



Tradelink and CMAIAL launched an online one-stop cargo insurance purchase solution

(Hong Kong, 3 May 2011) – Tradelink Electronic Commerce Limited (Tradelink) (SEHK Stock Code: 0536), in collaboration with CMA Insurance Agent Limited (CMAIAL) proudly announced the launch of a brand new cargo insurance purchase solution – ‘Tradelink Insurance-link Service’ which provides shippers a convenient and cost-effective means to acquire cargo insurance online around the clock.

This one-stop solution with a user-friendly web interface enables shippers to complete a cargo insurance acquisition process within minutes. The process involves obtaining quotation, settling payment and receiving cover note through several simple online steps. Coupled with an attractive and uniformed insurance rate at 0.049% and minimum premium at HK\$210 offered by CMAIAL, the Tradelink Insurance-link Service safeguards shippers against losses or damages to their goods during transit.

Tradelink is the leading e-commerce service provider and a designated provider of the front-end Government Electronic Trading Services (GETS) in Hong Kong. Since 1997, it has succeeded in offering a wide range of secure and reliable government and commercial electronic services to the trading industry, with service scope covering the import and export, supply chain, trade and logistics. With over a decade of solid experience, Tradelink has built a strong customer base of over 54,000 and developed a superb reputation among local and international business communities. Through its advanced B2B platform, Tradelink has also developed a wide range of convenient and cost effective value adding applications for enterprises, facilitating the information flow and electronic commerce among companies of different sizes along the supply chain.

CMAIAL is a subsidiary of the Chinese Manufacturers’ Association of Hong Kong offering insurance intermediate agent service to all walks of industries in Hong Kong. As a well respected and trusted brand, CMAIAL assures clients their quality products are from notable, well established and trustworthy insurance companies. Given its strong background and reliable services, CMAIAL offers an extensive protection for a wide range of commodities, covering worldwide major destinations and different types of transportation mode.

Tradelink Chief Executive Officer Mr. Michael Wu said, "We are pleased to cooperate with CMAIAL in offering this service to revamp the conventional process for acquiring cargo insurance. Along with greater convenience and efficiency, the service seeks to make what is a paper intensive process greener. This new service is also part of Tradelink’s continuing efforts to deliver value adding services to enhance our service portfolio to clients."

CMAIAL General Manager Mr. Au Yeung Yu Fat, Stanley said: “We devote to offering quality insurance services, particularly our flagship cargo insurance products, to the SMEs in Hong Kong. We are pleased to cooperate with Tradelink in providing a cost-effective one-stop solution for shippers to buy cargo insurance online. We are confident that this innovating and eco-friendly means of purchase will further enhance the efficiency of SMEs, creating a better business environment in Hong Kong”.

For details, please visit http://www.tradelink.com.hk/eng/news_update_tils.html or call our Sales Hotline at 2599 1700.

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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. Since 1997, Tradelink has been providing Government Electronic Trading services for the trading community, initially with a 7-year licence (1997-2003) granted by the Government, following two renewed licences of a period of six years (2004-2009) and seven years (2010-2016) respectively. 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.

About CMA Insurance Agent Limited

CMA Insurance Agent Limited (CMAIAL) is a subsidiary of the Chinese Manufacturers' Association of Hong Kong that offers insurance intermediate agent service to all walks of industries in Hong Kong. Adhering to the objectives and good reputation of the Association, CMAIAL devotes to providing quality insurance products to members of the Association and the SMEs. CMAIAL assures its partner insurance companies are notable, well established and managed, trustworthy and honorable. Based on its huge bargaining powers, CMAIAL has negotiated with partner insurance companies for the most favorable premiums or rates to its clients. The Company mainly provides cargo insurances and office/shop insurances (compensation insurance and office/shop properties all risk insurance). CMAIAL also deals with all kinds of general insurances including fire, burglary and robbery, accident and health. For more information about CMAIAL, please visit http://www.cma.org.hk/cma_insurance.

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