



Exhibition-Related Businesses

MegAsia

The Group's MegAsia trade magazine, which was first published in October 2002, is deemed now as a premier sourcing guide for Asian suppliers and global buyers in the toys, gifts, premiums and houseware industries. Apart from suppliers' product advertisements, each issue of MegAsia is packed with updated industry news, product trends and trade show information, and in-depth company profiles of selected suppliers.

During the Seven Months Period, MegAsia released its newly added issue – Vol. June/2005 – to coincide with the Group's inaugural Asia Expo – Poland in Warsaw, Poland and the 3rd Kenfair Asian expo in Las Vegas, the U.S. The mega Vol.Oct/2005 issue served as the official show directory for the Group's Mega Show series with an impressive 469 advertising pages for Hong Kong and other Asian suppliers. Complimentary copies of it were available for all visiting buyers at the Mega Show Part 1 and Mega Show Part 2.

Starting from Vol. Oct/2004 last year, MegAsia has also included a CD-ROM version and an online version – e-MegAsia – is also available on the Group's website, www.kenfair.com. These electronic versions, which rendered round-the-clock worldwide exposure to products, have generated increased feedback to our advertisers.



展覽會相關業務

MegAsia

本集團於二零零二年十月首度推出的商貿雜誌MegAsia，現已成為玩具、禮品、贈品及家居用品之亞洲廠商及全球買家的最佳採購指南。除廠商的產品廣告外，每期MegAsia均刊載行業最新發展及消息、產品趨勢、展覽會資訊及詳盡之公司專訪等。

於七個月期內，MegAsia配合於波蘭華沙舉行的首屆「波蘭—亞洲博覽會」及於美國拉斯維加斯舉行的第三屆「拉斯維加斯—亞洲博覽會」新增二零零五年六月期刊。於二零零五年十月出版的重量級期刊則為本集團「亞洲展覽盛事」系列的指定場刊，共刊登469頁香港及亞洲廠商之廣告，並於「亞洲展覽盛事第一部份」及「亞洲展覽盛事第二部份」舉行期間免費派發予所有到場買家。

自二零零四年十月號開始，MegAsia更增設光碟版及在本集團網站www.kenfair.com發行網上版e-MegAsia。此等電子版本為廣告客戶提供全天候無間斷的全球產品宣傳效果，為他們的產品營造更強大迴響。



www.kenfair.com

www.kenfair.com recorded an explosive jump in membership during the Seven Months Period. The number of members soared from 18,000 as at 31 March 2005 to over 37,000 at the end of the Seven Months Period. The number of "Big Buyer" members with annual sales over US\$50 million also continued to grow to approximately 600. The impressive membership growth can be attributed to our successful recruitment efforts and the increased recognition of the website by global buyers and suppliers.

www.kenfair.com

於七個月期內，www.kenfair.com會員人數大幅增加，由二零零五年三月三十一日的18,000名上升至截至七個月期內止的超過37,000名。而每年銷售額超過50,000,000美元的「大買家」會員人數亦上升至約600名。如此令人振奮的增長足證我們努力招募會員的成果，而全球買家及廠商對本網站的認可更日益增長。