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## **InterCommerce Network Services of Philippines admitted as the 10th full member of the PAA**

(23 April 2010, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) announced that the Pan Asian e-Commerce Alliance (PAA) held its 34th Steering Committee meeting from 22nd to 23rd April 2010 in Cebu, The Philippines.

At the meeting, the Steering Committee admitted InterCommerce Network Services (INS) as a full member of the PAA. INS had been an Associate member of PAA since February 2008. PAA Chairman, Mr Leong Peng Kiong said “InterCommerce Network Services has been actively participating in the PAA initiatives, and enabled the extension of PAA services to the Philippines trading community. We look forward to further engagements with INS.”.

President of InterCommerce Network Services, Mr Francis Lopez noted that “as the PAA only admits one member per economy, we are honoured to represent Philippines in this important regional eCommerce initiative. INS will continue to lead the implementation of cross border initiatives in the Philippines”.

A PAA Night with the theme “Forum on Cross Border Information Exchange” was also held on 22 April. Several dignitaries including representatives of the Philippines Bureau of Customs, Department of Trade and Industry, Philippine Economic Zone Authority, Philippine Institute of Supply Management, Asian Development Bank and several industry associations participated in the function.

The Guest of Honour, Mr Alexander Arevalo, Deputy Commissioner of Philippines Bureau of Customs provided an update of the ASEAN Single Window initiative as well as the overview of the Philippines National Single Window project. He highlighted the possible role of PAA in connecting the ASEAN members, and the role of InterCommerce to provide automated solution to other government agencies in the Philippines.

The 35th PAA Meeting will be hosted by China International Electronic Commerce Center in China in August 2010.



**Photo Caption:**

The 34<sup>th</sup> Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Cebu, The Philippines from 22<sup>nd</sup> to 23<sup>rd</sup> April 2010.

**About Pan Asian e-Commerce Alliance**

The Pan Asian e-Commerce Alliance (PAA) aims to promote and provide secure, trusted, reliable and value-adding IT infrastructure and facilities to enhance seamless trade globally.

PAA was founded in 2000, by CrimsonLogic (Singapore), Trade-Van (Chinese Taipei) and Tradelink (Hong Kong SAR), and has a total of 13 members from their respective countries currently. Combined customer base of the PAA members now exceeds 150,000 organisations, representing almost all active trading enterprises in the Asian market. For more information about PAA, 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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