



3rd APEC E-Commerce Business Alliance Forum

CEO of Tradelink Justin Yue Shares Views on E-commerce Development

The Asia-Pacific Economic Cooperation (“APEC”) held the 3rd APEC E-Commerce Business Alliance Forum on 5 June 2008 in Beijing. The forum featuring the theme “E-commerce model innovation – new impetus to the APEC e-commerce development” was attended by more than 100 participants including Mr. Justin Yue, Chief Executive Officer of Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536), government officials from APEC member countries, and industrial leaders and experts.

The APEC E-Commerce Business Alliance Forum is a biennial event. This year, it had the support of leaders of APEC countries, officials of the PRC Government, heads of internationally-renowned enterprises and mainland China and overseas scholars.

Mr. Richard Bourassa, Chairman of APEC E-Commerce Steering Group, was the host of the event. He presided at the opening ceremony accompanied by Mr. Juan C. Capunay, Executive Director of APEC Secretariat, and representatives and leaders of the National People’s Congress, Ministry of Commerce, Ministry of Industry and Information Technology, Administration of Quality Supervision, Inspection and Quarantine, Ministry of Foreign Affairs and General Administration of Customs of the PRC.

At the forum, Mr. Justin Yue shared the experience of Tradelink in providing innovative services to different businesses over the years and emphasised the importance of presenting added-value to customers. He also explained the latest development of Digital Trade and Transportation Network (“DTTN”) to the prominent audience.

The gathering also heard the views from the Chief Technology Officer of IBM Greater China, Mr. Rongjiu Xue, Professor at the University of International Business and Economics, Mr. Linbo Jing, Professor at the Institute of Finance and Trade Economics, Chinese Academy of Social Sciences, Mr. Haul L. Lee, Professor at the Stanford University on a series of e-commerce related topics, including online security, online trading, the lag of logistics support, inconsistent standards, varying speeds of digitalisation and regulatory development in the region and how issues in these areas were hampering e-commerce development. There were also discussions on

innovation service models covering aspects such as their structures, the services, and sales and profits. The forum concluded with the shared idea of aiming for “regional e-commerce development by integrating and optimizing resources to achieve seamless and harmonious flow of e-commerce activities”.



Photo caption:

Mr. Justin Yue, Chief Executive Officer of Tradelink, explained the wide range of innovative Tradelink services at the 3rd APEC E-Commerce Business Alliance Forum.

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