

Research and Development Department

研究及發展部

buyers, manufacturers and trade associations and recruiting buyers for the Group's exhibitions. The department also provides an on-site multilingual interpretation service for exhibitors and buyers at the Group's "Mega Show" series.

The Research & Development Department takes the initiative to conduct in-depth industry and market researches to explore new business opportunities around the world for the Group.

The department is responsible for building and promoting the Group's brand in major world markets by establishing contact with international

研究及發展部負責進行市場調查工作，深入研究行業及市場環境，為本集團發掘新全球業務商機。

部門更專責與世界各地之買家、廠商及商會建立緊密聯繫，致力吸引買家前來參觀本集團的貿易展覽會，以及於世界主要市場建立及推廣本集團之品牌。此外，部門亦統籌為參與「亞洲展覽盛事」系列展覽會之參展商及買家提供多國語言傳譯服務。

Sales Department

營業部

Our committed sales team has played a vital role in helping the Group's exhibitions achieve exponential growth and success over the years.

Serving under our local and regional sales teams, our 37 sales professionals are responsible for selling exhibition space of the shows in the Group's ever-expanding exhibitions portfolio. These shows include the Group's flagship Hong Kong "Mega Show" series, Asia Expo, ASIA EXPO – Shanghai, Asia Expo - Poland and Kenfair Asian expo.

我們的營業隊伍在本集團的每個展覽項目中均擔當不可或缺的重要角色。本集團各個展覽會有此傑出成就，營業部著實功不可沒。

本集團的營業部由「本地展覽會銷售組」及「海外展覽會銷售組」組成，共有37名員工，負責本集團旗下貿易展覽會攤位的銷售工作，包括：「亞洲展覽盛事」系列，「亞洲博覽會」、「上海—亞洲博覽會」、「波蘭—亞洲博覽會」及「拉斯維加斯—亞洲博覽會」。

Kenfair Capital (Beijing) Exhibition Management Company Limited

建發（北京）會展有限公司

The 12 staff in Beijing perform a wide range of activities to prepare for the Group's business development in China, like conducting market researches and feasibility studies on launching new fairs in Beijing, collecting up-to-date market information and building a databank of important industry contacts.

The Group established Kenfair Capital (Beijing) Exhibition Management Co., Ltd. in Beijing as one of its focal points in China to expand its market reach in this emerging economic power.

有見及中國作為新興經濟強國之一的龐大市場潛力，建發國際已於北京開設建發(北京)會展有限公司，作為本集團拓展中國市場的重要據點。

由12名員工組成的駐北京專業隊伍，積極進行連串工作，為本集團於中國的業務發展作好準備。當中包括市場調查、研究於當地舉辦展覽項目的可行性、蒐集市場最新情報，以及建立中國買家及生產商的數據資料庫。

Kenfair International (Shanghai) Limited

上海建發展覽有限公司

Kenfair International (Shanghai) Limited is set up to enhance the Group's presence in Shanghai, China's leading hub of conventions and trade exhibitions.

Our 11 staff members in Shanghai work hard in promoting Kenfair International's branded trade fairs to potential exhibitors and buyers in China. They also conduct market researches, collect marketing intelligence and have been building up the

databank of Chinese buyers and manufacturers for the Group's planned trade fair in Shanghai.

上海建發展覽有限公司的成立，將進一步提升本集團於上海這個中國著名會議展覽中心的知名度。

本集團11名上海員工致力向中國之廠商及買家，推廣建發國際之各項貿易展覽會。駐當地隊伍透過進行市場調查、蒐集最新市場情報，與及就本集團計劃於上海舉辦展覽會的需要，積極建立中國買家及生產商之數據資料庫。

Kenfair International (Sichuan) Exhibitions Limited

建發(四川)展覽有限公司

the 10 staff will also work diligently to promote the Group's other exhibitions to the manufacturers and buyers in Chengdu and other major Chinese provinces as well as implement a series of market studies.

The Group's third China-based subsidiary, Kenfair International (Sichuan) Exhibitions Limited, was officially opened on 19 November 2004 in Chengdu, the head city of Sichuan Province in western China.

The Sichuan subsidiary will concentrate its efforts on a planned export commodities trade show in Chengdu to help the economic growth of western China. Meanwhile,

本集團第三間以中國為基地之附屬公司——建發(四川)展覽有限公司，於2004年11月19日在中國西部之四川省首府成都正式開幕。

四川附屬公司將全力籌劃本集團首個在成都市舉行的出口商品交易會，以促進中國西部經濟發展。而駐當地之10名專才，現正積極向成都及其他省份之生產企業及買家推介本集團旗下展覽會，並進行連串市場調查工作。

Branch Offices in Shenzhen and Dongguan

深圳及東莞分公司

enquiries from potential and existing exhibitors of the Group's trade fair in Shanghai.

The Group has also set up branch offices in Shenzhen and Dongguan in January 2005 to further grasp business opportunities in the two bustling manufacturing hubs in southern China.

With 8 staff, the Shenzhen office is mainly responsible for recruiting and handling

Apart from performing exhibitor recruitment sales for the Shanghai fair, the 7 staff members in the Dongguan office also implement a range of marketing initiatives and maintain a databank of manufacturers and buyers in the region.

本集團於2005年1月分別於深圳及東莞開設分公司，以充份掌握位於這兩個南中國製造業中心的蓬勃商機。

深圳辦事處擁有8名員工，主要負責為本集團上海舉行的貿易展覽會招募國內參展商，以及處理參展客戶的查詢。

東莞辦事處的7位員工，除進行本集團展覽會攤位銷售工作外，其主要職能為研究國內市場動態及建設中國生產商及買家資料庫。

Kenfair Travel Limited

建發旅運有限公司

Our 4 travel consultants arrange air-ticketing, hotel booking, transportations and special package tours for the exhibitors of the Group's trade fairs held in Hong Kong, China and abroad.

Since obtaining a travel license in 2003, Kenfair Travel Limited ("Kenfair Travel") has been acting as the Group's one-stop travel services arm, delivering a comprehensive range of travel-related services to the Group's exhibitors and buyers.

自2003年成功取得旅遊營業牌照，建發旅運有限公司(「建發旅運」)成為本集團旗下提供旅運服務的附屬公司，為建發國際各展覽會的參展商、買家以及其他商務客戶提供全面的旅運服務。

4位專業旅遊顧問為本集團於香港、中國及海外舉行之展覽會參展商，提供預訂機票及酒店房間、交通行程安排及旅遊套餐等周全服務。