

Exhibition-related Services

MegAsia

The Group launched its trade magazine, MegAsia, in October 2002 to render global buyers a premier sourcing guide for Asian toys, gifts, premium and household products. In addition to suppliers' product advertisements, each issue of MegAsia contains updated industry news and product trends, trade show information and in-depth profiles of suppliers.

During the year, MegAsia published two regular issues (Vol. Oct/2004 and Vol. Feb/2005) and a special supplementary issue (Vol. July/2004) which served as the official show directories for the Group's October Shows – Mega Show Part One and Mega Show Part Two in Hong Kong, the Asia Expo in London, the U.K., and Kenfair Asian expo in Las Vegas, the U.S. The three editions of MegAsia collectively contained over 700 advertising pages from suppliers.

The newly-added Vol. June/2005 issue will be available to all visiting buyers at the Group's upcoming 1st Asia Expo – Poland in Warsaw, Poland and the 3rd Kenfair Asian expo in Las Vegas, the U.S.

Starting from the Vol. Oct/2004 issue, MegAsia is also available on CD-ROM and online on the Group's internet portal, www.kenfair.com. The electronic versions are aimed at rendering our advertisers a non-stop exposure of their products to worldwide buyers anytime, anywhere.

With vast potential in printed advertising, MegAsia presents the Group with a lucrative supplementary revenue stream.



展覽相關服務

MegAsia

本集團於2002年10首度推出商貿雜誌MegAsia，為全球買家提供採購亞洲玩具、禮品、贈品及家居用品之最佳指南。除廠商之產品廣告外，每期MegAsia內容均刊載行業最新發展和消息、產品趨勢、展覽資訊、及詳盡公司專訪等。

於本財政年度，MegAsia共推出兩份定期刊號(2004年10月號及2005年2月號)，並於2004年7月出版一期附加特刊，作為本集團各項展覽會的指定場刊，當中包括於香港舉行的「十月份展覽會—亞洲展覽盛事第一部份」、「亞洲展覽盛事第二部份」以及英國倫敦「亞洲博覽會」及美國「拉斯維加斯—亞洲博覽會」。三期MegAsia共刊登超過700頁之廠商廣告。

而2005年新增的6月號固定期刊將在波蘭華沙舉行的第一屆「波蘭—亞洲博覽會」及於美國舉行的第三屆「拉斯維加斯—亞洲博覽會」派發予所有到場買家。

自2004年10月號始，MegAsia更增設光碟版及在本集團網站www.kenfair.com發行電子網上版。該等電子版本乃專為本集團之廣告客戶而設，務求為他們帶來全天候無間斷的宣傳效果，隨時隨地將其產品推廣予國際買家。

以刊登廣告所產生的龐大潛力，MegAsia為本集團締造可觀的輔助收入來源。

Kenfair Travel Limited

Kenfair Travel Limited ("Kenfair Travel") was set up as a one-stop service centre to cater for the travel needs of the exhibitors and buyers of the Group's local and overseas trade fairs.



During the fiscal year, Kenfair Travel delivered a wide range of travel-related services such as hotel room reservation, ticketing and complimentary shuttle bus service for exhibitors and buyers participating in the trade fairs organized by the Group.

建發旅運有限公司

建發旅運有限公司(「建發旅運」)的成立以一站式旅遊服務中心為宗旨，致力為參與本集團所舉辦的本地及海外展覽會的廠商和買家，提供完善的旅運服務。

本財政年度，建發旅運為參與本集團所舉辦之各項展覽會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等周全服務。

Furthermore, Kenfair Travel arranged exclusive hotel accommodations, transportation, air-ticketing and special tour packages for the exhibitors of Asia Expo in London and Kenfair Asian expo in Las Vegas. Similar value-added service will also be made available to exhibitors of the Group's new exhibitions: ASIA EXPO – Shanghai and Asia Expo – Poland.

此外，建發旅運亦特別為參與倫敦「亞洲博覽會」及拉斯維加斯「拉斯維加斯—亞洲博覽會」的參展商，提供酒店住宿、交通、票務及行程安排等完善的旅運服務。而類似的增值服務亦將會提供予本集團的「上海—亞洲博覽會」及「波蘭—亞洲博覽會」的參展商。



www.kenfair.com

The current fiscal year marked an important milestone for www.kenfair.com, with memberships soaring approximately 64% to over 18,000, and a leap to 500 the number of "Big Buyer" members with annual sales over US\$50 million. For a web portal in operation for only 2 years, this impressive growth signifies the rapid reception of www.kenfair.com by global buyers and suppliers.



www.kenfair.com was given a facelift with a host of innovative functions and easy access points to empower surfers with utmost efficiency in searching for product and trade fair information. Apart from initiating a localisation strategy through the Group's subsidiaries and branch offices in China, a comprehensive multi-lingual service platform is under vigorous construction on top of the existing Chinese and English interfaces. We also launch the online version of MegAsia to broaden its circulation. The portal's various value-added features and powerful outreach capability have considerably strengthened the Group's scope of exhibition business by boosting the participation interest of overseas buyers.

On 21 February 2005, the Group signed a share exchange agreement with Macau Asia Investments, Limited ("Macau Asia") (previously known as Fairway Communications, Inc.) to acquire approximately 9.09% of its issued share capital for 20% equity in www.kenfair.com. Taking into account the experience and world-class expertise in the information technology field of Macau Asia, the joint venture marked a strategic move to further enhance the strengths of www.kenfair.com.

www.kenfair.com will take up a pivotal part of the promotion effort of "Kenfair Information Kiosks" at the Hong Kong International Airport to serve global business travelers. Complemented by our multi-faceted advertising and exposure channels, www.kenfair.com is set to reap exponential growth in both membership and revenues.

www.kenfair.com

本財政年度是標誌著www.kenfair.com蛻變的里程碑。年內，www.kenfair.com會員人數躍升約64%至逾18,000名，而每年銷售額超過50,000,000美元的「大買家」會員人數亦上升至超過500名。作為一個啟用短短兩年的商貿門檻網站，如此令人振奮的增長數字印證這個多功能的電子商貿平台已廣受全球買家及廠商的認同及支持。

全面更新後的www.kenfair.com提供一系列的創新功能及操作簡便之登入點，進一步提升網站功能及搜索產品和展覽會資訊之便捷性。在透過本集團於中國的附屬公司及分公司推行本地化策略及推出中英文介面以外，www.kenfair.com的全方位多國語言服務平台亦在積極開發中。www.kenfair.com亦同時啟動了MegAsia網上版本大大增加其流通量。網站多元化的增值服務及強勁的延展能力有效擴闊集團展覽業務範疇，並大大促進了更多海外買家參與本集團所舉辦的展覽會。

於2005年2月21日，集團與Macau Asia Investments, Limited（「Macau Asia」）（前稱Fairway Communications, Inc.）達成換股協議，以www.kenfair.com的20%股權換取約9.09%Macau Asia之股權。憑藉Macau Asia於資訊科技行業內的經驗及專業知識，以及其世界級的技術，是次合作乃www.kenfair.com進一步提升實力的策略性行動。

www.kenfair.com將會在本集團於香港國際機場設立之「建發資訊站」向各國商務訪客作重點推廣，加上集團所採用其他多元化的推廣渠道，有助www.kenfair.com充分把握其潛力，實現會員人數及收入貢獻的持續增長。

