

## Asia Expo-Poland (Warsaw, Poland)

Since its accession to the European Union ("EU") in May 2004, Poland has become an emerging trading hub linking the wealthy West European markets with the rapidly developing East European markets. The Polish economy looks rosy with escalating demands for light industrial goods.

Realizing that there are currently only a few exhibitions themed in the toys, gifts, premium and household products in Poland, Kenfair International takes the decisive step to introduce its world-renowned "Asia Expo" series to the capital city of Poland, Warsaw, which is at the centre of Europe. This new trade show sets to assist Asian manufacturers in their active pursuit of business opportunities by promoting their products across the EU.

Asia Expo-Poland will be held at the Warsaw International Expocentre – EXPO XXI (renowned as the "Smart Venue") on 1-3 June 2005.

### 「波蘭亞洲博覽會」(波蘭華沙)

波蘭自今年五月加入歐洲聯盟(「歐盟」)後，已逐漸發展成為最具潛力的貿易中心，充當聯繫富裕的歐洲西部市場及發展迅速的歐洲東部市場的角色。波蘭國內經濟穩步增長，當地市場對輕工業產品的需求近年更顯著上升。

鑒於波蘭本土現時只有少數以玩具、禮品、贈品及家居用品為主題的展覽會，建發國際決定選址位於歐洲中心地帶之波蘭首都華沙，推出其廣受國際認可的「亞洲博覽會」系列，為亞洲廠商提供向歐盟國家推廣產品之展覽平台。

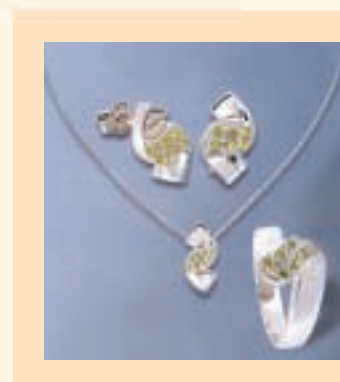
「波蘭亞洲博覽會」將於2005年6月1日至3日，假座有「智能場地」美譽之Warsaw International Expocentre – EXPO XXI舉行。

## Thailand Jewellery Show

Besides working for the new trade fair in Poland, the Group will continue its negotiations and discussions with relevant parties on the proposed Asian Gems and Jewellery Show in Bangkok, Thailand. The Group will frequently update and exchange views with relevant trade associations in Thailand on the show's format and logistic arrangements. Further details of the show will be announced in due course.

### 泰國珠寶展

於籌備波蘭新貿易展覽會的同時，本集團將繼續與有關人士洽談在泰國曼谷舉辦「亞洲寶石及珠寶展」的計劃，並經常就展覽會形式及各項安排，與泰國有關商會交流意見，有關展覽會之進展情況詳情將於適當時候公佈。



## Forming strategic business partnership

The new exhibition projects during the Seven Months Period are the results of the Group's investment in worldwide market research and business development. To further expand our coverage in the new markets, our devoted staff will continue to focus on establishing strategic partnerships with international trade associations and government bodies in our target markets.

### 於全球建立策略性合作夥伴關係

於過去七個月內策劃籌辦之各項新展覽會，乃本集團積極推行世界性市場研究及業務發展的成果。為進一步擴大我們於新市場的佔有率，本集團的專才將繼續致力爭取與目標市場之有關行業商會及政府部門，建立策略性的夥伴關係。