



## (2) China

With China continuing to maintain impressive economic growth and emerge as a global economic powerhouse, the Group will proceed with its active pursuit of the bountiful business opportunities in the country via its subsidiaries and branches, and carry out feasibility studies for new exhibitions in China.

### (2) 中國

中國經濟騰飛，躍升為推動全球經濟的動力，有見及此，本集團將透過旗下附屬公司及分公司，積極開拓國內的龐大商機，研究在中國開辦新展覽會的可行性。



#### ➤ Subsidiaries and Branches in China

The staff of the Group's five subsidiaries and branches in China – Kenfair (Beijing) Exhibition Company Limited in Beijing, Kenfair International (Shanghai) Limited in Shanghai, its branch offices in Shenzhen and Dongguan and Kenfair International (Sichuan) Exhibition Limited in Chengdu – will continue to develop and enhance the Group's presence in the China market.

They will collect up-to-date market information, build a databank of important industry contacts, carry out marketing activities to promote the Group's trade fairs and provide comprehensive after-sale services to the Group's exhibitors in China.

#### ➤ 於中國設立的附屬公司及分公司

本集團於中國設有五間附屬公司及分公司，包括位於北京的建發（北京）會展有限公司、位於上海的上海建發展覽有限公司及其位於深圳和東莞的分公司，以及位於成都的建發（四川）展覽有限公司，旗下員工將繼續積極推動公司發展以擴大本集團於中國市場的佔有率。

附屬公司及分公司的員工負責蒐集最新的市場資訊，建立重點行業的聯絡資料庫，舉辦市場活動推廣本集團的貿易展覽會，以及為本集團於中國的參展商提供全面的售後服務。

#### ➤ Potential New Fairs in China

The Group is conducting a number of feasibility studies on holding new trade fairs in different parts of China to expand the Group's business reach in the rocketing economy. Details of the exhibition to be held will be announced once confirmed.

#### ➤ 在中國舉辦新的展覽會

本集團正研究在中國不同地區舉辦新貿易展覽會的可行性，務求把握中國經濟蓬勃發展所帶來的機遇，將本集團的業務拓展至中國其他地區，有關詳情將於落實後公佈。

## (3) Overseas

The Group will strive to expand the global reach of its trade fairs by launching its branded "Asia Expo" series in London, the United Kingdom, and the Kingdom of Bahrain ("Bahrain"), the Middle East; work towards organizing the Thailand Jewellery Show as well as forming strategic business partnerships and alliances in the Group's target markets around the world.

### (3) 海外

透過在英國倫敦及中東巴林王國（「巴林」）推出旗下「亞洲博覽會」系列，本集團致力拓展貿易展覽會業務至全球各地；並籌辦泰國珠寶展，以及在全球目標市場建立策略性業務夥伴及聯盟。