



Tradelink Participates in International ICT Expo 2009

To show case its strength and capabilities in e-commerce, Tradelink is going to participate in the International ICT Expo 2009 (The Expo), which will be held from 13 to 16 April 2009 at the Hong Kong Convention & Exhibition Centre.

The Expo is an annual event organised by the Hong Kong Trade Development Council, and the Office of the Government Chief Information Officer (OGCIO) is one of the co-organisers. The Expo provides a platform for promoting ICT applications and services to the business community and exploring business collaboration opportunities. With the theme of developing Hong Kong as a hub for Technological Cooperation and Trade, a Government Pavilion focusing in four areas namely ICT Infrastructure; e-Trade; Logistic and Transportation; and Research and Development will be staged.

As the dominant and largest e-commerce service provider in Hong Kong, Tradelink and DTTNCo were invited to participate in the Government Pavilion. Tradelink will show case its wide spectrum of e-Trade services including the front-end Government Electronic Trading Services (GETS), Business Services and Security Services at the e-Trade zone. Whereas DTTNCo will introduce its world-first state-of-the-art e-platform Digital Trade and Transportation Network (DTTN) to the visitors at the Logistic and Transportation zone. Product and service demonstration will be conducted on spot to provide a comprehensive introduction to interested visitors.

Ms Emily Chung, Deputy Chief Executive Officer of Tradelink, said, "The invitation from the Government recognised Tradelink and DTTNCo's contribution to the development of e-commerce in Hong Kong. We will continue our effort in maintaining the competitiveness of Hong Kong as a global logistics hub by providing the most affordable, convenient and user-friendly e-services to the business community. "

For more information about The Expo, please visit <http://www.hktdc.com/ictexpo>.