

Business Development Department

業務發展部

Being Kenfair International's think-tank for future development, the Business Development Department's mission is to rigorously explore new business opportunities, develop strategic alliances and enhance the co-operative partnerships from joint efforts between the Group and other exhibition-related services providers.

業務發展部乃建發國際未來業務發展的智囊團，主要負責為本集團發掘業務機會、物色業務合作夥伴，以及加強與其他展覽會及相關業務。

Customer Services Department

客戶服務部

The 8-member customer services team adds great value to the Group's core business by delivering a comprehensive range of after-sales services to the Group's local and international clientele.

The Customer Services Department is responsible for handling general enquiries from the exhibitors and buyers of the Group's exhibitions, conducting surveys to collect feedback and comments from participants of the exhibitions, as well as implementing various on-site services at the Group's exhibitions.

客戶服務部之8位專才，熱誠為本集團客戶提供優質、全面的售後服務，促進本集團各核心業務更趨完善。

部門主要職責為處理本集團展覽會參展商及買家的查詢；定期進行問卷調查，廣泛蒐集本集團客戶的意見和建議；並於本集團旗下各展覽會舉行期間，於現場為客戶服務。

Design Department

設計部

By their exceptional artistic ideas and styles, the 7 in-house designers constantly enhance the corporate image of the Group, its exhibitions and other services. The department also provides a host of design-related services for our exhibitors and magazine advertisers.

The Design Department's work includes designing the Group's promotional brochures and posters, advertising banners and light boxes, as well as the page layout of the Group's trade magazine, MegAsia.

Operating an in-house production and digital print-out studio, the department is capable of producing large-sized posters, banners and light box duratrans for display at our exhibitions and other venues.

設計部7位設計專才，透過運用其出眾的美術觸覺及創意，提升本集團、本集團旗下展覽會及其他業務的形象，同時為客戶提供一系列優質設計服務。

部門專責本集團各樣宣傳小冊子、海報、橫額廣告、廣告燈箱以及本集團旗下刊物MegAsia之設計工作。

而部門附設之電腦噴畫製作中心，更可製作適用於展覽會及其他戶外場地之巨型海報、橫額廣告及廣告燈片。

Exhibitions Operations Department

展覽事務執行部

The 8 professionals of the department are also responsible for bringing new and innovative elements into the overall venue decorations and booth designs. They also handle enquiries from exhibitors on booths' set up and special requests.

展覽事務執行部與各展會場地管理機構及攤位承建商長期保持緊密合作，確保本集團展覽會符合相關之安全要求及規定，為本集團旗下展覽會締造最理想之業務洽商環境。

部門8位精英亦同時負責為各展覽會攤位、會場整體佈置注入新的元素和創新意念，他們也負責處理參展商有關攤位佈置的查詢。

Information Technology Department

資訊科技部

The Information Technology Department comprises of 6 IT experts in database, system management, web operation, programming, webpage design and management. They are responsible for ensuring the Group operates at top efficiency at all times and providing the Group's core business with IT-enabled value-added services.

The department has been actively reengineering the Group's online sourcing portal, www.kenfair.com, into an attractive cyber product showcase and resource centre for international buyers and exhibitors, thus enhancing Kenfair International's brand identity in the global trade exhibition arena.

Its other initiatives include the multilingual versions of www.kenfair.com, the CD and online versions of MegAsia, the promotional www.kenfair.com kiosks at the Hong Kong International Airport and the comprehensive invoicing system.

資訊科技部由6位於資料庫、系統管理、網站運作、程式設計、網頁設計及管理方面擁有豐富知識的專才組成，專責維護和支持本集團之高效率運作，並為本集團之核心業務提供多項增值服務。

部門不時革新本集團之電子商貿平台及網站www.kenfair.com，為國際買家及本集團展覽會的參展商提供高效益的網上產品展覽廳及資源中心，藉以進一步鞏固建發國際於展覽業界中的地位。

而部門更屢獻新猷，包括為www.kenfair.com增設多國語言版本、推出MegAsia光碟及網上版、於香港國際機場設置特別推廣專櫃，以及建立一套完整客戶發票編製系統。

Marketing Department

市場推廣部

Staffed by 4 marketing professionals, the Marketing Department performs its key function to strategically market and position the Group and its exhibitions in the international trade fair industry.

The department's jobs include collecting market intelligence and the latest global trends in the trade fair industry, conducting market studies and working with various project teams to implement promotional initiatives for the Group's exhibitions.

部門由4位經驗豐富的市場推廣人員組成，專責為本集團旗下之展覽會，於國際貿易展覽業界中確立市場定位及制訂市場推廣策略。

市場推廣部的主要職責包括蒐集市場資料，以緊貼貿易展覽業最新動向；進行市場研究以及與其他部門合作，為本集團展覽會設計策略性之宣傳推廣方案。

Publications Department

刊物出版部

The 11-member team of advertising and editorial professionals of the Publications Department works exclusively on the Group's tri-annual trade magazine, MegAsia, which is widely recognised by global buyers as a premier sourcing guide and an effective advertising channel for Asian manufacturers to provide their products to worldwide markets.

The advertising executives recruit suppliers to advertise their products in MegAsia, while the editorial team compiles the insightful, comprehensive market features, company profiles, trade show reports, industry news updates and new product highlights for the magazine.

The MegAsia magazine launched its CD-ROM and online version in October 2004, and it is expanded from two issues a year to three from June 2005, to be published in February, June and October each year.

由11名專業廣告從業員及編輯人員組成之刊物出版部，專責本集團旗下貿易雜誌—MegAsia的出版工作。此雜誌已廣受全球買家推許為搜購亞洲產品的最佳指南，更被本港及亞洲廠商視為推廣產品至國際市場之理想渠道。

部門的廣告組同事致力招募數以百計之廠商客戶於雜誌刊登廣告；而編輯組的同事則為雜誌撰寫和編寫有關市場最新動向的專題報導、廠商公司專訪、展會報告、行業新聞及新產品介紹等內容。

MegAsia更於2004年10月推出光碟版及網上版，並將於2005年6月開始每年增至出版三期，逢2月、6月及10月出版。

Public Relations Department

公關部

The 3-member Public Relations Department is entrusted with the mandate to enhance the Group's positive corporate image. It also serves as an essential communication bridge between the Group and the public, the media and other relevant parties.

Our Public Relations staff also assist in the preparation of the Group's various promotional literature.

公關部3位專業人員負責鞏固本集團良好之企業形象，亦為本集團與公眾、傳媒及有關機構之間的重要溝通橋樑。

此外，公關部亦參與本集團宣傳品的撰寫及製作工作。