



**Microsoft and DTTNCo Join Hands to Enhance  
Supply Chain Efficiency in Hong Kong**  
*Technologies in the 2007 Microsoft Office system integrate with  
government-endorsed e-commerce network to realize paperless trading*

(Hong Kong, 15 December 2006) – Microsoft® Hong Kong and Digital Trade and Transportation Network Limited (“DTTNCo”) jointly announced today a partnership which, by leveraging the new technologies in the 2007 Microsoft Office system, will help enhance transactions for approximately 70,000 small and medium enterprises, in the logistics and trade industries, that can connect to the Digital Trade and Transportation Network (“DTTN”), as well as create opportunities for homegrown software developers.

This announcement coincides with Microsoft Hong Kong’s launch today of the latest versions of its flagship products: 2007 Microsoft Office system, Windows Vista™ and Microsoft Exchange Server 2007, to Hong Kong businesses.

DTTNCo, an associated company of Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) that operates the DTTN, plays a key role in realizing the Hong Kong government’s initiative to position the territory as a logistics hub linking Mainland China with the world.

First of its kind in the world, DTTN is a government-endorsed community-wide electronic platform that provides interconnection among the trade, logistics and finance industries to facilitate information flow and enhance efficiency. Ultimately, the aim of the DTTN is to lower the barriers for SMEs to enjoy e-commerce, provide Hong Kong and the Pearl River Delta region with a sophisticated e-infrastructure, and secure the region’s place as a leading international logistics hub.

Herman Lam, Deputy General Manager, Microsoft Hong Kong Limited, is excited by the partnership with DTTNCo. “Our cooperation with DTTNCo, and the productivity gains that DTTN users will experience, highlight the benefits that we hope to bring to Hong Kong enterprises with the launch of our new generation of these products.”

Globally more than 1,000 of the industry’s largest independent software vendors have been developing and testing solutions for the 2007 Microsoft Office system, and approximately 3,000 partner solutions are in the final stages of development.

“Innovation is woven into every aspect of this new release, from the new Ribbon user interface that exposes greater functionality, to greater integration with Office Live. The 2007 Microsoft Office system, as well as Windows Vista and Exchange Server 2007, have been designed from the ground up to be an open, extensible platform for third-party solutions that seamlessly operate with different components such as SharePoint® Server 2007. Such innovation is the cornerstone of our philosophy behind the 2007 Office release, ultimately benefiting customers and partners in a way not seen in previous releases.”

DTTNCo has developed a range of Microsoft Excel forms allowing SMEs involved in trade and logistics to prepare and exchange electronic trade documents such as purchase orders, invoices, packing lists, shipping orders and bills of lading with their trading partners. DTTN substantially reduces entry barriers for SMEs to adopt e-business, leveling the playing field by letting them communicate electronically with sizeable players globally. DTTNCo, cites a government report from 2002 that estimated the ultimate annual savings from operational efficiency improvement at around HK\$1.3 billion per annum.

“Our vision is to provide a stable, reliable, secure and state-of-the-art platform that is driven by customer and industry needs,” said Kelvin Ko, Director, DTTNCo. “The launch of the latest generation of Microsoft Office technologies has enabled us to accelerate our efforts to increase the SME adoption rate of e-business. By employing these new innovations we expect more application service providers and software developers to leverage the DTTN platform for further development and therefore more businesses in Hong Kong will come to realize the benefits of electronic commerce.”

DTTNCo is in discussions with Microsoft about further collaboration. “We will continue to work with Microsoft to bring more innovative solutions to SMEs not only to enhance their operating efficiency but also to lift their capabilities to tap into e-business,” said Ko.

The ISV ecosystem built on the 2007 Microsoft Office release means that more application service providers and software developers will leverage the DTTN platform for development, and therefore more businesses will realize the benefits of electronic commerce. With developer tools such as Visual Studio® that facilitate creation of solutions that can interact with several 2007 Office release applications simultaneously, users can look forward to a new level of productivity when this is combined with the power of the DTTN.

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### **About Digital Trade and Transportation Network Limited**

Digital Trade and Transportation Network Limited (“DTTNCo”), an associated company of Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536), owns and operates the Digital Trade and Transportation Network (“DTTN”), which is the first electronic logistics infrastructure in the world. DTTNCo is committed to providing an open, neutral and secure community e-platform among the trade, logistics and finance industries to facilitate electronic information flow and enhance efficiency via the DTTN. It serves an extensive community, which comprises sellers, buyers, freight forwarders, carriers, terminals, banks, insurance institutions, inspection companies and the Government. DTTN is identified as one of the key initiatives to maintain and enhance Hong Kong’s logistics competitiveness in the region and worldwide. For more information about DTTNCo, please visit [www.hk-dtn.com](http://www.hk-dtn.com).

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. The Microsoft Hong Kong office was established in 1991.

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