



FOR IMMEDIATE RELEASE

PAA WELCOMES AFRICAN ALLIANCE AND ELECTS A NEW CHAIRMAN FOR THE PERIOD OF 2009/2010

(18 December 2008, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) announced that the Pan Asian e-Commerce Alliance (PAA) held its 30th Steering Committee meeting in Hong Kong SAR from 4-5 December 2008.

The Steering Committee welcomed the continued growth in PAA transaction services over the past 12 months. Moreover, under its well established framework, PAA has continued to make progress in the development of its cross border electronic Certificate of Origin service. A pilot has commenced between Korea and Chinese Taipei, to be followed by other PAA members.

Mr Mouhamed Diouf, representing the provisional Committee of the African Alliance for Electronic Commerce, welcomed the opportunity to forge a relationship with the PAA and to create opportunities for secure cross border trade transactions between Africa and Asia.

“The formation of the African Alliance and its determination to follow the lead of the PAA is a clear indication of the success of PAA’s collaborative approach. PAA looks forward to working with the African Alliance including the exchange of observer status and knowledge sharing” Mr Justin Yue, Deputy Chairman said.

The PAA Steering Committee elected Dr Chen Jenn Nan, President of Trade-Van (Chinese Taipei) as Chairman of the PAA for the next two years. Mr Leong Peng Kiong, CEO of CrimsonLogic (Singapore) was elected as Deputy Chairman.

The Steering Committee thanked outgoing chairman Mr Amiruddin Abdul Aziz (Malaysia) for his leadership and contribution to the PAA over the past two years.

The 31st PAA Meeting will be held in Taipei in April 2009.



Photo Caption:

The 30th Pan Asian E-Commerce Alliance Steering Committee Meeting was held in Hong Kong from 4 – 5 December 2008.

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About PAA

The PAA, established in July 2000, is the regional e-Commerce alliance in Asia that provides secure and reliable IT infrastructure and promotes efficient global trade and logistics. Combined customer base of its members is now almost 155,000 organisations, representing almost all active trading enterprises in the Asian market. Current PAA Members comprise CAT Telecom Public Co. Ltd of Thailand, CIECC of China, CrimsonLogic of Singapore, Dagang Net of Malaysia, KTNET of Korea, NACCS Center of Japan, TEDMEV of Macao SAR, Tradelink of Hong Kong, Trade-Van of Chinese Taipei, TEDI Club of Japan, Tradegate of Australia, InterCommerce of The Philippines and PT EDI of Indonesia.

For more information about PAA, please visit www.paa.net

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.

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