

Kenfair Asian expo (Las Vegas, the United States)

Between 13 and 15 August 2003, we launched another overseas trade show, the first Kenfair Asian expo at the Mandalay Bay Convention Center, which is one of the largest and most up-to-date exhibition venues in Las Vegas, the U.S.. The three-day event drew 6,698 volume buyers and 404 Asian manufacturers who took up 428 booths.



Since the U.S. is an important market for many Asian manufacturers, we are confident that, with the overwhelming attendance and the event's success, we have tapped into the exhibition market in the U.S.. To create more business opportunities, we are planning to increase the number of booths to 700 stands. It is also expected that Kenfair Asian expo will contribute revenue to the Group.

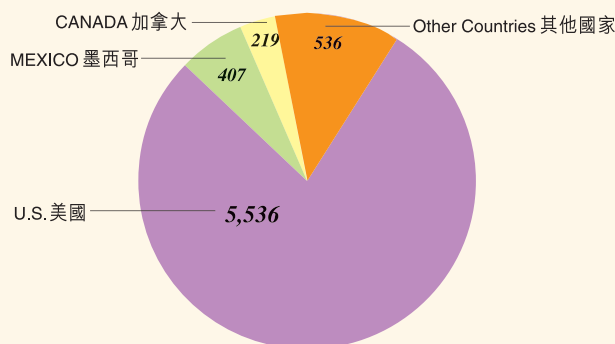
拉斯維加斯－亞洲博覽會－美國

本集團於二零零三年八月十三至十五日首次舉辦「拉斯維加斯－亞洲博覽會」，選址為全美國最大型及最新的展覽場所之一Mandalay Bay Convention Center。為期三日的「拉斯維加斯－亞洲博覽會」，共有404家亞洲廠商，設置428個攤位，吸引了6,698名買家入場。

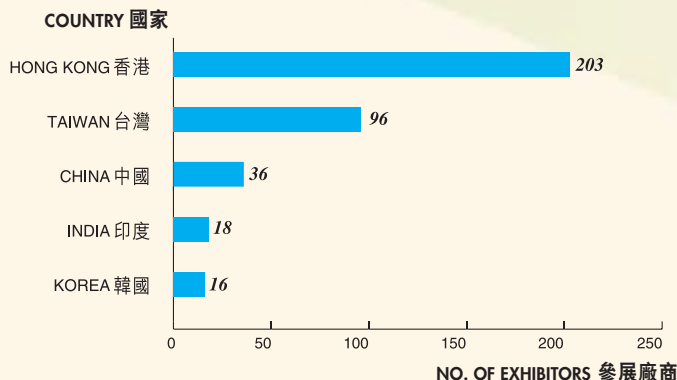
美國為多個亞洲廠商的主要市場，本集團深信能藉著是次展覽會進軍美國展覽市場。為了替參展商締造更多商機，我們決定擴充明年「拉斯維加斯－亞洲博覽會」的規模，將攤位數目增加至700個，預計將為集團拓展收入來源。



Buyer Attendance
入場買家



Exhibitor Breakdown (Top 5 exhibiting countries)
參展廠商分佈 (五個主要參展國家)



ASIANA (Hong Kong)

As a vanguard in the exhibition industry, we are committed to diversifying our exhibition theme to explore more new platforms for Asian manufacturers to achieve business opportunities. Between 29 and 31 October 2003, we launched our first regional high-end products show, ASIANA at the HKCEC. 777 Asian manufacturers of the finest and most innovative products showcased their high-end merchandise to overseas buyers from luxury department stores, who represent the apex of the merchandising pyramid. This brand new event attracted 914 booths and 11,815 buyers.



ASIANA — 香港

作為領導本港展覽行業的先鋒，本集團致力開拓新的展覽主題，為亞洲廠商爭取更多商機。本集團於二零零三年十月二十九日至三十一日期間，假會展舉辦亞洲區內首個專為從事中高檔次產品的亞洲廠商而設的ASIANA。是次展覽會雲集777個亞洲廠商，向來自世界各地專門採購中高檔產品的頂尖買家，展示一系列最精緻創新的產品。這個主題創新的展覽會共吸引914個攤位及11,815名買家入場。

Organizing this up-market trade fair will greatly substantiate the Group's leading edge and create one more income stream to the Group.

舉辦此高檔次產品的貿易展突顯本集團的領導地位，並為集團開拓另一個收入來源。



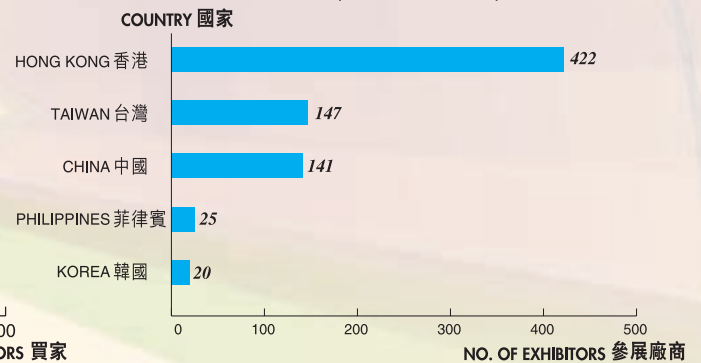
Buyer Attendance (Top 10 visiting countries)

入場買家 (十個主要參與國家)



Exhibitor Breakdown (Top 5 exhibiting countries)

參展廠商分佈 (五個主要參展國家)



MegAsia

For the long-term business growth and to upgrade our exhibition services, we launched a trade magazine, MegAsia in October 2002. This bi-annual publication is issued every February and October. Besides suppliers' product advertisements, MegAsia also covers updated industry news in toys, gifts, premium and household products industries, product trends, trade show information and in-depth company interviews, etc.

During the Review Period, we also published a special edition in June supplementing the normal frequency by providing the latest market and product information for manufacturers and buyers.

To make MegAsia the best promotional medium for local SMEs and Asian manufacturers, the Group sends copies to selected target buyers in the Group's database; we have also made the magazine widely available at all the Group's major exhibitions and other major international trade shows where we are exhibitor.



MegAsia

為配合集團長遠的業務發展以及提升展覽服務水平，本集團於去年十月推出貿易雜誌MegAsia。此一年兩期的商貿雜誌逢二月及十月出版，內容涵蓋玩具、禮品、贈品及家居用品等行業的最新趨勢和發展、展覽資訊、產品推介及公司專訪等，同時亦供廠商刊登產品廣告。

為了填補二月至十月間之空隙，本集團於今年六月亦出版了一期附加特刊，使客戶時刻緊貼最新市場及產品資訊。

為促使MegAsia成為本地中小型企業及亞洲廠商一個向海外市場推廣產品的最佳宣傳渠道，本集團將每期刊物郵寄予資料庫內之目標買家，並在本集團於香港及海外所主辦及參與的各項展覽會中推廣和派發，以收最大的成效。

Since its debut, MegAsia has generated overwhelming advertising responses. The current issue of Vol. Oct/2003 attracted a record number of 520 advertising pages, a 40 percent increase when compared to the Oct/2002 issue. Its success not only creates a new stream of income bringing the Group rewarding returns, it also highlights the Group's visionary business strategy and our ability to fully utilize our resources.

MegAsia is recognized as an encyclopedia in the exhibition industry and the Group is considering increasing publication frequencies for the magazine in the years ahead.

自創刊以來，MegAsia一直為集團帶來十分理想的廣告收益，今年出版的10月號廣告多達520頁，較去年同期大幅上升約40%。MegAsia不單為集團成功締造一個新的收入來源，更進一步印證本集團卓越的業務策略，以及善用內部資源的能力。

鑑於MegAsia資料豐富，早已被業界認為展覽行業的百科全書，備受廠商及國際買家的推崇，本集團正考慮於未來增加出版期數。

Kenfair Travel Limited

Kenfair Travel Limited ("Kenfair Travel"), which was previously the travel & logistics team of the Customer Services Department, is now a subsidiary of Kenfair International.



Sharing the Group's mission to provide value-added exhibition service support to privileged customers, Kenfair Travel offers comprehensive travel services such as hotel accommodation, transportation, ticketing and tour organization to regional manufacturers, international buyers and visitors coming to Hong Kong to attend conferences, corporate meetings, or simply for business leisure.

Catering for every need of our local and overseas customers, Kenfair Travel successfully obtained a Travel Licence in 2003. In August 2003, Kenfair Travel provided a wide spectrum of travel services to the exhibitors and buyers of Kenfair Asian expo.

In October 2003, Kenfair Travel also provided hotel booking service to buyers and exhibitors attending the October Shows.

Kenfair Travel not only broadens the Group's business scope, but also creates a new revenue stream to the Group.

建發旅運有限公司

建發旅運有限公司（「建發旅運」）乃本集團之附屬機構，由客戶服務部之旅運及後勤隊伍分拆成立。

秉承本集團一貫為顧客提供優質完善服務的宗旨，建發旅運為區內廠商及國際買家、來港參加會議或商務旅遊的客戶，提供交通、住宿及行程安排等周全的旅運服務。

建發旅運業務涵蓋本港及海外，並已於二零零三年獲發旅遊牌照。同年八月，建發旅運更為參加本集團所舉辦的海外展覽會「拉斯維加斯—亞洲博覽會」的參展商及買家提供旅運服務。

另外建發旅運又於同年十月為參加十月份展覽會的海外參展商及買家提供住宿安排服務。建發旅運的服務完全配合本集團拓展全面性展覽業務的發展目標。

建發旅運拓闊了本集團業務範疇，並締造新的收入來源。

