

[FOR IMMEDIATE RELEASE]



## **PAA ANNOUNCED RECORD NUMBER OF CROSS BORDER TRADE PROJECTS UNDER PRODUCTION**

(8 December 2009, Hong Kong) **Tradelink Electronic Commerce Limited** ("Tradelink", SEHK: 0536) announced that the Pan Asian e-Commerce Alliance (PAA) held its 33rd Steering Committee meeting in Chiang Mai, Thailand from 3<sup>rd</sup> to 4<sup>th</sup> December 2009.

At the meeting, it was announced that the PAA secure cross border trade transaction services has achieved a record 22 projects in production for the period ended October 2009.

PAA Chairman, Leong Peng Kiong said "This result is a welcome sign of the effectiveness of the PAA in providing services required by importers and exporters across the Asian region".

"During the year PAA has also increased the numbers of users of its services. Additionally, PAA members are exploring a number of new services including its cross border cargo tracking service," Mr Leong said.

In his welcome speech, the Guest of Honour, Mr.Sompol Chanprasert, Senior Executive Vice President, CAT Telecom noted that "the PAA provides an excellent platform for collaborations. As such, it comes as no surprise that the Alliance has increasingly gained recognition from the industry and international organizations".

The Meeting also noted the retirement of founding Chairman, Mr Justin Yue, who is stepping down as CEO of Tradelink, Hong Kong SAR. Acknowledging Mr Yue's contribution to PAA, Mr Leong said. "Justin was the driving force for the establishment of the PAA. We wish him well in his retirement. "

The 34th PAA Meeting will be held in Cebu, the Philippines in April 2010.



**Photo Caption:**

The 33rd Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Chiang Mai, Thailand from 3<sup>rd</sup> to 4<sup>th</sup> December 2009.

**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, visit [www.paa.net](http://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](http://www.tradelink.com.hk)

For media enquiries, please contact  
Tradelink Electronic Commerce Limited  
Investor Relations and Corporate Communications Department  
Tel: +852 2599 1671  
Fax: +852 2506 0188  
Email: [corpcom@tradelink.com.hk](mailto:corpcom@tradelink.com.hk)