



MegAsia

The Group's MegAsia trade magazine, which first appeared in October 2002, has successfully established itself as the premier sourcing guide for Asian suppliers and global buyers in the toys, gifts, premium and houseware industries. Apart from suppliers' product advertisements, each issue of MegAsia is packed with updated industry news and product trends, trade show information and in-depth company profiles.

During the Seven Months Period, MegAsia released its Vol. July/2004 supplementary issue to coincide with Kenfair Asian expo in Las Vegas, the United States, and the mega issue of Vol. Oct/2004 as the official show directory publication for the Mega Show series. This October issue has attracted a tremendous booking of 391 advertising pages by Hong Kong and other Asian manufacturers. Copies of the issue were made

available to all visiting buyers at the October Shows – Mega Show Part One and ASIANA – Mega Show Part Two in Hong Kong.

Starting from the Vol. Oct/2004 issue, MegAsia is coming together with a CD-ROM version and an online version at our www.kenfair.com. The electronic version is aimed at rendering our advertisers a non-stop exposure of their products to worldwide buyers anytime, anywhere.



MegAsia

自2002年10月起推出之MegAsia貿易刊物，現已成為一本專為從事玩具、禮品、贈品及家居用品等類別之亞洲廠商及國際買家而設的採購指南。每期刊物除刊載廠商之產品廣告外，內容更涵蓋最新行業趨勢和發展、產品潮流、展覽資訊及公司專訪等。

於過去七個月內，MegAsia出版了七月號附加特刊，以配合在美國舉行之「拉斯維加斯 — 亞洲博覽會」；以及最具份量之2004年10月號，作為「亞洲展覽盛事」系列展覽會之指定場刊。該十月號更成功取得多達391頁香港及亞洲廠商的廣告，是期刊物被安排在本集團「十月份展覽會 — 亞洲展覽盛事第一部份」及「ASIANA — 亞洲展覽盛事第二部份」兩項展會中廣為派發予入場之買家。

另自今年十月號開始，本集團更為MegAsia刊物增設光碟版，及在www.kenfair.com上發行電子網上版，務求為廣告客戶帶來全天候無間斷之宣傳效果。



Kenfair Travel Limited

Set up in 2003, Kenfair Travel Limited ("Kenfair Travel") provides one-stop value-added services to cater for the travel-related needs of exhibitors and buyers participating in the Group's overseas and local trade fairs.

Kenfair Travel has so far arranged hotel accommodation, transportation, ticketing and tour packages for a total of 760 representatives of the exhibitors and buyers of Kenfair Asian expo. It has also offered hotel reservation service, ticketing and complimentary shuttle bus service for the 3,200 participants of the October Shows and ASIANA during the Seven Months Period.

建發旅運有限公司

建發旅運有限公司（「建發旅運」）於2003年成立，旨在為參與本集團本港及海外展覽會的廠商及買家，提供周詳完善的一站式旅運服務。

建發旅運至今已為合共760名參加「拉斯維加斯 — 亞洲博覽會」的廠商及買家代表提供酒店住宿、交通、票務及行程安排等周全服務。於過去七個月內，建發旅運亦相繼為3,200名「十月份展覽會」及「ASIANA」的參展商及買家提供酒店房間預訂、票務及免費穿梭巴士接送服務。