司所組成。

Sales Department

The eminence of today's Kenfair International much banks on its esteemed sales team. Throughout the years, the Group's sales professionals have swiftly contributed to the phenomenal success of the Group's exhibitions - the October Shows and Asia Expo - into the toy, gift and houseware sectors across Asian regions.

The Sales Department can further be subdivided into Local Project and Overseas Project sales teams. The former is responsible for the marketing and sales of the Group's HK October Shows and Asiana held in Hong Kong. The Overseas Project sales team is in charge of the Group's overseas exhibitions, currently the Asia Expo, London and Kenfair Asian expo, Las Vegas.

To further extend the Group's reach to overseas markets, sales executives are sent to major international trade fairs every year to promote and recruit exhibitors and buyers for the Group's fairs. The twenty-three member-strong sales team is guaranteed to exceed customers' expectation with its impeccable, reliable and quality service.



營業部

建發國際今天的成功，營業部實在功不可沒。多年以來，專業的營業部精英成功地將集團的展覽會服務—「十月份展覽會」及「亞洲博覽會」—迅速推展至亞洲的玩具、禮品及家居產品等行業，為業界締造商機。

營業部可再細分為「本地展覽銷售組」及「海外展覽銷售組」。前者負責集團在香港舉行的「十月份展覽會」和「Asiana」的推廣及攤位銷售工作；「海外展覽銷售組」則負責推廣及銷售英國「亞洲博覽會」和美國「拉斯維加斯—亞洲博覽會」的兩項海外展覽會。

為將集團的展覽項目推廣至海外市場，營業部的業務代表每年均被派往世界各地的大型展覽會作宣傳和推廣活動，為建發所辦的展覽會招募參展商和買家。由二十三名業務代表組成的營業部，將繼續竭誠為集團客戶提供可靠、稱心和全面的服務。

China Representative Office

The flourishing demand from Chinese manufacturers for international trade fairs has prompted the Group to establish the China Representative Office in the Mainland China in 2000.

The Shanghai-based China Representative Office, which serves as the Group's business ambassador for the Greater China market, aims to co-ordinate the Group's exhibition, publication and travel service businesses to Chinese manufacturers and buyers. They are actively involved in conducting intensive market research and collecting market intelligence.

The Office currently consists of eight staff with major duties of providing after-sales liaison services and handling inquiries from our existing customers in China. Besides, the Office has been constantly sourcing and collecting company information of potential exhibitors and buyers to expand the Group's in-house database for laying a solid base for its future foray into the Mainland exhibition market.



中國代表處

有見國內廠商對國際貿易展覽會的需求與日俱增，集團遂於2000年於中國設立首個中國代表處。

集團於大中華地區的業務代表上海代表處專門聯系國內廠商及買家，亦統籌集團旗下的展覽會、出版及旅遊等業務。代表處的員工亦積極進行深入的市場調查及收集最新市場情報。

代表處現由八名員工組成，全力為現有的國內客戶提供完善的售後跟進服務及處理國內廠商的查詢。此外，代表處正不斷發掘國內的廠商及買家的資料，為集團建立一個龐大的資料庫，作為日後進軍國內展覽會市場的穩固基礎。

Customer Services Department



Customer satisfaction has always been one of the crucial priorities in the Group's service value. Being in the service industry, the Group realizes that providing quality service to customers takes hard work and committed people. Our dedicated team of customer service executives are not only committed but also capable and dynamic. They are devoting themselves to assist their customers in every way possible. Their main duties include handling general enquiries from exhibitors and buyers regarding the Group's exhibitions and services, conducting regular customer-service surveys to collect clients' feedback and comments on the Group's exhibition projects and services. They are also responsible for delivering various on-site services to our exhibitors and buyers at the exhibitions organized by the Group.

客戶服務部

滿足客戶的需要是客戶服務部的首要目標。本集團的客戶服務部由四位資深及充滿服務熱誠的員工所組成，為客戶提供周全和卓越的服務。本部門的職責包括專門處理本地及海外客戶（參展商及買家）對本集團展覽會及各項服務的查詢，另透過問卷調查收集客戶對本集團各項展覽會及服務的意見和評價，藉以不斷提昇對商展商和買家的服務質素；此外亦負責安排和執行在展覽會中各項現場客戶服務。

Marketing Department

Our Marketing Department significantly plays a vital role in the Group. The five professionals in this department help the Group to position itself strategically within the trade fair industry by undertaking various endeavors. Generally speaking, the department is responsible for collecting market intelligence and conducting market research in order to keep track of the current market trend. The department also works with the project managers to develop marketing plans and strategies to meet customers' needs. The Department conducts market surveys among exhibitors and buyers to get first-hand market information. Besides, as an effective way to collect up-to-date market information and understand the global trends of the trade fair industry, marketing staffs are making regular visits to different trade exhibitions worldwide.

市場推廣部

市場推廣部在集團中擔任著一個核心角色，為業務活動和服務提供方向，以及引路的作用。部門內五位同事，為集團於展覽行業內制訂目標，並確立長遠的市場定位。部門一般負責市場資料搜集、進行市場調查，以緊貼市場潮流趨勢。另外，市場推廣部亦會與項目經理合作為各業務項目制訂具效益的市場推廣策略及策劃，以滿足客人需求。為加深對國際市場的認識及捕捉全球展覽行業的新趨勢，除向展商及買家進行市場調查和研究外，市場推廣部同事亦會定期出訪世界各地的主要大型國際展覽會作觀摩。



Accounts Department

Headed by the Financial Controller, the seven experienced professionals of the Accounts Department are responsible for the Group's daily finance and accounting functions, as well as company secretarial and corporate finance duties. The daily activities of the department interweaved with every respects of the Group. The Department also plays the role of ensuring the standards of corporate governance of the Group.

Besides performing the monetary duties, the Department is involved in ad hoc corporate activities in raising capital to finance the Group's long-term growth.

會計部



財務總監轄下的會計部，由七名專業的會計專才組成，主要負責集團日常之財務及會計職務、公司秘書實務和企業財務，其日常運作均與公司每方面業務息息相關。另部門更負責監督集團之公司管治水平。

除日常金融工作外，會計部主管級人員還不時參與不同的融資活動，為集團長遠發展提供財務資源。

Design Department

A team of seven professional in-house designers are dedicated to add the colour and creative side of our total service to the Group's customers. They also endeavour to enhance the corporate image of the Group through their artistic work. The team produces design ideas on the overall exhibition decoration, exhibition stand design, special featuring structure and display panels. They are also responsible for the design and artwork production of all printed matters and graphic display materials, such as posters, advertising banners and lightboxes, brochures, leaflets and the Group's home page. Recently, we have our own in-house production studio for making large-sized posters, advertising banners and lightbox duratrans for display at our exhibitions and other venues. This helps the Group to cut the cost and time. The Design Department also provides professional design and promotional material production service for the Group's customers.



設計部

富創意及美感的設計能為任何產品及服務帶來姿彩和提昇其形象，本集團的設計部精英是令我們的展覽會及各項產品變得多姿多采的美術指導和化妝師，同時透過上佳的美術效果，大大提昇本集團的公司形象。設計部七位專業的設計專才，分別負責監督及執行展覽會設計和各種平面設計的工作。除構思展覽會整體設計概念及場館裝潢、展覽攤位的式樣設計、展台配套設施及製作陳列展板外，設計部同事亦負責本集團所有之印刷品及廣告媒體的美術設計工作，如宣傳海報、巨型廣告橫額、廣告燈箱、宣傳小冊子、傳單及集團網頁版面的設計等。最近設計部增設的電腦噴畫製作中心，可自行製作供展覽會及其他戶外場地或廣告燈箱使用之巨型海報及燈片，大大節省了時間及製作開支。對外方面，設計部時向集團客戶提供各類宣傳印刷品及媒體廣告的設計和製作服務。

I.T. Department

The I.T. Department is commissioned to deliver highly integrated and value-added supportive services for Kenfair's core trade exhibition business, besides managing the Group's technological infrastructure for its daily operation. The Department has a staff of six professionals with strong technological expertise in database, system management, web operation, programming, project design and management. During the year, the team has successfully launched the revamped innovative kenfair.com portal to provide a comprehensive eCommerce platform serving as a seamless cyber product showcase and resource centre for the exhibitors and global buyers. The portal aims at providing exhibitors and buyers with value-added service and information in the cyberspace that complement the Group's offline exhibition business.

資訊科技部



資訊科技部現時共有六名科技專才，分別負責電腦系統的維持、資料庫管理、公司網站運作、設計配合各部門工作需要的程式等。主要職能是為集團的展覽業務及公司各部門日常運作提供全面的相關支援和服務，以確保集團每個環節在最佳狀態下運作，發揮最高的工作效益；另一主要工作為負責本集團電子商貿平台kenfair.com之運作及更一步的開發。此電子商貿平台透過為團集的客戶(參展商及買家)提供最新市場資訊及產品採購資料，以輔助本集團的傳統展覽業務。

Publications Department

With the mission to provide our customers with more value-added services in addition to trade exhibitions, the Publications Department, a start-up division in 2002, publishes the Group's flagship bi-annual trade magazine – MegAsia – to render customers an alternative advertising channel to promote their products and services in worldwide markets.

The inaugural issue was launched in October 2002. The magazine is published twice a year in February and October with a special supplementary issue coming out in June.

Targeting global buyers, MegAsia is positioned as a premier procurement guide for sourcing Asian consumer products. Staffed by a eleven-member team of advertising and editorial professionals, each issue of MegAsia is published with hundreds of advertising pages, as well as the insightful, comprehensive market features, company profiles, news updates and product highlights.



刊物出版部

為提供展覽服務以外更多元化的增值服務予客戶，於2002年才成立之刊物出版部專門出版集團旗下的貿易雜誌－MegAsia，旨在為集團客戶提供另一條宣傳渠道予客戶，協助他們將產品推廣至海外市場。

MegAsia創刊號於2002年10月成功推出，現時MegAsia一年兩期的半年刊，分別於2月及10月出版，特刊則即將於6月推出。

MegAsia的讀者以全球買家為主，集團銳意將這本雜誌在業界發展成為搜購亞洲產品的最佳指南。出版業務由十一名專業的廣告從業員及編輯人員負責，每期刊載數百頁客戶的廣告，更包括深入、全面的市場分析、公司專訪、市場新聞及產品介紹等文章。

Kenfair Travel Limited



As a new subsidiary of the Group, Kenfair Travel Limited acts as a travel agent and destination management company, offering a broad range of travel services to both the Group's customers and other travellers.

It offers services on air-ticketing, hotel booking, ground transportations, holiday packages, customised vacations, event management, special interest tours, as well as organising conferences, incentive programs in Hong Kong, PRC and overseas.

The professional team regularly updates its services from service providers to ensure the best services for the customers.

建發旅運有限公司

建發旅運有限公司乃集團新成立之附屬公司，為一家專業旅運服務及行程顧問，為集團客戶以及其他普羅旅客提供全面的旅運服務。

建發旅運提供的服務包括預訂機票及酒店房間、地面交通安排、旅遊套餐、自助遊、節目安排管理及特色旅遊等，亦在香港、中國及海外組織安排研討會及獎勵計劃等。

本著「以客為尊，服務至上」的服務宗旨，建發旅運更定期更新服務，以確保客人享受到最高水平的服務。

Exhibitions Operations Department

Staffed by six exhibition professionals, the Operations Department is primarily responsible for the overall technical supervision of booth construction and venue set-up of all the Group's exhibitions and special projects.

The team needs to work and liaise closely with the venue management, stand contractors and other exhibition service providers to ensure the full implementation of construction requirements for the various exhibitions. It also handles enquiries from both exhibitors and sub-contractors regarding their stand construction matters. As an on-going goal to bring the Group's exhibitions to a superlative caliber, the operations colleague and its in-house exhibition designers are constantly working to come up with new elements and innovative ideas regarding the technical aspect of booth design and the overall setup and decoration.



展覽事務執行部

展覽事務執行部由六位資深的展覽事務精英所組成，負責統籌安排和監督本集團所辦展覽會及其他相關活動各項場地設施及展覽攤位的蓋建籌劃及工程的工作。

此外，部門同事須不時與各展覽場地供應商，展覽攤位承辦商及其他相關服務供應商聯絡和協調，確保展覽會的各项安排和工程順利完成及盡善盡美。部門同事還負責處理參展商及承辦商有關特殊展覽攤位建設的查詢。為務求將集團所辦展覽提昇至更專業和更高的水平，部門內的設計師及各同事經常進行會議一同創造新的展覽設計工藝意念，為各展覽項目注入新的元素、更優質和多元化的攤位設計和會場設施。

Administration Department



行政部

行政部有如集團的秘書處，負責日常辦公室行政、文書處理及公司員工事務的工作。

集團六位秘書分別為管理層成員提供文書及行政運作上之支援；人事部同事則負責集團員工的招聘活動及員工關係等事務。

隸屬行政部內的七名電腦輸入員專責輸入和更新不斷增加之買家及參展商資料至集團之客戶數據庫內，集團今天已擁有一個超過400,000名國際買家記錄的數據庫，這龐大的資料庫更成為集團的一個重要資產。

The Administration Department acts as the secretariat to the Group, providing secretarial, human resources and clerical support functions for the daily operation of various departments.

Secretaries, totaling to six, are providing the Management team with day-to-day secretarial and administrative support. The human resources officer is responsible for carrying out company-wide human resources duties, such as staff recruitment and employee relations.

The data entry unit, consisting of seven staff, performs data entry and updating duties for the ever-expanding customer database of the Group. The Group currently possesses a state-of-art database of over 400,000 buyers across the globe. This enormous database forms an important part of the Group's asset.