

CORPORATE PROFILE

公司簡介

The group of Kenfair International (Holdings) Limited ("Kenfair International" or together with its subsidiaries, the "Group"), established in 1991, is one of the leading trade exhibition organizers in Hong Kong. Over the past 13 years, the Group has been serving as "a gateway to achieve business opportunities" for both Asian manufacturers and international buyers through its world-class trade fairs. On 10 April 2002, Kenfair International was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 223).

Leveraging on its enormous and state-of-the-art database consisting of over 500,000 international buyers and Asian manufacturers in toys, gifts, premium and household products industries, the Group's trade fairs held in Hong Kong and overseas have been generating record numbers of participating manufacturers and global buyers every year.

The annual top highlight of the Group's projects is the mega twin-events of the **Hong Kong International Toys & Gifts Show** and **Asian Gifts Premium & Household Products Show** (the 2 concurrently-held shows are collectively known as the "October Shows"). Growing from strength to strength for over a decade, the October Shows has become one of the most important trade events exclusive for toys, gifts, premium and household products in the global exhibition calendar. As a proof of worldwide acclaim, the October Shows has been endorsed as a "UFI-Approved Event" by The Global Association of the Exhibition Industry ("UFI") since October 2002.

To cater for the ever-increasing demand for professional trade fairs on toys, gifts, premium and household products, Kenfair International has decided to strategically reposition its another local trade fair **ASIANA** as a continuation session to the Group's flagship October Shows this October. The October Shows, termed as Mega Show Part One, will be followed by ASIANA – Mega Show Part Two a few days later. The Group trusts that this blending of two niche trade fairs into a series will create double-impact appeal to suppliers and worldwide buyers.

Starting from 2001, Kenfair International has geared up to tap the overseas market. In February 2001, the Group staged its inaugural **Asia Expo** in London. As the largest Asian products show in the UK, the 4-year-old Asia Expo became the Group's second trade fair accredited as a UFI-endorsed event last October. Replicating the successful model of Asia Expo, the Group brought its wealth of expertise and experience in organizing trade fairs to the US market by launching the 1st edition of **Kenfair Asian expo, Las Vegas** last August.

To step up the move to expand its exhibition business to China – a market with a pressing demand for world-class trade fairs, Kenfair International has set up two China-based subsidiaries in Beijing and Shanghai.

To date, the Group has started diversifying its business scope by pursuing some new initiatives to serve our customers beyond the exhibition halls since 2002. In October 2002, Kenfair International launched a bi-annual trade magazine, titled **MegAsia**, to provide global buyers with the latest product information on toys, gifts, premium and household products, updated industry news, exhibition information and in-depth company interviews, etc. Meanwhile, MegAsia also serves as a cost-effective advertising channel for Hong Kong SMEs and Asian suppliers to promote their products to global market.

To add value to its core exhibition business, the Group also operates a 24-hour e-Commerce platform **Kenfair.com** to link up Asian manufacturers with international buyers in the cyberspace.

The Group's service subsidiary, **Kenfair Travel Limited**, is providing a comprehensive range of travel services to exhibitors and buyers to enhance their participation in the group's exhibitions. Services include travel arrangement, flight ticketing, hotel booking and tour packages, etc.

Thriving on its commitment to delivering world-class exhibitions and value-added services to our customers, Kenfair International is moving ahead to become one of the leading exhibition organizers in Hong Kong and the Asia Pacific region.

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創立於1991年的建發國際(控股)有限公司集團(「建發國際」或與其附屬公司「本集團」)乃香港具有領導地位的貿易展覽會主辦機構之一。於過去13年以來，本集團一直透過舉辦一系列世界級貿易展覽會，為亞洲廠商與國際買家「開啟商機之門」。2002年4月10日，建發國際成功於香港聯合交易所主板上市。(股票編號：223)

憑藉本集團超過500,000名國際買家及從事玩具、禮品、贈品及家居用品亞洲廠商的數據資料庫，建發國際旗下的貿易展覽會每年均獲數目龐大的廠商及買家支持。

建發國際一年一度的重點展覽項目 — 「香港國際玩具及禮品展」暨「亞洲贈品及家居用品展」(統稱「十月份展覽會」)，經過多年來的長足發展，已成為全球展覽行業中專為玩具、禮品、贈品及家居用品而設的一項矚目盛事，更於2002年10月開始獲國際展覽聯盟UFI評定為「認可展覽會」。

為迎合對亞洲玩具、禮品、贈品及家居用品為主題的貿易展與日俱增之需求，本集團於2004年策略性地將「ASIANA」定位為「十月份展覽會」之延續。「十月份展覽會」將成為亞洲展覽盛事第一部份，相隔數天舉行的「ASIANA」將定位為亞洲展覽盛事第二部份，此嶄新的亞洲展覽盛事系列，將呈現世界各地的優質產品。

建發國際於2001年正式展開進軍海外展覽市場的步伐。2001年2月，本集團在倫敦舉辦首屆「亞洲博覽會」，作為英國最大型的亞洲產品展覽會，擁有4年歷史的「亞洲博覽會」於去年10月成為本集團第二項UFI評定之「認可展覽會」；去年8月，本集團將「亞洲博覽會」的成功模式，以及豐富的專業辦展經驗帶到美國拉斯維加斯，舉辦首屆「拉斯維加斯 — 亞洲博覽會」。

建發國際有見中國對貿易展覽會的需求不斷上升，銳意拓展中國內地之業務，遂於北京及上海兩地開設附屬公司。

自2002年開始，本集團致力為客戶提供展覽會場外的多元化服務。2002年10月，建發國際推出半年刊商貿雜誌MegAsia，向業界人士提供玩具、禮品、贈品及家居用品行業、展覽會資訊及企業專訪等內容。與此同時，MegAsia為本港中小企及亞洲廠商提供一個有效的產品宣傳渠道，把產品推廣至全球市場。

為充分配合本集團之核心業務發展，本集團提供一個聯繫亞洲廠商及國際買家的24小時全天候網上電子商貿平台(Kenfair.com)。

此外，建發國際之服務性附屬機構建發旅運有限公司，為參加本集團展覽會的參展商及買家，提供完善周詳的旅運服務，包括交通住宿及行程安排等。

秉承為客戶提供世界級展覽會及增值服務的承諾，建發國際正昂首向前，朝著成為香港及亞太區頂尖展覽會主辦機構的目標邁進。