



**For Immediate Release**

## **Minister of State for Enterprise and Foreign Trade of France Visits Tradelink and DTTNCo**

*Explore the cooperation on digital trade and logistics platforms interconnection between  
French business Single Window platform and DTTN*

(22 October 2007, Hong Kong) A French delegation comprising the Minister of State for Enterprise and Foreign Trade of France, his cabinet adviser for International Affairs, Parliament members and representatives of the French business community, visited Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) and its associated company, Digital Trade and Transportation Network Limited (“DTTNCo”) today.

Led by Mr. Hervé Novelli, the Minister of State for Enterprise and Foreign Trade of France, the delegation and Tradelink had exchanged views on possible e-commerce cooperation between France and Hong Kong. Mr. Novelli particularly stressed the importance in France to improve enterprise efficiency by reducing and simplifying administrative procedures for international commerce. He also highlighted the tremendous benefits brought by dematerialization technologies. With this regards, Mr. Novelli pointed out the suggestion he’s taken with Mr. Frederick Ma, the Secretary for Commerce and Economic Development of the HKSAR Government, on creating a bi-lateral working committee for dematerializing exchanges between France and Hong Kong.

Companies on the French territory are currently generating more than 100 million documents and 8 million customs declarations annually (source: French Customs). An experimental “Single Window platform” initiative, conducted by Orange Business Services and Axway (Sopra Group subsidiary), is embarked to provide for a paper-free electronic trading environment for the French business community. The platform benefits the French businesses including small and medium enterprises in reducing administrative costs, improving supply chain efficiencies and providing global visibility and track & trace services. Hong Kong, being one of the major trading partners of France with a trade value €4,865.8 million\* (Import: €1,861.4 million and Export: €3,004.4 million) would be a partner to this global initiative. Digital Trade and Transportation Network (“DTTN”) is the first electronic logistics platform in the world, the French delegation appreciates the experience of DTTNCo on dematerialization. During the visit, the delegation expressed tremendous interest in collaborating with DTTNCo to interconnect the two “Single Window” platforms facilitating trading activities between France and Hong Kong.

DTTNCo is jointly established and endorsed by the HKSAR Government and Tradelink. DTTN is an open, neutral and secure community e-platform that provides connectivity among the trade, logistics and finance industries to facilitate electronic information flow and enhance efficiency. It

serves an extensive community, which comprises sellers, buyers, freight forwarders, carriers, terminals, banks, insurance institutions, inspection companies and the Government.

The Minister of State for Enterprise and Foreign Trade indicated strong interest in the reliability and security of DTTN platform and envisaged the cooperation on the interconnections between DTTN and their Single Window platform jointly developed by Orange Business Services, Axway and Sopra Group for international trade facilitation.

Mr. Justin Yue, Chief Executive Officer of Tradelink and Chairman of DTTNCo said, “DTTN being the world’s pioneer in electronic trade and logistics platform, are delighted to have the opportunity to present our DTTN platform to the Minister of State for Enterprise and Foreign Trade of France and the delegation. We welcome the opportunity to explore the cooperation potential for the interconnections between DTTN and the Single Window platforms. The fast development of similar DTTN platforms in other countries in recent years will enable us to converge into a mega DTTN to facilitate global commerce.”

Orange Business Services, a communications service operator and integrator for businesses throughout the world, is bringing to the table its extensive expertise in order to design and operate large-scale trusted party services in the area of B2B, particularly in the public sector.

Axway and Sopra Group have experience in defining and implementing service computerization platforms. As a world leader in “collaborative business solutions”, Axway equips Tradelink, DTTN and more than 20 Asian platforms that currently converse with several tens of thousands of businesses.

Established in 1988, Tradelink Electronic Commerce Limited (“Tradelink”), 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](http://www.tradelink.com.hk).

\*Trade figures (Source: 2006 Hong Kong Census and Statistics Department, the HKSAR Government)



**Photo Caption:**

(From left to right) Mr. Gilles Debret, Business Development Senior Executive Global Services of Orange Business Services; Ms. Emily Chung, Executive Director and Chief Operations Officer of Tradelink; Mr. Jean-Claude-Bernard, Senior Trade Commissioner – General Consulate of France in Hong Kong; Mrs. Claude Greff, Deputée d’ Indre et Loire, France; Mr. Hervé Novelli, Minister of State for Enterprise and Foreign Trade of France; Mr. Justin Yue, Executive Director and Chief Executive Officer of Tradelink and Chairman of DTTNCo; Mr. Marc Barnier, Deputé de la Mayenne, France and Mr. Bruno Cambounet, Vice-President EMEA ePlatform Programs of Axway Sopra Group.

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