



**For Immediate Release**

## **The 25th Pan Asian E-Commerce Alliance Steering Committee Meeting in Singapore**

(2 May 2007, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) announced that the 25th Pan Asian E-Commerce Alliance (“PAA”) Steering Committee meeting was held in Singapore from 25 – 26 April 2007.

The PAA, established in July 2000, is the regional e-commerce alliance in Asia that provides secure and reliable IT infrastructure to promote efficient global trade and logistics. Current PAA Members comprise Tradelink of Hong Kong, Trade-Van Information Services Company of Chinese Taipei, CrimsonLogic Private Limited (“CrimsonLogic”) of Singapore, Korean Trade Network Incorporation of Korea, China International Electronic Commerce Company Limited of China, TEDI Club of Japan, Dagang Net Technologies SDN BHD (“Dagang Net”) of Malaysia, Transferencia Electronica de Dados - Macau EDI VAN S.A. of Macau and CAT Telecom Public Company Limited of Thailand.

The year 2007 marks the 7<sup>th</sup> Anniversary of PAA.

Reflecting this in his welcome address, Mr. Amiruddin Abdul Aziz, Chairman of the PAA and Executive Director of Dagang Net said: “Alliances of this nature historically does not last long but, not only has PAA has proven history wrong, I am confident that PAA will continue to exist for many more years to come.”

Mr. Amiruddin believes that the spirit of unity, collaboration, sharing and most importantly, a common objective and vision is the secret to the success of PAA longevity. He also acknowledges that another crucial component is the strong support from the members’ respective Governments.

“I am also certain that these are the elements that attracts other economies, for there are already growing interest from economies towards becoming PAA members. This is strong testimonial of PAA’s value to these economies and to achieving paperless cross border trade. Maybe we may even have to consider changing our name as some of these economies come from outside of ‘Asia’.” Mr. Amiruddin said.

The Director - General of Singapore Customs, Mr. Teo Eng Cheong, was the guest of honor in the official welcome dinner.

Mr. Teo expressed excitement in Singapore’s growth in total trade and the success of Singapore’s Free Trade Agreements (“FTA”) with various major economies around the world. He stated that the total trade volume of Singapore increased by 3% to SGD205 billion for the last quarter of 2006.

Working in tandem with the Singapore Government, one of the PAA members CrimsonLogic will develop, operate and drive the adoption Singapore’s TradeXchange® over the next ten years. TradeXchange® is the first IT project in Singapore to be sealed as a Public Private Partnership and will play an integral part of the country’s trade infrastructure.

TradeXchange® is a neutral and secure trade platform that facilitates the exchange of information within the trading community for more efficient movement of goods within, and in and out of

Singapore. Mr. Teo also expressed confidence that PAA is well positioned to take the lead in promoting efficient global trade.

The 26th PAA Steering Committee Meeting will be held in Malaysia in July/August 2007.

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**About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited (“Tradelink”), 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).

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