

# CORPORATE PROFILE

## 公司簡介

Kenfair International (Holdings) Limited (“Kenfair International” or the “Company”, together with its subsidiaries, the “Group”) is a leading and renowned trade exhibition organizer in Hong Kong. Since its establishment in 1991, the Group has been thriving on its mission to serve as “a gateway to achieve business opportunities” for Asian manufacturers and global buyers through offering world-class trade fairs and other related services. Over a decade of solid growth, Kenfair International was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) (Stock Code: 223) on 10 April 2002.

The Group’s enormous databank consists of over 800,000 international buyers and Asian manufacturers in the toys, gifts, premium and household products industries. The state-of-the-art databank plays a vital role in ensuring the high attendance and overall success of the Group’s trade fairs.

The Group’s flagship twin-event **Hong Kong International Toys & Gifts Show** and **Asian Gifts Premium & Household Products Show** (collectively known as “**Mega Show Part 1**”) is the Group’s annual highlight. Mega Show Part 1 has grown remarkably since its debut in 1992 to become the largest trade fairs for toys, gifts, premium and houseware in Asia. The significance of Mega Show Part 1 in the international exhibition arena is reinforced by the endorsement of it in October 2002 by UFI, the Global Association of the Exhibition Industry, as a “UFI-Approved Event”.

The increasing demand for professional trade fairs on toys, gifts, premium and household products prompted the Group to pair **Mega Show Part 1** with its another trade fair namely **Mega Show Part 2** into the “**Mega Show**” series in October 2004. Mega Show Part 2 follows Mega Show Part 1 just a few days later to expand the business opportunities for suppliers and worldwide buyers. In 2005, Mega Show Part 2 was accredited as a “UFI-approved event”.

In January 2006, the Group introduced a brand new show, **Hong Kong Spring Fair**, to Hong Kong, featuring a wide array of light-industry products. And in October 2006, the Group will co-operate with the Hong Kong Trade Development Council in launching the 1st **Hong Kong International Furniture Fair** in the city.

The Group began eyeing the overseas market at the turn of 2000, and launched the inaugural Asia Expo in London in February 2001. Now hailed as the largest trade fair for Asian-made merchandises in the United Kingdom (“U.K.”), **Asia Expo** gained UFI-endorsement in October 2003. Replicating this successful initiative, **Kenfair Asian expo** made its debut in Las Vegas, the United States (“U.S.”) in August 2003. The Group then further expanded the “**Asia Expo**” series in June 2005 by launching new edition of **Asia Expo** in Warsaw, Poland.

To facilitate growth of Kenfair International in the People’s Republic of China (“China”), the Group has established three China-based subsidiaries in Beijing, Shanghai and Chengdu and two branch offices in Shenzhen and Dongguan to prepare for the launch of the Group’s branded exhibition series in China.

The Group began in October 2002 to diversify its business scope and services beyond the exhibition halls by launching a trade magazine, **MegAsia**. As a cost-effective advertising channel for Hong Kong and Asian suppliers and a premier sourcing guide for global buyers, each edition of MegAsia is packed with hundred pages of suppliers’ product advertisements, the latest product trends on toys, gifts, premium and household products, updated industry news, exhibition information and in-depth company profiles. The CD-ROM and online versions of the trade magazine, eMegAsia, were launched in October 2004, and MegAsia became a tri-annual magazine from June 2005.

To provide a non-stop product sourcing and trade platform for Asian manufacturers and international buyers, the Group operates [www.kenfair.com](http://www.kenfair.com), a 24-hour e-commerce portal with a host of value-added service to its customers.

**Kenfair Travel Limited** was set up in August 2003 to provide a one-stop travel-related service, including travel arrangement, air ticketing, hotel booking and tour packages, etc. to cater for every travel need of the exhibitors and buyers attending the Group’s trade fairs.

Kenfair International will continue its unrelenting efforts to deliver world-class exhibitions and value-added services to its customers, and further strengthen its position as a leading exhibition organizer in Hong Kong and the Asia-Pacific region.

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## 公司簡介

建發國際（控股）有限公司（「建發國際」或「本公司」；及其附屬公司「本集團」）乃香港一家具領導地位之著名貿易展覽會主辦機構。自1991年成立以來，本集團一直透過舉辦一系列世界級貿易展覽會，貫徹為亞洲廠商及國際買家「開啟商機之門」的承諾。經過十多年的發展，建發國際於2002年4月10日成功在香港聯合交易所有限公司（「聯交所」）主板上市（股票編號：223）。

本集團龐大的數據資料庫擁有超過800,000名國際買家及從事玩具、禮品、贈品及家居用品廠商的資料。此數據資料庫在促使本集團各貿易展覽會取得高參與率及成功，擔當重要角色。

合稱「亞洲展覽盛事第一部份」的「香港國際玩具及禮品展」暨「亞洲贈品及家居用品展」乃本集團一年一度之重點展覽項目；自1992年開辦以來，「亞洲展覽盛事第一部份」的規模迅速發展，現已被譽為亞洲最大型的玩具、禮品、贈品及家居用品展之一。「亞洲展覽盛事第一部份」更於2002年10月榮獲國際展覽業協會UFI評定為「認可展覽會」，足證是項展覽會於國際展覽界的重要地位。

為滿足玩具、禮品、贈品及家居用品行業對專業貿易展覽會的殷切需求，本集團於2004年10月把「亞洲展覽盛事第一部份」與本集團另一貿易展覽會——「亞洲展覽盛事第二部份」，組合為「亞洲展覽盛事」系列。「亞洲展覽盛事第二部份」緊接「亞洲展覽盛事第一部份」數天後舉行，為廠商及國際買家提供更多業務拓展機會。2005年，「亞洲展覽盛事第二部份」成為UFI「認可展覽會」。

2006年1月，本集團於香港推出一場嶄新展覽會——「香港春季交易會」，展出一系列輕工業產品；而本集團亦將於2006年10月，與香港貿易發展局合辦在香港舉行的第一屆「香港國際家具展」。

本集團於2000年放眼開拓海外展覽市場，於2001年2月推出倫敦「亞洲博覽會」。該展覽會現已成為英國最大型的亞洲產品展覽會，更於2003年10月成為UFI「認可展覽會」。參考倫敦「亞洲博覽會」的成功模式，本集團於2003年8月在美國推出「拉斯維加斯 - 亞洲博覽會」。2005年6月，本集團把「亞洲博覽會」品牌進一步拓展至波蘭華沙，舉辦「波蘭 - 亞洲博覽會」。

為促進建發國際在中華人民共和國（「中國」）的發展，本集團已先後於北京、上海及成都設立三家附屬公司，並於深圳及東莞成立兩間分公司，為本集團將其品牌展覽會推廣至中國市場作充分準備。

自2002年10月，本集團致力擴展其業務範疇及服務，推出專業貿易雜誌MegAsia，為本地及亞洲廠商提供具宣傳效益的產品宣傳渠道之同時，MegAsia亦是國際買家最佳的採購指南。每期MegAsia均刊登數百頁產品廣告，介紹玩具、禮品、贈品及家居用品的最新潮流、行業資訊、展覽會資料及企業專訪。雜誌的光碟版及網上版eMegAsia已於2004年10月推出，而MegAsia亦於2005年6月起每年出版三份定期刊號。

本集團的電子商貿網站[www.kenfair.com](http://www.kenfair.com)，為亞洲廠商及國際買家提供一個24小時無間斷的全天候產品採購及貿易平台，向本集團的客戶提供多項的增值服務。

本集團另一附屬公司建發旅運有限公司於2003年8月成立，為參加本集團展覽會的參展商及買家提供一站式旅運服務，包括行程安排、票務、預訂酒店、旅遊套票及其他旅遊服務等。

建發國際將致力為客戶提供世界級展覽會及優質增值服務，進一步鞏固本集團於香港及亞太地區展覽會行業中的領導地位。