

OUTLOOK

We believe that trade exhibitions will continue to provide the most dynamic and effective, yet face-to-face meeting grounds for manufacturers and buyers worldwide to conduct sales and marketing activities. As a leading trade fair organizer, Kenfair International is committed to facilitating international trade by launching world-class trade shows and expanding our business base globally. Our two main development goals are:

- (1) Tapping the China's exhibition market; and
- (2) Extending local and international business reach and forming strategic business alliances.

展望

我們相信貿易展覽會乃最具動力及最有效的貿易平台，讓世界各地的廠商及買家直接會面，推廣及銷售其產品。作為一家具行業領導地位的展覽會主辦機構，建發國際矢志繼續舉辦更多世界級的貿易展覽會及擴展其全球業務基礎，藉以促進環球貿易。我們兩項主要發展目標為：

1. 進軍中國展覽業市場；及
2. 擴展本地及海外業務及建立策略性聯盟。

Tapping the China's exhibition market

China is one of the most active and fastest growing markets in the world today, and its accession to the World Trade Organization has boosted the country's economic growth. Benefiting from the Closer Economic Partnership Arrangement ("CEPA") between Hong Kong and China, Kenfair International sees a promising future in the China market for more professionally-managed exhibitions.

進軍中國展覽業市場

中國乃目前世界上最活躍及增長最迅速的市場之一，而加入世界貿易組織更刺激中國經濟加速的發展。加上中港兩地落實《更緊密經貿關係安排》（「CEPA」），中國市場對專業展覽會的需求將持續增長，建發國際對中國展覽業的秀麗前景亦充滿信心。

i) Establish Subsidiaries and Branch Offices

The Group has set up three subsidiaries and two branch offices in strategically selected cities to establish the presence of its world-renowned trade exhibitions in China.

The latest establish subsidiary, Kenfair International (Sichuan) Exhibition Limited, was operated on 19 November 2004 in Chengdu, Sichuan Province. The city is the key commercial centre in western China selected by the Chinese Central Government for focused development.

The Group also has subsidiaries in the top cities of Beijing and Shanghai, namely Kenfair Capital (Beijing) Exhibition Management Company Limited and Kenfair International (Shanghai) Limited respectively. In addition, the Group has recently established branch offices in the bustling cities of Shenzhen and Dongguan in southern China.

Our China-based subsidiaries and branch offices are working towards enhancing the Group's growth in China, such as delivering a range of after-sales services to the Group's expanding client base in China, conducting market researches and feasibility studies for new projects, etc.

i) 設立附屬公司及分公司

為將本集團舉辦的優質貿易展引進中國，本集團已於中國策略性地設立三間附屬公司及兩間分公司。

最新成立的附屬公司—建發(四川)展覽有限公司，於2004年11月19日在四川省成都市開幕。隨著西部地區開發，成都乃中國中央政府集中發展的主要商業中心。

本集團亦已先後於北京及上海設立附屬公司，分別為建發(北京)會展有限公司(前稱「建發京城(北京)會展管理顧問有限公司」)及上海建發展覽有限公司。此外，本集團於月前選址華南最繁盛的城市深圳及東莞開設分公司。

我們於中國的附屬公司及分公司積極推進本集團於中國的發展，除為不斷增加的客戶群提供一系列售後服務外，亦為本集團計劃舉行的新展覽項目進行市場調查及可行性研究工作等。



ii) ASIA EXPO – Shanghai

The Group had introduced its well-received “Asia Expo” brand into China’s premier business hub, Shanghai, by launching the ASIA EXPO – Shanghai at the Shanghai Everbright Convention and Exhibition Center between 4 and 6 April 2005.

The brand new trade show housed 183 Asian manufacturers of toys, gifts, premium and household products for a special opportunity to meet a congregation of over 5,000 Chinese and international buyers and directly market their products to the emerging China market.

上海亞洲博覽會 ASIA EXPO - Shanghai

ii) 上海亞洲博覽會

透過於2005年4月4至6日假上海光大會展中心舉辦「上海亞洲博覽會」，本集團將旗下業界知名的「亞洲博覽會」系列引進中國的商業樞紐——上海。

此項全新的貿易展覽會雲集超過5,000名中國及國際買家，為183家展出的亞洲玩具、禮品、贈品及家居用品廠商締造商機，直接於潛力龐大的中國市場及向到場的買家推廣其最新系列產品。

iii) Exploring new fairs in China

Leveraging the immense need and potential for trade fairs in China, the Group is planning to launch new trade shows of various themes in Beijing, Shanghai and Sichuan. We are currently conducting a series of market researches and feasibility studies for proposed exhibitions.

iii) 發掘於中國舉辦新展覽會的機會

放眼於中國舉辦更多貿易展覽會的龐大需求及潛力，集團計劃於在北京、上海及四川推出不同主題的貿易展覽會。我們現正為擬舉辦的展覽會進行一系列市場調查及可行性研究。

Extending local and international business reach and forming strategic business alliances 擴展本地及海外業務及建立策略性聯盟

i) Asia Expo – Poland

The expansion of the European Union (“EU”) definitely presents exceptional opportunities to Asian manufacturers who wish to extend their market reach in Europe.

At an advantageous location that conveniently connects the wealthy markets in Western Europe with the fast-growing ones in Eastern Europe, Poland is poised to become a new trade centre in the European continent. Furthermore, the Polish economy has experienced impressive growth since its entry to the EU in May 2004 and its domestic demand for top-notch light-industry products has been soaring.

Recognizing there are only a few trade shows themed in toys, gifts, premium and housewares in Poland, the Group will introduce its “Asia Expo” trade fair concept into Poland in 2005. Dubbed Asia Expo – Poland, the Asian-exclusive trade fair will be held at the Warsaw International Expocentre, EXPO XXI in the capital city of Warsaw between 31 May and 2 June 2005.



i) 波蘭—亞洲博覽會

對於計劃拓展歐洲市場業務的亞洲廠商而言，歐洲聯盟（「歐盟」）版圖的擴張無疑為他們帶來更多商機。

波蘭在地理上處於優越位置，毗連富裕的西歐市場及增長迅速的東歐市場，因而成為歐陸地區一個新興貿易中心。此外，自2004年5月成為歐盟國後，波蘭的經濟一直蓬勃增長，令市場對高質素輕工業產品的需求亦不斷飆升。

鑒於目前在波蘭舉辦以玩具、禮品、贈品及家居用品為題的貿易展覽會為數甚少，本集團決定於2005年將「亞洲博覽會」系列引進波蘭。顧名思義，「波蘭—亞洲博覽會」是專為亞洲廠商而設的產品貿易博覽會。是次展覽會定於2005年5月31日至6月2日假首都城市華沙的Warsaw International Expocentre – EXPO XXI舉行。