

In addition, the proposed expansion plan of the existing Hong Kong Convention and Exhibition Centre (“HKCEC”) will provide additional exhibition space, presenting the local exhibition industry with more opportunities to grow and thrive. Hong Kong is on the track to thrive on its position as “Asia’s Trade Fair Capital”.

再加上香港會議展覽中心（「會展」）建議中的擴建計劃，將為香港提供更充裕的展覽會場地，並為本地展覽業帶來更大的蓬勃發展機會，進一步鞏固香港作為「亞洲展覽之都」的優越地位。

Kenfair International

Dedicated to facilitating international trade, particularly for Asian small and medium enterprises (“SMEs”), the Group organized three successful international trade fairs in the past seven months up to 31 October 2004.

October Shows – Mega Show Part One (Hong Kong)

We staged the largest event of its kind in the Hong Kong exhibitions calendar, the 13th Hong Kong International Toys & Gifts Show and 12th Asian Gifts Premium & Household Products Show (collectively known as the “October Shows”) in October. Once again, the 4-day mega event took up all available exhibition halls, meeting rooms and even corridors of the HKCEC to house the historic-high of 3,058 exhibitors in 4,670 booths. We also registered a 5.8% increase in buyer attendance with a record-breaking figure of 63,905.

To cater for the overwhelming demand for trade fairs specialized in toys, gifts, premium and household products, the October Shows was tied in with the Group’s 2nd ASIANA this year to form the “Mega Show” series, presenting exhibitors and buyers with an expanded trading platform.

ASIANA – Mega Show Part Two (Hong Kong)

Held at the HKCEC just a few days after the October Shows – Mega Show Part One, the re-positioned ASIANA – Mega Show Part Two received tremendous response, with 15,189 keen buyers turning in to source the latest products from 878 Asian exhibitors in 973 booths. The successful alignment of the October Shows and ASIANA into the “Mega Show” series is a sound proof of the Group’s shrewd strategic vision.

Kenfair Asian expo (Las Vegas, the United States)

To continue to lead Asian manufacturers of toys, gifts, premium and household products to top the world’s largest market of the United States, the 2nd Kenfair Asian expo was held in Las Vegas in August 2004, with expanded scale and scope. The 3-day event lined up 586 Asian manufacturers to display their top-notch products in 617 booths. The number of exhibitors and booths increased 45% and 44% respectively when compared with that of the inaugural edition in 2003. A record number of 7,591 international buyers visited the fair, a 13% up from last year.

躉發國際

憑藉本集團於推動國際貿易，尤其是促進亞洲中小型企業業務拓展的決心，建發國際於截至2004年10月31日止7個月內，成功於本港及海外先後舉辦了三項國際性貿易展覽會。

十月份展覽會—亞洲展覽盛事第一部份（香港）

本集團於10月舉辦香港同類型展覽規模最為盛大的展覽會—第十三屆香港國際玩具及禮品展暨第十二屆亞洲禮品及家居用品展（統稱「十月份展覽會」）。一如以往，今屆一連4天的展覽會盡用會展所有展覽館、會議室，甚至走廊位置等可供展覽的空間，供3,058名參展商擺設4,670個攤位，再創歷史新高。是次展覽會共吸引63,905名買家入場，人數較去年上升5.8%，成為歷屆之冠。

為迎合市場對玩具、禮品、精品及家居用品貿易展覽會的殷切需求，本集團把今屆「十月份展覽會」與旗下另一項名為「ASIANA」的展覽會組合為「亞洲展覽盛事」系列，務求為參展商及買家提供更具規模的貿易平台。

ASIANA—亞洲展覽盛事第二部份（香港）

於「十月份展覽會—亞洲展覽盛事第一部份」圓滿結束後數天，假會展舉行之「ASIANA—亞洲展覽盛事第二部份」同樣取得空前成功，878名亞洲參展商於973個攤位上，展出其最新產品，共吸引15,189名買家入場參觀及採購。組合「十月份展覽會」及「ASIANA」兩項展覽會成為「亞洲展覽盛事」系列的成效超卓，足以印證本集團極具敏銳市場觸覺及創新精神。

拉斯維加斯—亞洲博覽會（美國）

為再接再勵帶領從事玩具、禮品、精品及家居用品製造的亞洲廠商，進軍美國這個全球最大市場，本集團於2004年8月在拉斯維加斯舉辦第二屆「拉斯維加斯—亞洲博覽會」。是項為期3日的展覽會，在規模及產品範疇方面均有所增長，共有586家廠商，及置617個攤位，數目較2003年首屆展覽會分別上升45%及44%。展覽會共吸引7,591名國際買家入場參觀，人數較去年上升13%。

Future Opportunities

Looking forward, as the first recognized exhibition organizer under CEPA, Kenfair will persistently to extend our business reach in China. At the same time, we with push ahead our strive for excellence in the local and global exhibition industry arenas. Besides introducing our world-renowned “Asia Expo” series to Shanghai in China and Warsaw in Poland, we will continue to diversify our exhibition business by exploring new opportunities. The Group has every confidence in all the opportunities and challenges ahead.

未來商機

展望未來，作為首家獲CEPA認可的展覽會主辦機構，建發國際將進一步積極發展中國業務。本集團於本地以至全球展覽行業中亦將不斷全力求進，除致力把本集團享譽國際之「亞洲博覽會」系列推廣至中國上海及波蘭華沙外，本集團將放眼世界，發掘環球商機，繼續發展多元化展覽業務。本集團擁有十足信心，迎接面前每一個機遇及挑戰。