



www.kenfair.com (cont'd)

Topping the new features added to www.kenfair.com during the Seven Months Period were the innovative “Exhibitor Locator System” and the German version of the website. The “Exhibitor Locator System” provides highly effective assistance for product and exhibitor search. It was well received by both buyers and exhibitors during the Mega Show series. In the coming months, we will continue to expand the multi-language capability of www.kenfair.com to include Russian and Polish versions. These new communication channels will facilitate further penetration of our core exhibition business into these emerging markets.

The portal’s many value-added features and powerful outreach capabilities have considerably strengthened the interest of the overseas buyers to participate in our shows. We are confident that www.kenfair.com will sustain its exponential membership gains and generate significant revenues.

www.kenfair.com (續)

於七個月期內，www.kenfair.com新增多項功能，包括嶄新的「參展商定位系統」及網站的德文版本。「參展商定位系統」提供高效率之產品及參展商搜尋功能，於「亞洲展覽盛事」系列舉行期間深受買家及參展商歡迎。我們將於未來數月繼續為www.kenfair.com增加更多不同語言版本，包括俄語及波蘭語。此等新增之溝通介面將有助我們的核心展覽會業務進一步滲入各個新興市場。

網站之多元化增值服務及強勁的延展能力已大大提升海外買家參與我們各個展覽會之興趣。我們對www.kenfair.com充滿信心，會員人數及收入貢獻將會持續增長。

