



### www.kenfair.com

www.kenfair.com is the Group's non-stop information portal fully integrated with a virtual marketplace to create seamless linkage between international buyers and sellers. At present, our memberships have soared to over 15,000 in less than two years since its official launch in October 2002 including 350 global "Big Buyers" (with annual sales volume over US\$50,000,000), reflecting its strong appeal to international traders.

During the Seven Months Period, www.kenfair.com has revamped its homepage design, bringing in a host of innovative functions and easy access points to empower surfers with the utmost searching convenience. The launch of electronic version of MegAsia with its instant inquiry function on www.kenfair.com is another ground-breaking initiative to immediately broaden circulation for the magazine and communication between buyers and advertisers.

With our advanced technological infrastructure, www.kenfair.com is geared to create new value-added online services in the near future to help boost the Group's core exhibition business through its strong outreach capability. We are confident that www.kenfair.com is on the track to become a premier product sourcing platform in the region.

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www.kenfair.com乃本集團專為聯繫國際買家及廠商而設的全天候資訊平台及電子商貿中心。自2002年10月推出以來，網站會員數目於短短兩年間攀升至超過15,000名，當中更包括350名「大買家」（每年銷售額超過50,000,000美元），足見其在國際商家中的號召力。

於過去七個月內，www.kenfair.com全面更新網頁設計，並加入一系列創新功能及操作簡便之登入點，以進一步提升網站功能及搜索之便捷性。而新增設並兼備「即時查詢」功能之MegAsia電子網上版乃另一項突破性發展，藉此迅速擴大刊物流通量，並促進買家與廣告客戶之溝通。

憑藉集團先進的科技設備，www.kenfair.com蓄勢待發，於未來提供更多增值服務，透過其強勁的延展能力促進集團旗下核心展覽業務的發展。我們深信www.kenfair.com正邁向成為區內一個具領導地位之產品採購平台。

