



[FOR IMMEDIATE RELEASE]

## PAA Makes its Mark amongst Regional Government Groupings

(30 April 2009, Hong Kong) Tradelink Electronic Commerce Limited ("Tradelink", SEHK: 0536) announced that the Pan Asian e-Commerce Alliance (PAA) held its 31st Steering Committee Meeting in Yi-Lan, Chinese Taipei on 21 - 24 April 2009.

The Steering Committee welcomed the efforts of the members in recruiting new customers into the usage of PAA Services. The Work Group has reported a 40% growth of the transaction volume of the PAA secure cross border services in the last three months. These new customers come from Korea, Hong Kong, Chinese Taipei, Indonesia and Philippines.

Similarly, the Steering Committee is also happy to note of PAA's increasing recognition by regional government groupings. Recently, PAA have been invited to share experiences in several events organized by Association of Southeast Asian Nations (ASEAN) and United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) / United Nations Economic Commission for Europe (UNECE). Society for Worldwide Interbank Financial Telecommunication (SWIFT), the global provider of secure financial messaging services, attended the PAA meeting as invited guest. In their presentation, SWIFT looks forward to collaboration opportunities between the banking community and PAA members to strengthen and complete the trade cycle efficiently.

In conjunction with this PAA Steering Committee Meeting, the host organised the first PAA Day. This event brought together Government agencies, logistics and forwarding communities of Chinese Taipei and were introduced to the services of PAA, a value proposition to enhance their competitiveness in trade. During his opening remark, Dr. Chen Jenn Nan, the chairman of PAA and the CEO of Trade-Van (Chinese Taipei) said, "The projects that PAA has successfully implemented are in accordance with the Asia-Pacific Economic Cooperation's (APEC) mission to reduce trade transaction cost by 5% by 2010."

PAA's role in encouraging paperless trade took on an enhanced role in line with Earth Day which was celebrated on 22 April 2009. Reflecting this in his speech during the official dinner, Mr. Gary Ho, Vice Chairman of Trade-Van said, "To echo the mission of paperless trade, the theme our colleagues have designed for this meeting is 'GREEN Trading'. I understand from my colleagues that since years ago, PAA meetings have been conducted in paperless form without any printed meeting materials. To follow the good practice that PAA has established, we also eliminate all printed materials in the 31st meeting as well as the PAA Day."

The 32nd PAA Meeting will be held in Bali, Indonesia in August 2009.



**Photo Caption:**

The 31th Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Yi-Lan, Chinese Taipei from 21 - 24 April 2009.

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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, KNET of Korea, NACCS Center of Japan, TEDMEV of Macao SAR, Tradelink of Hong Kong, TradeVan of Chinese Taipei, JASTPRO of Japan, Tradegate of Australia, InterCommerce of The Philippines and PT EDI of Indonesia.

For more information about PAA, please visit [www.paa.net](http://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](http://www.tradelink.com.hk).

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