



[FOR IMMEDIATE RELEASE]

PAA Charts New Initiatives

(24 August 2009, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) announced that the Pan Asian e-Commerce Alliance (PAA) held its 32nd Steering Committee meeting in Bali, Indonesia, from 13 to 14 August 2009. This is the first time the PAA Steering Committee meeting was held in Indonesia.

During the meeting, the Steering Committee noted PAA's achievements as follows:

- Year-on-year growth of 30% in transaction volume;
- Introduction and expansion of cross border services, including Electronic Certificate of Origin, Advanced Manifest and Cargo Tracking services; and
- Increasing recognition of PAA's work by international organizations such as ASEAN, APEC and AFACT.

The Guest-of-Honour at the Welcome Dinner, the Minister Deputy of Coordinating Ministry of Economic Affairs, Mr Djadmiko said, “ The Indonesian government is realizing their National Single Window program and has already implemented in 5 major ports for customs declaration of import documents”. He looks forward to the outcome of the PAA meeting to provide insights on the use of information and communication technologies for the benefit of facilitating global trade.

In recent months, two stalwarts of the Steering Committee, Dr Chen Jenn Nan and Mr Dong Sik Shin, have retired. At this meeting, the PAA acknowledged their extensive contributions, and welcomed their successors, Mdm Joyce Lien, CEO of Trade-Van and Mr Yun Soo Young, CEO of KTNNet, to the Steering Committee.

Mr Leong Peng Kiong, CEO of CrimsonLogic, has assumed chairmanship of PAA, Mr Hiroshi Arichi, Executive Director & COO of NACCS, Japan, was elected vice-chairman of PAA for 2009 and 2010.

In his welcoming speech, Mr Leong said, "I am confident that we will forge ahead in our commitment to working towards a better future for PAA, so as to see even greater growth in secure cross border trade."

The 33rd PAA Meeting will be held in Chiang Mai in December 2009.



Photo Caption:

The 32nd Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Bali, Indonesia, from 13 to 14 August 2009.

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About Pan Asian e-Commerce Alliance

The Pan Asian e-Commerce Alliance (PAA) aims to promote and provide secure, trusted, reliable and value-adding IT infrastructure and facilities to enhance seamless trade globally.

PAA was founded in 2000, by CrimsonLogic (Singapore), Trade-Van (Chinese Taipei) and Tradelink (Hong Kong SAR), and has a total of 13 members from their respective countries currently. Combined customer base of the PAA members now exceeds 150,000 organisations, representing almost all active trading enterprises in the Asian market. For more information about PAA, please visit www.paa.net .

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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