



## **Tradelink and Beichen of Tianjin Sign Memorandum of Understanding**

*Facilitating modern service development in Beichen and application of cross-border e-Commerce service between two regions*

(31 March 2008, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK:0536) announced that it has signed a memorandum of understanding (“MOU”) with Beichen District Government of Tianjin on 18 March 2008, with a view to jointly developing and operating innovative electronic commerce services including government-related and logistics industry services, for use in the Beichen area.

Under the MOU, Tradelink and Beichen District Government will join hands to facilitate online trade and logistic related information exchange and services. With the aim to accelerate the economic development of the Bohai area, Tradelink and Beichen District Government will explore opportunities of developing electronic trade, logistic, financial, and government-connected services for the district government and the enterprises located in Beichen.

According to information published by the Tianjin Government, the Beichen District, which is located to the north of the city, has made significant progress in the incubation of many industries including electrical, modern medicine, metallurgy, auto parts, plastics, food and beverage in the region. Beichen is now home to more than 2,900 industrial enterprises. Hundreds of enterprises from 16 countries and economies (including 123 from Hong Kong) have significantly investments into Beichen. Consequently, the service sector in Tianjin is also growing by leaps and bounds. And it is clear that that making better use of information technology in this regard will contribute significantly to the development of the service sector through greater efficiency and cost savings.

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. Furthermore, following the commission by the Government of the Hong Kong Administrative Region in 2003, Tradelink has developed and established Digital Trade and Transportation Network (“DTTN”) which provides an infrastructure to allow enterprises to exchange documents electronically and with ease. As of December 2007, more than 3,000 enterprises have registered to use the DTTN platform.

Mr. Justin Yue, Chief Executive Officer of Tradelink, said, “We are pleased to have the opportunity to work with the Beichen District Government. Beichen occupies a position of strategic importance in the economic development of the North of China. Together, we should be able to create a win-win situation for all parties being involved, including the enterprises concerned.”

Mr. Ma Ming Ji, Director of the Beichen District Government, said, “Following a visit to Hong Kong, we are very impressed by what Tradelink has achieved. We are confident that our cooperation with Tradelink will not only enhance the collaboration between Tianjin and Hong Kong, it will also help to speed up the modernization and adoption of information technology for the trade and logistics industries in the greater Bohai area.”

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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](http://www.tradelink.com.hk).

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