



#### ➤ Thailand Jewellery Show

Besides launching new trade fairs in Hong Kong and Bahrain, the Group will also forge ahead with realizing the proposed Asian Gems and Jewellery Show in Bangkok, Thailand. Discussions and negotiations between the Group and various trade associations and other interested parties are continuing, and details of the fair will be announced once they are confirmed.

#### ➤ 泰國珠寶展

除了在香港和巴林兩地推出新的貿易展覽會以外，本集團亦擬在泰國曼谷籌辦亞洲寶石及珠寶展。本集團現正與多個商會和其他有關方面進行磋商，展覽詳情將於落實後向外公佈。

#### ➤ Strategic Partnership Development Worldwide

The Group will work closely with its strategic partners worldwide. During the Seven Months Period, we signed an agreement with the globally renowned airline Cathay Pacific Airways Limited ("Cathay Pacific"). Cathay Pacific will be the sole official carrier for the Group's Hong Kong shows, including Mega Show Part 1, Mega Show Part 2 and Hong Kong Spring Fair. It will offer exclusive special flight packages to our exhibitors and buyers, and the Group will launch a comprehensive marketing campaign to promote those offers.

Meanwhile, the Group will continue its relentless efforts to establish new partnerships with world-reputed corporations, trade associations and government bodies in different regions, with special focus in our target markets, to facilitate further growth of our business and our international reach.

#### ➤ 全球策略夥伴的發展情況

本集團將與全球策略夥伴緊密合作。在七個月期內，我們與環球知名的航空公司－國泰航空有限公司（「國泰」）簽訂協議。國泰將成為本集團於香港舉辦的展覽會，包括「亞洲展覽盛事第一部份」、「亞洲展覽盛事第二部份」及「香港春季交易會」之獨家指定航空公司，為我們的參展商及買家提供專享之優惠套票。本集團將會展開全面的市場活動推廣該等優惠。

同時，本集團將繼續努力與不同地區，尤其是在目標市場的世界著名企業、商會及政府機關建立夥伴關係，以促進本集團業務發展及進一步拓展國際市場。

## Corporate Governance

Kenfair International firmly believes that, to achieve business excellence and long-term growth, a corporation must have good corporate governance. As such, the Group fully adheres to the Code of Corporate Governance Practices set out in Appendix 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and other measures recommended with the exceptions listed in the section "Additional Information" in the later part of this report. Besides abiding by rules and regulations, the values held by a company and its leaders are also important to ensuring the company's credibility and overall performance. Hence, Kenfair International continues to value and benefit from the governance, counsel and guidance of its directors. All executive directors are responsible for the day-to-day management of the Group's operations and they hold regular meetings with senior management to communicate and formulate the Group's overall strategies and corporate policies. Furthermore, the Board of Directors remains vigilant to all conditions that may affect the Group's financial situation and business performance and shareholders' interests. The Group is committed to enhancing its overall transparency to the public.

## 企業管治

建發國際深信良好的企業管治乃業務成功及長遠增長的重要因素。本集團全力執行香港聯合交易所有限公司證券上市規則附錄14之企業管治常規守則，以及其他建議措施，惟本報告較後部份「附加資料」一節所載者除外。除遵守條例及規則外，公司及其管理層的價值觀亦對確保公司誠信和整體表現至為重要。因此，建發國際將繼續重視其董事的管治、意見及指導，並藉此獲益。所有執行董事均負責本集團之日常營運管理，並定期與高級管理層進行會議，商討及制訂本集團的整體策略及企業政策。此外，董事會並保持警覺，密切留意每個可影響本集團財務狀況、業績表現及股東利益的情況。本集團亦致力向公眾提升整體透明度。