



[For immediate release]

## **Tradelink and Guangdong Nanfang Haian Co. form strategic equity partnership to further development of electronic commerce business**

(16 December 2008, Hong Kong) **Tradelink Electronic Commerce Limited** (“Tradelink”; SEHK: 0536) signed an agreement today to form a strategic equity partnership with Guangdong Nanfang Haian Science & Technology Service Co. Ltd. (“Guangdong Nanfang Haian Co.”). Tradelink will acquire 20% equity capital of Guangdong Nanfang Haian Co. at a consideration of RMB\$20 million and will appoint a director to the Board of Guangdong Nanfang Haian Co. upon completion of the acquisition.

Guangdong Nanfang Haian Co. is a high-tech company formed with the approval of the Administration of Industry and Commerce of Guangdong Province in October 2001. Through its excellent technological R&D capabilities, a quality team and highly effective marketing operation system, Guangdong Nanfang Haian Co. has been providing advanced and high-quality e-commerce services to customers. Its “China Interactive Customs Declaration Service Platform” (“Customs Declaration Platform”), is a community electronic platform supporting customs declaration, logistics and other related services.

The Customs Declaration Platform of Guangdong Nanfang Haian Co. is positioned as the information hub between Customs and government. River carriers commuting between Hong Kong and Macau can submit electronic manifest and related information to the Chinese Customs via this platform. The logistics deployment and management system on the platform can be used by carriers to real-time manage their vessels equipped with Ship Borne GPS Send-receive Device. Vessels which are in compliance with the relevant customs regulations may sail through the Customs Midway Supervision Station without stop, thus helping to shorten the vessel sailing time and enhance efficiency. The corporation with Tradelink could realise one-time information entry, governments in both cities could share the information.

The Customs Declaration Platform of Guangdong Nanfang Haian Co. is also an information superhighway for used by corporations for customs clearance. With a sophisticated logistic deployment and management system which provides function to effectively coordinate vessel loading and unloading efficiently, the system enables carriers to manage cargo movement and make advance customs declaration possible. Government authorities / agencies responsible for customs checks can share data and information on the platform which improves the efficiency of both the carriers and Government agencies. At present, Tradelink also provides relevant services in the Mainland for concerned clients.

Tradelink, the leading provider of electronic commerce services in Hong Kong, provides trade related document services with connection to the HKSAR Government. Aiming for national coverage and reinforce the effect of its strategy to capture the China market, Tradelink established a branch office in Beijing in February 2008. The branch has enabled Tradelink to timely acquire latest government policies, development and market trends in relation to development of electronic commerce and informationisation of trading and logistics endeavors, etc., knowledge essential to help the Company make appropriate strategic decisions or timely adjustment of business development direction. This latest partnership with Guangdong Nanfang Haian Co. will boost the strength of Tradelink in developing business in the Mainland China as well as give it a more solid foundation for offering diverse services to customers.

**Mr. Justin Yue, Chief Executive Officer of Tradelink**, said, “Tradelink has maintained solid cooperative relationship with Guangdong Nanfang Haian Co. since 2002 and the partnership has brought notable results to the Electronic Cargo Manifest business of both companies. Guangdong Nanfang Haian Co. has service features and attributes that can be incorporated into our projects and services, providing enormous opportunities for us to develop a variety of electronic commerce services to our customers in the Mainland.”

**Mr. Gu Song Min, President of Guangdong Nanfang Haian Co.**, said, “We are very pleased to have Tradelink as our strategic equity partner. Leveraging the leadership of Tradelink in the electronic trading services in Hong Kong, we hope to be able to expand our business outside China. It is also our hope to draw on the valuable experience of the two companies to foster business development of both companies in China.”



Photo Caption: (from left) Mr. Huang Ke Min, General Manager, of Guangdong Nanfang Haian Co., Mr. Justin Yue, Chief Executive Officer of Tradelink, Mr. Gu Song Min, President of Guangdong Nanfang Haian Co., Mr. Wilfred Li, Chief Financial Officer of Tradelink attend the signing ceremony.

### **About Guangdong Nanfang Haian Science & Technology Service Co. Ltd**

Guangdong Nanfang Haian Science & Technology Service Co. Ltd. (“Guangdong Nanfang Haian Co.”) was established in January 2001. It is a high-tech company in the electronic communication and information service business. It boasts integrated expertise in technology, industrial operation and trading. Guangdong Nanfang Haian Co. not only holds a “Software Enterprise” certificate, but is also a “high-tech enterprise” verified by relevant government departments. It has also passed the ISO9001 quality management system certification in April 2006. On 28 December 2007, it obtained the “Information on Computer Information System Integration Qualification Certification (Third Class)” from the Ministry of Industry and Information Technology of the PRC. The “Speedy customs clearance system for Hong Kong/Macau container vessels”, which Guangdong Nanfang Haian Co. took part in developing, received the “Guangdong Province Science and Technology Award (Second Class)” from the People’s Government of the Guangdong Province in 2005. With superior technological R&D capability, a high-quality corporate team and unique market operating system, and advanced management models, Guangdong Nanfang Haian Co. can provide sophisticated and high-quality communication solutions to Government departments, and logistics and transportation enterprises. It can fully satisfy all types of customers, including the special needs of large corporate customers. For more information about Guangdong Nanfang Haian Co., please visit [www.port.gdnfha.com](http://www.port.gdnfha.com).

### **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).

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