

Business Review

The outbreak of SARS in mid March imposed a devastating impact on the stagnant economy and the exhibition industry. However, with the abatement of SARS, Kenfair International management team responded promptly by strengthening promotions for upcoming events. We also encouraged local manufacturers to attend overseas trade shows and to attract overseas buyers to visit our local events. Thanks to our hard work, the following shows have been held successfully.

業務回顧

本港於今年三月中旬爆發非典型肺炎，令本已蕭條的經濟雪上加霜，造成沉重的打擊，展覽行業亦受牽連。為減低非典型肺炎對本集團的影響，管理層隨即作出應變措施，除大力加強快將舉行的展覽會宣傳活動外，亦鼓勵本地參展商到海外參展，致力吸引海外買家來港參與展覽會。有賴各位員工的努力，以下所述之展覽會得以順利完成，並獲得理想的成績。

**12th Hong Kong International
Toys & Gifts
第十二屆香港國際玩具及禮品展 Show**



**11th Asian Gifts
Premium & Household
第十一屆亞洲贈品及家居用品展 Products Show**



October Shows (Hong Kong)

Subsequent to the Review Period, the Group launched its annual four-day mega event, the October Shows between 21 and 24 October 2003 in the Hong Kong Convention and Exhibition Centre ("HKCEC"). The mega event was the first and largest toys, gifts, premium and household products show held in Asia after the outbreak of SARS. It is now on the endorsed list of "Approved Events" by the Union des Foires Internationales ("UFI").

This year, Kenfair International management is more than pleased to report that the October Shows successfully attracted 60,417 buyers. We are also extremely proud to note that the number of overseas buyers, especially European buyers, has increased substantially when compared to last year. Despite the huge success of previous October Shows, the number of booths reached historical highs this year, with 4,666 booths. The success of the October Shows enabled the Group to fully use every available inch of exhibition space within the HKCEC. This success has further enhanced our premier position as the largest sourcing platform in the toys, gifts, premium and household products industries. By late November 2003, booths for next year's October Shows were **fully** booked.

十月份展覽會 — 香港

於回顧期後，本集團於二零零三年十月二十一日至二十四日，假香港會議展覽中心（「會展」）成功舉辦為期四日的十月份展覽會。是次展覽會為非典型肺炎後全亞洲首個最大型的玩具、禮品、贈品及家居用品展。

建發國際之管理層謹此向各位欣然宣佈本年度之十月份展覽會錄得卓越的成績，共吸引了60,417名買家進場，另海外買家（尤指歐洲買家）人數亦較去年大幅上升。攤位數目更達4,666個，創下歷史新高，盡用了會展所有可供擺設展覽攤位的空間。是次的成功足以印證十月份展覽會作為玩具、禮品、贈品及家居用品業最大採購平台的地位。下年度十月份展覽會的攤位已於二零零三年十一月下旬全數租出。

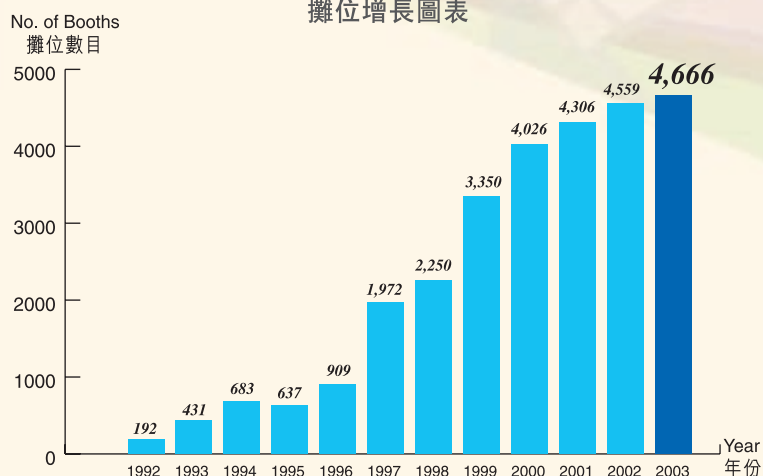


To cater for the ever-increasing demand for exhibition space at these events, we are planning to split the October Shows into two separate events held over consecutive periods in the future. The event calendar and venue availability are our prime concerns. We are now studying the feasibility of operations with relevant associations and have discussion on the availability of spacing with the venue owner, the HKCEC. But we believe that this move will enable us to allot more space to our exhibitors on the waiting list.

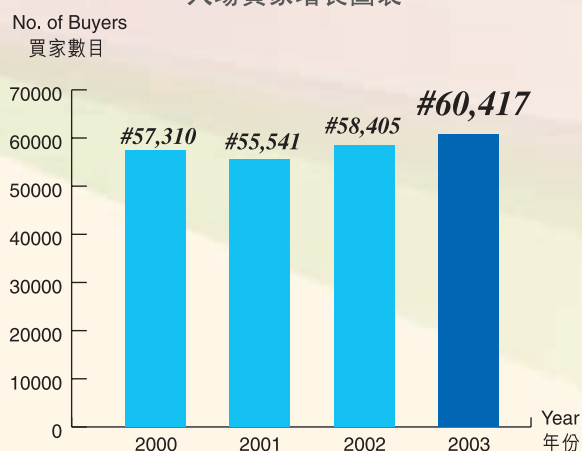
由於展覽場地面積有限，加上廠商參展需求不斷增加，本集團正積極研究於未來將十月份展覽會分拆成兩個獨立展覽會，並在相連時段舉行。本集團相信此舉可增加攤位數目，分配予等候名單上之廠商，以滿足其需求。在展會檔期及選址的大前提下，本集團正與有關商會進一步研究舉辦兩個獨立展覽會之可行性，另與會展商討有關場地檔期是否可配合。



GROWTH OF BOOTHS 攤位增長圖表



GROWTH OF BUYER ATTENDANCE 入場買家增長圖表



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Asia Expo (London, the United Kingdom)

To assist Asian manufacturers in exploring business opportunities overseas, we have held Asia Expo in London for three years. The first three editions of Asia Expo have been launched successfully and the event is now on the endorsed list of "Approved Events" by the UFI.

Having established an excellent reputation in the exhibition industry, many global buyers now regard Asia Expo as a golden opportunity to source products from Asian manufacturers under one roof whereas Asian manufacturers can feature their high quality products to thousands of overseas buyers.

The third Asia Expo, which was held in February 2003, attracted 12,223 buyers and 851 Asian exhibitors taking up 930 stands. The exhibitors mainly came from Asian countries such as China, Hong Kong, Taiwan, Thailand, the Philippines, India, Vietnam, Korea, Singapore, Pakistan and Sri Lanka, etc.

The fourth Asia Expo will be held at Grand Hall – Olympia, London between 6 and 9 February 2004. Shortly after the third Asia Expo, many exhibitors and global buyers showed keen interest in coming again to 2004 session. The number of booths is expected to reach 1,000.

亞洲博覽會 — 英國倫敦

為協助亞洲廠商尋求更多海外商機，倫敦「亞洲博覽會」已舉辦至第三屆。過去三年，倫敦「亞洲博覽會」屢創佳績，值得驕傲的是，「亞洲博覽會」已被國際知名的展覽聯盟 "Union des Foires Internationales" (UFI) 評定為「確認展覽會」。

憑藉於業內所建立的良好聲譽，許多海外買家視倫敦「亞洲博覽會」為採購價廉物美亞洲產品的良機。對廠商而言，這更是向歐洲甚至全球買家展示最新產品的黃金機會。

今年二月在英國倫敦舉行的第三屆「亞洲博覽會」共吸引了12,223名買家進場，以及851個來自亞洲各地的參展商設置930個攤位。參展商主要來自中國、香港、台灣、泰國、菲律賓、印度、越南、韓國、新加坡、巴基斯坦及斯里蘭卡等亞洲地區。

第四屆「亞洲博覽會」將於二零零四年二月六日至九日假英國倫敦Grand Hall-Olympia舉行。於第三屆「亞洲博覽會」圓滿結束後，隨即有大批參展商及國際買家表示有意於2004年再度參與，預料明年「亞洲博覽會」的攤位數目將增至1,000個。

