



Announcement on Availability of Free Front-end Software for the Use of e-Business in the SME Community

Funded by the HKSAR Government under the 2006/07 Sector-Specific Programme

(Hong Kong, 3 December 2007) The Hong Kong Small and Medium Enterprises Association (“HKSME Association”), Hong Kong Information Technology Federation Limited (“HKITF”) and Digital Trade and Transportation Network Limited (“DTTNCo”) today announced the availability of free Front-end Software developed under the project funded by the HKSAR Government under the 2006/07 Sector Specific Programme (“SSP”).

In April 2007, HKSME Association, HKITF with the assistance of DTTNCo launched the project to “Promote the Use of e-Business in the SME Community”. Under the Project, software vendors were invited to submit proposals to develop front-end solution to be provided free of charge to the SME community to prepare and exchange business documents with their trading partners using the DTTN.

6 software vendors have been selected by the panel of judges representing the HKSME Association, HKITF and DTTNCo to develop 7 front-end software applications covering 10 business processes and over 70 business documents being used along the supply chain.

These solutions include:

- Insurance application developed by Infinite Financial Solutions Limited;
- ERP (Enterprise Resource Planning) applications developed by United Technologies (International) Limited, Thinking Technology Limited and MYOB Hong Kong Limited / Purpose Driven Solution Limited, and
- FMS (Freight Management Systems) developed by United Technologies (International) Limited, Dynamic Tech Consultants Limited, and eBean Century.

Riding on the DTTN platform, customers can make use of these free software solutions for e-business use and this can help facilitate the business workflow for the SME community.

Development and testing of all these solutions have been completed and they are now available for free to the SME community. Companies who want to know more about these solutions and / or request for these free solutions can visit the following web site: <www.hk-dtt.com/SSP/eng> or call the DTTNCo Sales Hotline at (852)2599 1770. A series of free workshops will be conducted allowing the SME community to have hand-on experience in using these solutions.

Danny Lau, Chairman of HKSME Association said, “We’re impressed by the solutions developed by these software vendors and we highly recommend SMEs to make use of these applications which help them reduce operation cost, enhance efficiency and improve competitiveness.” Simon Shi, President of HKSME Association added, “We believe that with

these applications, more and more companies especially the SMEs will benefit from the advantages bring by the DTTN.”

Daniel Ng, President of HKITF said, “The front-end software enriched the business offerings of the software vendors to their customers and prospects and we believe that additional business opportunities will be generated for both the software vendors and end-users through this project.”

Justin Yue, Chairman of DTTNCo, said, “The front-end software will be a catalyst for companies in trading, logistics and finance industries to make a further step to e-business adoption. DTTNCo will continue to work closely with the software vendors to provide more value-added services to the SME community.”



Photo Caption:

The Hong Kong Small and Medium Enterprises Association ("HKSME Association"), Hong Kong Information Technology Federation Limited ("HKITF") and Digital Trade and Transportation Network Limited ("DTTNC") today announced the availability of free Front-end Software developed under the “Promote the Use of e-Business in the SME Community” Project.

Picture shows:

(Front row, from left) Simon Shi, President of HKSME Association, Justin Yue, DTTNCo Chairman, Bernard Fung, DTTNCo Chief Operations Officer, and Daniel Ng, President of HKITF.

(Back row, from left) Representatives of the 7 software vendors, including: Vanbrogh Law, Consultant of Infinite Financial Solutions Limited, Yunixe Li of eBean Century, SL Chang, Senior Consultant of Dynamic Tech Consultants Limited, Simon Wong, CEO of Thinking Technology Limited, Sunny Yaury, Sales Director of United Technologies (International) Limited, Newland Mak, Senior Solution Consultant of Purpose Driven Solution Limited, and Paul Law, Channel Manager of MYOB Hong Kong Limited.

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About Hong Kong Small and Medium Enterprises Association

Hong Kong Small and Medium Enterprises Association (“HKSME Association”) was set up in 1996 dedicated to SME development in Hong Kong. The goal is to help SMEs to reflect their problems to HKSAR Government, to lobby for government policies which are favorable to SME development, to improve their competitiveness and enable them to exploit fully the benefits of the wide range of available technologies. It provides SMEs with useful services including innovative design, manufacturing and information technologies, protection of intellectual properties, leading to the increase of value-added of local producers, through various collaborative activities such as seminars, exhibitions and training workshops. For more information, please visit www.hksme.hk.

About Hong Kong Information Technology Federation Limited

The Hong Kong Information Technology Federation (“HKITF”) was founded in 1980 as a non-profit, non-political trade association to provide a forum in which the IT-related business in Hong Kong can work together for the benefit of the industry and to maintain a high level of business practice amongst the members. Currently, HKITF has over 300 members.

HKITF acts as the bridge for international IT companies looking for local partners and works with trade commissions to host trade promotion events. It supports and sponsors various IT sectors to develop focus groups; promotes local IT business through various activities; and also helps keeping members abreast of local IT developments and business opportunities.

In the public sector, HKITF works closely with the government to promote the development of the local IT industry. HKITF represents the industry on the Committee on Economic Development and Economic Cooperation with the Mainland of Commission on Strategic Development, Committee on Management and Supervisory Training under Vocational Training Council, Industry Training Advisory Committee under Employment and Manpower Bureau, Digital 21 Strategy Advisory Committee, Transport Advisory Committee, Special Task Force on Information Technology (OGCIO), Task Force on Facilitating the Adoption of Wireless and Mobile Services and Technology, TV Programme Advisory Committee of Radio Television HK, Electronic & Communication Committee of Occupational Safety & Health Council and many other government committees. For more information, please visit www.hkitf.org.hk.

About Digital Trade and Transportation Network Limited

Digital Trade and Transportation Network Limited (“DTTNC”), a joint venture of the HKSAR Government, Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536), and other industry associations. The company owns and operates the Digital Trade and Transportation Network (“DTTN”), a state-of-the-art electronic logistics platform. DTTNC is committed to providing an open, neutral and secure community e-platform for the trade, logistics and finance industries to facilitate electronic information flow and enhance efficiency. DTTN supports over 88 major business documents and serves an extensive community comprising 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-dtt.com.

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