



## **Tradelink and Foshan E-port Sign Memorandum of Understanding**

*Exploring the application of DTTN e-logistics platform and other e-trading services in Foshan*

(15 January 2007, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) signed a memorandum of understanding (“MOU”) with Foshan Electron Port Company Limited (“Foshan E-port”) on 15 January 2007 to jointly promote cross-border electronic trading and logistics services between Hong Kong and Foshan.

Under the MOU, the electronic platforms of Tradelink and Foshan E-port will be interconnected to enhance the process and execution of e-commerce between the two regions. Examples of the process and execution of e-commerce include cross-border business collaboration, e-declaration and e-inspection application, feeder express, port clearance and certificate of origin. The companies will also explore the opportunities of developing e-commerce to cater for the demand of the two markets. For instance, mutual recognition of digital certificates, applications of Radio Frequency Identification (“RFID”). In addition, both companies will use the Digital Trade and Transportation Network (“DTTN”) of Tradelink as a blueprint to explore the possibility of developing and establishing e-logistics platform of the same kind in Foshan. This will help propel the trading and logistics information exchange and enhance the overall operation efficiency and effectiveness of enterprises in Hong Kong and Foshan.

According to the latest figures released by the Government of Foshan, Hai Nan Sanshan Port handled a total of 4.3 million tonnes of river cargo in 2006, among which more than 90% were re-exported via Hong Kong. This underscores the fact that Hong Kong is a bridge linking Foshan and overseas countries. The cooperation between Tradelink and Foshan E-port will help cope with the ever-growing demand of trading, logistics and production enterprises for business transaction between Hong Kong and Foshan, and strengthen their integration with other countries and regions.

Tradelink is a leading provider of trade-related electronic services in Hong Kong and is renowned in providing a wide range of secure and reliable Government-related electronic trade services, both in the region and globally. Tradelink also operates Digi-Sign Certification Services (“Digi-Sign”), which has issued over 300,000 digital certificates in Hong Kong. It is not only a leading e-security solution provider in the corporate market in the local territory, but is also gaining acceptance from markets outside of Hong Kong. Furthermore, following the commission by the Government of the Hong Kong Special Administrative Region in 2003, Tradelink developed and established DTTN, which aims at enhancing information flow and efficiency of the entire supply chain.

Foshan E-port is a wholly-owned enterprise in China that establishes and operates the Foshan E-port platform. To enhance “efficient customs” construction, Foshan Municipal Government, with such port inspection units as Customs, the Authority of Commodity Inspection and Quarantine (“CIQ”) and related government function departments jointly construct Foshan E-port platform. It aims at providing high-quality services that meets customers’ needs through cooperation. Being the only information platform of Foshan “efficient customs”, Foshan E-port incorporates port customs law-enforcement management and related logistics trade service into an organic whole, and provides services such as government affairs, information consultation and e-commerce. It is characterized by functions including Port Community, Electronic Information Release, Feeder Express, Port Messenger, Online Declaration, Mobile Trade and Freight Collaboration etc. Foshan E-port endeavors to develop its platform into a unique customs information platform, with one portal, single authentication login and one-stop handling function. Its realization of data interaction, e-declaration, e-verification and e-operation enables the port law-enforcement management to be more precise and efficient, the export customs clearance to be more regular and convenient, so as to upgrade the opening-up level and international competitiveness of Foshan.

Justin Yue, Chief Executive Officer of Tradelink, said, “We are pleased to cooperate with Foshan E-port, which is a leading e-commerce service provider in Foshan. Leveraging the two companies’ leading positions in the e-commerce markets of Hong Kong and Foshan respectively, we will be able to promote our advanced e-commerce platform and related services via DTTN to the trading and logistics enterprises in the two regions. This will enable them to experience the all-round advantages of cross-border paperless trading, and achieve a triple-win situation.”

Tang Qing-lin, General Manager of Foshan E-port, said, “We are deeply impressed by Tradelink, who is well known for the diverse e-commerce services, including Government-related electronic trade services, digital certificates and the world’s first DTTN e-logistics platform, to name a few. Our cooperation with Tradelink will allow us to provide cross-border e-logistics services to local traders and realize information flow within and beyond Foshan. This will not only contribute to a profound impact on the trading enterprises of the two regions, but also extend our reach to the Asia Pacific region and other markets worldwide.”

The new service is expected to be launched in mid-2007.



**Photo Caption:**

Justin Yue, Chief Executive Officer of Tradelink (right) and Tang Qing-lin, General Manager of Foshan E-port sign the Memorandum of Understanding.

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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).

**About Foshan Electron Port Company Limited**

Foshan Electron Port Company Limited is a wholly-owned enterprise in China that establishes and operates the Foshan E-port platform. To enhance "efficient customs" construction, Foshan Municipal Government, with such port inspection units as Customs, the Authority of Commodity Inspection and Quarantine ("CIQ") and related government function departments jointly construct Foshan E-port platform. It aims at providing high-quality services that meets customers' needs through cooperation. Being the only information platform of Foshan "efficient customs", Foshan E-port incorporates port customs law-enforcement management and related logistics trade service into an organic whole, and provides services such as government affairs, information consultation and e-commerce. It is characterized by functions including Port Community, Electronic Information Release, Feeder Express, Port Messenger, Online Declaration, Mobile Trade and Freight Collaboration etc. Foshan E-port endeavors to develop its platform into a unique customs information platform, with one portal, single authentication login and one-stop handling function. Its realization of data interaction, e-declaration, e-verification and e-operation enables the port law-enforcement management to be more precise and efficient, the export customs clearance to be more regular and convenient, so as to

upgrade the opening-up level and international competitiveness of Foshan. For more details, please visit [www.fseport.cn](http://www.fseport.cn) and [www.fseport.gov.cn](http://www.fseport.gov.cn).

**About Digital Trade and Transportation Network Limited**

Digital Trade and Transportation Network Limited (“DTTNC”), 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. DTTNC 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 DTTNC, please visit [www.hk-dtt.com](http://www.hk-dtt.com).

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