

Outlook

Trade shows are often regarded as an effective platform for facilitating global trade. As a leading Hong Kong-based exhibition organizer, Kenfair International is dedicated to putting up world-class trade fairs as well as applying its professional expertise and profound experience to open up new shows in new markets. The 2 main developmental goals are:

- (1) Tapping into the People's Republic of China ("China" or "PRC") market;
- (2) Further expanding our global business reach and forming strategic business partnership.

展望

貿易展覽會一直被視為促進世界各地貿易發展的重要平台。作為一家紮根香港、並具行業領導地位的展覽會主辦機構，建發國際矢志運用其專業知識及豐富經驗，致力將國際級貿易展覽會引進新市場，兩項主要之發展目標為：

- (1) 拓展中華人民共和國（「中國」）市場；
- (2) 進一步擴展海外業務據點及建立策略性合作夥伴關係。

Tapping into the China market

China's accession to the World Trade Organization ("WTO") and the Closer Economic Partnership Arrangement ("CEPA") between Hong Kong and China are favorable for Kenfair International's growth. We will actively pursue the opportunities brought about by these advantages to expand our exhibition business in China.

To expand its market reach in China, Kenfair International's first step is to set up subsidiaries in strategic geographical locations. In 2004, the Group opened a new subsidiary – Kenfair International (Sichuan) Exhibitions Limited in Chengdu of Sichuan Province, the most commercialized city in the Western part of China. Western China region has been identified by the Central Government for focused development. Together with its two subsidiaries, Kenfair Capital (Beijing) Exhibition Management Company Limited in Beijing and Kenfair International (Shanghai) Limited in Shanghai, these three subsidiaries in China and the newly set-up operation branches in Shenzhen and Dongguan of Guangdong Province, are currently conducting market research and feasibility study on launching new trade fairs in China. Furthermore, all these subsidiaries and branches are geared up to expand the Group's business and enhance the comprehensive after-sales services to customers across China.

With the concerted effort of all offices in China, the Group is going to stage its first China version of its highly successful exhibition brand – the "Asia Expo" series in Shanghai. ASIA EXPO – Shanghai, to be launched on 4 – 6 April 2005 at the world-renowned Shanghai Everbright Convention and Exhibition Center, will render Asian manufacturers of toys, gifts, premium and household products a golden opportunity to market their products in Shanghai to the Chinese and international buyers. Meanwhile, we are now collecting market information on the Western China market for planning a new show in Sichuan Province.

拓展中國市場

把握中國加入世界貿易組織（「世貿」），以及中港兩地落實《更緊密經貿關係安排》（「CEPA」）所帶來之機遇，建發國際將積極拓展本集團於中國的展覽業務。

為擴大在中國的市場覆蓋面，在具策略性地區建立附屬公司，已成為建發國際之首要目標。二零零四年，本集團竊準中國西部省份獲中央政府大力支持經濟開發的動盪，逐選址中國西部最商業化之城市四川省成都市成立另一附屬公司——建發（四川）展覽有限公司。加上已成立之兩間附屬公司——北京之建發京城（北京）會展管理顧問有限公司及上海之上海建發展覽有限公司。此三間附屬公司連同新近在廣東省深圳市及東莞市開設的分公司，均已就於中國舉辦新貿易展覽會展開市場調查及可行性研究工作。本集團期望透過國內附屬公司和分公司之群策群力，加快拓展中國業務的步伐，為中國各地客戶提供全面的服務。

憑藉中國各辦事處的共同努力，本集團亦計劃將旗下已成功確立的展覽會品牌——「亞洲博覽會」系列推廣至上海。定於二零零五年四月四日至六日假國際知名的上海光大會展中心舉行之「上海亞洲博覽會」，將為亞洲廠商於上海提供一個展出玩具、禮品、贈品及家居用品給與中國及國際買家的黃金機會。此外，我們正積極搜集有關中國西部的市場資料，為準備在四川省舉行新展覽會作出周詳計劃。