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PAN ASIAN e-COMMERCE WELCOMES PT. EDI INDONESIA AS LATEST MEMBER

(5th August 2011, Macao SAR) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536), as Hong Kong’s representative member in the Pan Asian e-Commerce Alliance (PAA), announced that the 38th Pan Asian e-Commerce Alliance Steering Committee meeting hosted by MACAU EDI VAN S.A. (TEDMEV) was held from 4th to 5th August 2011.

During the meeting, Dr. Michael Choi, the Chairman of the PAA, welcomed PT. EDI INDONESIA (PT. EDI) to be a new member and appreciated the contribution PT. EDI has already made to PAA.

At the meeting, it was noted that some of the customs authorities of the PAA member economies such as Korea, Singapore and Taiwan are now in the process of imposing the advance submission of cargo information from the relevant stake holders. PAA members are working together to facilitate seamless transmission of such information electronically and securely.

The PAA welcomed Dr. Eva Yueh from the Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT) to the meeting. “It is our pleasure having AFACT attend our meeting to present its ideas on possible collaboration with PAA. We will explore the way to work on mutually beneficial projects with AFACT” said Dr. Michael Choi, Chairman of the PAA.

In his welcome speech, Dr. Michael Choi expressed his gratitude for all the hard work the PAA members had put into the alliance. “Not only had we grown from a 3-member organization some 10 years ago to now an international body with members from most of the major economies in the region, together we had also made a lot of ground-breaking and world-first achievements over the years. Our achievements have indeed captured a lot of attentions from the international arena” said Dr. Michael Choi.

The Meeting also noted the retirement of Mr. Hiroshi Arichi from Nippon Automated Cargo And Port Consolidated System Inc. (NACCS), a stalwart of the PAA Steering Committee, the PAA acknowledged his extensive contribution, and welcomed his successor, Mr. Takuo Yoshimoto, CEO of NACCS, to the Steering Committee.

The 39th PAA Meeting will be held in Penang, Malaysia from 6th to 9th December 2011.

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Photo Caption:

The 38th Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Macao, SAR from 4th to 5th August 2011.

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 12 members from their respective countries currently. Combined customer base of the PAA members now exceeds 200,000 organisations, representing almost all active trading enterprises in the Asian market. For more information about PAA, visit <http://www.paa.net>.

About Tradelink Electronic Commerce Limited

Established in 1988, Tradelink Electronic Commerce Limited is a leading provider of e-trade 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.

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