



For Immediate Release

The 26th Pan Asian E-Commerce Alliance Steering Committee Meeting in Sabah

(6 August 2007, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) announced that the 26th Pan Asian E-Commerce Alliance (“PAA”) Steering Committee meeting was held in Kota Kinabalu, Sabah from 2 – 3 August 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 of Malaysia, Transferencia Electronica de Dados - Macau EDI VAN S.A. of Macau and CAT Telecom Public Company Limited of Thailand.

This meeting witnessed the highest number of participants from the international e-commerce arena, namely from Australia, United Kingdom and Vietnam. Gracing this meeting as Guest of Honour was Mr. Quang Anh Le, Head and Coordinator, Bureau of Economic Integration & Finance, ASEAN Secretariat.

Reflecting this in his welcome address, the Chairman of the PAA, Mr. Amiruddin Abdul Aziz, said, “The presence of our international guests indicates the expansion of PAA to include the other economies in the Asia Pacific and Europe. This demonstrates clearly that the PAA is on the right track in its promotion of secured cross border transactions. I look forward to the day where PAA has to rename itself from just “PAA” to “PAA Global”.

Mr. Amiruddin is also happy to learn that the PAA technical framework is being utilized as a reference by other regional initiatives such as the ASEAN Single Window.

In presenting the official speech as Guest of Honour, Mr. Quang Anh Le, expressed his optimism of the work being done by the PAA and hoped that the PAA would be a collaborative partner for the ASEAN Single Window initiative.

This view was also reflected earlier by Mr. Amiruddin who said, “By working closely together, the PAA hopes to contribute to the improvement of global e-commerce”.

The 27th PAA Steering Committee Meeting will be held in Macau in December 2007.



Photo Caption:

The 26th Pan Asian E-Commerce Alliance Steering Committee was held in Kota Kinabalu, Sabah from 2 – 3 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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