



Tradelink and HSBC Join Hands In Enhancing Trade Related Banking Services in Hong Kong

(16 April 2007, Hong Kong) Leading e-commerce service provider Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) and The Hongkong and Shanghai Banking Corporation Limited (“HSBC”) today announced they are working together to simplify trade documentation process, much needed by trading and logistics companies. The partnership aims to benefit a vast range of business customers particularly the small and medium enterprises (“SMEs”) community.

The first of this collaboration includes the opening of a Tradelink Service Centre, conveniently located at HSBC’s Mongkok Trade Services Centre, on 12 March 2007. It is the first centre of its kind in Hong Kong, providing paper-to-electronic services for import and export trade declaration that help SME traders meet the Hong Kong Government's requirements quickly and efficiently.

“With the launch of the service centre, SMEs are now able to complete their trade declarations at HSBC. In the first week of launch, more than a thousand customers have already made trade declarations through the service centre. We expect more SME customers to benefit from this new partnership,” said Justin Yue, Tradelink’s Chief Executive Officer.

Tradelink and HSBC are continuing to seek partnership opportunities with an aim to simplify trading process. This will be largely driven by enabling electronic connectivity between the two organisations reducing the need for repeated data entry hence paperwork along the trade documentation process.

“Tradelink shares with HSBC a common vision to make trading easier for customers. If the data presented to the bank for trading transaction contains information that is required for other players in the supply chain, we should not ask customers to provide the same information twice or more.” Mr. Yue commented.

Connecting customers of different sizes with diverse needs and exchanging documents in different formats is complicated. And the enabler of this communication is DTTN (the Digital Trade and Transportation Network, a joint venture between Tradelink and the HKSAR Government). HSBC is considering how it might best connect with DTTN. When connected, DTTN customers who are enjoying the convenience of using one single connection to exchange trade and logistics documents with their business partners could also communicate with HSBC for electronic exchange of trade / financial related documents.

“We are exploring a number of further opportunities for collaboration, primarily centering around electronic data exchange with Tradelink and DTTN to make the international trading process quicker and cheaper for our customers. We believe this can benefit SME traders every bit as much as larger multinationals,” said Stuart Nivison, HSBC's Senior Manager for Trade Services in Asia-Pacific.

Discussions on technical inter-connection between Tradelink and Banks in Hong Kong are in progress, and customers who are currently using DTTN to exchange documents within trading and logistics industry have been lined up to participate in a pilot programme for the interconnection with Banks.

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About Tradelink Electronic Commerce Limited

Established in 1988, Tradelink Electronic Commerce Limited, a joint venture between the Hong Kong SAR Government and private sector shareholders, is a leading provider of trade-related electronic services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users' practical needs, Tradelink has earned the trust of the trading community and built a superb reputation that underscores its dominance in the public e-trading services sector. It offers a unique range of customer support solutions, designed specifically to help customers gain maximum benefits from e-commerce. It makes the use of electronic services as affordable, convenient and user-friendly as possible for its customers. On 28 October 2005, Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536). For more information about Tradelink, please visit www.tradelink.com.hk.

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