

CORPORATE PROFILE

公司簡介

Kenfair International (Holdings) Limited ("Kenfair International" or the "Company", together with its subsidiaries, the "Group") is a leading and renowned trade exhibition organizer in Hong Kong. Since its establishment in 1991, Kenfair International has been thriving on its mission to serve as "a gateway to achieve business opportunities" for Asian manufacturers and global buyers through offering world-class trade fairs and other related services. Over a decade of solid growth, Kenfair International was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") (Stock Code: 223) on 10 April 2002.

The Group's enormous databank consists of over 500,000 international buyers and Asian manufacturers in the toys, gifts, premium and household products industries. The state-of-the-art databank plays a vital role in ensuring the high attendance for and overall success of the Group's trade fairs.

The Group's flagship twin-event **Hong Kong International Toys & Gifts Show** and **Asian Gifts Premium & Household Products Show** (collectively known as the "**October Shows – Mega Show Part One**") is the Group's annual highlight. The October Shows - Mega Show Part One has grown remarkably since its debut in 1992 to become one of the largest trade fairs for toys, gifts, premium and houseware in Asia. The significance of the October Shows – Mega Show Part One in the international exhibition arena is reinforced by the endorsement of it in October 2002 by UFI, the Global Association of the Exhibition Industry, as a "UFI-Approved Event".

The increasing demand for professional trade fairs on toys, gifts, premium and household products prompted Kenfair International to pair the October Shows – Mega Show Part One with its another trade fair namely the **Mega Show Part Two**, into the "**Mega Show**" series in October 2004. The Mega Show Part Two follows the Mega Show Part One just a few days later to expand the business opportunities for suppliers and worldwide buyers.

Kenfair International began eyeing the overseas exhibition market at the turn of 2000, and launched the inaugural **Asia Expo** in London in February 2001. Now hailed as the largest trade fair for Asian-made merchandises in the United Kingdom ("U.K."), Asia Expo is the Group's second show to gain UFI-endorsement in October 2003. Replicating this successful initiative, the **Kenfair Asian expo** made its debut in Las Vegas, the United States ("U.S.") in August 2003. This year, the Group will further expand the "**Asia Expo**" series in Shanghai, the People's Republic of China ("China") in April, and Warsaw, Poland in June.

To facilitate growth of Kenfair International in the People's Republic of China ("China"), the Group has established three China-based subsidiaries in Beijing, Shanghai and Chengdu and two branch offices in Shenzhen and Dongguan to prepare for the launch of the Group's branded exhibition series in China.

Kenfair International began in October 2002 to diversify its business scope and services beyond the exhibition halls by launching a professional trade magazine, **MegAsia**. As a cost-effective advertising channel for Hong Kong and Asian suppliers and a premier sourcing guide for global buyers, each edition of MegAsia is packed with hundred pages of suppliers' product advertisements, the latest product trends on toys, gifts, premium and household products, updated industry news, exhibition information and in-depth company profiles. The CD-ROM and online versions of the trade magazine, eMegAsia, were launched in October 2004, and MegAsia will make a tri-annual magazine from June 2005.

To provide a non-stop product sourcing and trade platform for Asian manufacturers and international buyers, the Group operates **www.kenfair.com**, a 24-hour e-commerce portal with a host of value-added services to its customers.

Kenfair Travel Limited was set up in May 2003 to provide one-stop travel-related services, including travel arrangement, air ticketing, hotel booking and tour packages, etc. to cater to every travel need of the exhibitors and buyers attending the Group's trade fairs.

Kenfair International will continue its unrelenting efforts to deliver world-class exhibitions and value-added services to its customers, and further strengthen its position as a leading exhibition organizer in Hong Kong and the Asia-Pacific region.