



Tradelink Establishes Beijing Branch Office

*Committed to develop China market and become the bridge between
China and Hong Kong's e-Commerce business*

(30 April 2008, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK:0536) announced the establishment of its Beijing branch office.

China economy is currently at its leaping stage. The economy is growing rapidly while modernized service industries now being the focus of the development of the country. Of all areas of modernized service industry, e-commerce as well as e-logistics services play one of the most predominant roles in enhancing the competitiveness of the production industry. Corporations in China are becoming concerned about information technology for its contribution to the development of the economy of the country.

Corporations' focus on information exchange as well as Government's change of view towards the service industry has facilitated the development of a favorable market environment for the e-commerce and e-logistic industries. Establishment of integrated service regions (for logistics and commodities) is now becoming the trend. This also provides Tradelink an advantageous opportunity to introduce its business and technical experience in e-commerce and e-logistics services in Hong Kong to China and through collaboration, to help promote and develop these services in China.

Beijing is the capital of China. It is where the Central Government as well as economic agencies are located. It is also hub for the collection and dissemination of all sorts of information. The establishment of the Beijing branch office enables Tradelink to gain first hand knowledge of the latest policy and access to information on the development and trend of the e-Commerce, trade and logistics services in China. This enables Tradelink make relevant strategic decisions and respond to changes promptly in relation to its business development.

Mr. Justin Yue, Chief Executive Officer of Tradelink, said, “The development of the China market is a long-term goal for Tradelink. To realize our goal, we prioritize our implement plan. We will put our focus initially on the Tianjin port of Huanbohai to “non-water port” of Beijing. Our plan is then to extend our collaboration and the development with other areas within Huanbohai; and gradually and eventually establishing the interaction among Huanbohai, the Yangtze Delta and Pearl River Delta.

Tradelink is the leading provider of trade-related electronic services in Hong Kong, known for providing a wide range of secure and reliable government-related electronic trade services. It has a customer base of

over 54,000 corporations in Hong Kong. With the support of the Hong Kong SAR Government in 2003, Tradelink has developed the Digital Trade and Transportation Network (“DTTN”) which provides an infrastructure to allow enterprises to exchange documents electronically and with ease. Since full launch of the service in late 2006, DTTN has a customer base of more than 3,000 as of end of 2007.



Photo Caption:

Justin Yue, Chief Executive Officer of Tradelink (fifth from left) and the guests (from left), Chen Ji-jun, Superintendent of Modern Logistics and e-Commerce Academe, Beijing Tsing Hua University, Dr. Cheung Yiu Sing, Non-executive Director of Tradelink, Zhang Nian-lu, Vice President of China International Electronic Commerce Center (CIECC), Dai Ding-yi, Deputy Director of China Federation of Logistics and Purchasing (CFLP), He Yu-zhou, Assistant Inspector of Informatization Department, China Ministry of Commerce (MOFCOM), Yuan Hang, Director of Marketing, Tianjin 707 Information Tech Company Limited, Wang Ke, Office Director of China e-Port Information Data Center, Zhou Wu-guang, Director of Management Committee of Beijing Pinggu Mafang Industrial Park and Andrew Cheng, Chief Development Officer of Tradelink, attended the opening ceremony of Tradelink’s Beijing branch office.



Photo Caption:

(From the left) Justin Yue, Chief Executive Officer of Tradelink, Dr. Cheung Yiu Sing, Non-executive Director of Tradelink, Gao Xinmin, Vice Chairman of Internet Society of China and He Yu-zhou, Assistant Inspector of Informatization Department, China Ministry of Commerce (MOFCOM) attended the ribbon-cutting ceremony.

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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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