



Press Release

HK-China Electronic Cargo Manifest Service jointly developed by Tradelink and Nanfang won Best Collaboration (Service) Gold Award in Hong Kong ICT Awards

(3 April, 2012, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) is pleased to announce that its joint project “HK-China Electronic Cargo Manifest Service” developed together with Guangdong Nanfang Haiian Science & Technology Service Company Limited (“Nanfang”) has won the Hong Kong ICT Awards 2012: Best Collaboration (Service) Gold Award. The Award is a recognition of the successful cross border collaboration between Tradelink and Nanfang in developing the outstanding service which helps promote economic development in the two regions.

The "China-Hong Kong Cross-border Cooperation on Electronic Cargo Manifest" was developed to address operational and business issues encountered by river carriers who were compelled to submit e-manifest to HK Customs under a mandatory program and to meet PRC Customs / regulatory requirements for advance cargo information submission. The solution enables river carriers input once all required cargo manifest data for submission to Hong Kong and PRC Customs authorities respectively. Vessels which are in compliance with the relevant customs regulations may sail through the Customs Midway Supervision Station without stop, thus accelerating PRC customs clearance process. Since its successful implementation initially in Guangdong more than 10 year ago, the project has subsequently won the supports of PRC Customs authorities in 11 more provinces, including Guangxi, Fujian, Hainan & Zhejiang and service now extended to these customs jurisdiction. Eliminating the need for duplicated data input in using the service, river carriers can enjoy a smooth and hassle-free transition to the mandatory submission of e-Manifest to HK Customs while reaping the benefits from faster PRC customs clearance, faster sailing time and even more trips due to the enhanced efficiency.

Tradelink was the first service provider appointed by the HKSAR government to provide Government Electronic Trade Services ("GETS Services") since 1997. With our quality service and solid experience, Tradelink has been re-appointed by the Government to continue offering of GETS at least up to 2016 under current licence. Electronic Cargo Manifest Service is one of the key GETS services provided by Tradelink to the logistics community. On the PRC side, the “Speedy Customs Clearance System for Hong Kong/Macau Container Vessels” developed by Nanfang using Global Positioning System (GPS) and mobile communications technology provides for advance e-submission of manifest by carriers to PRC Customs with real-time monitoring and management of vessel movement

The judging panel of the award commented: “The technical and business collaboration between Tradelink and Nanfang innovatively provides a stable, reliable and trusted platform for river carriers in streamlining tedious shipment processes, which in turn enhances Hong Kong's overall competitiveness in the trade and logistics industry. Moreover, the standardization and collection of related shipment information further facilitates the carriers in preparing other shipment documents and connecting to other overseas customs in an efficient and effective manner”

The Awards Presentation Ceremony of the Hong Kong ICT Awards 2012 was held on 3 April 2012 at the Hong Kong Convention and Exhibition Centre. The Organising Committee is honored to have The Honourable John Tsang, GBM, JP, Financial Secretary, as the Guest of Honour and Ms. Elizabeth Tse, JP, Permanent Secretary for Commerce & Economic Development (Communications & Technology) Commerce and Economic, as award presenter.



Photo Caption :

(From first to sixth right) Chief Judge for the Best Collaboration Award of The HKICT Awards 2012 Dr. Moses Cheng, GBS, JP, Acting Deputy Chief Executive Officer of Tradelink Mr. Andrew Cheng, Chief Operations Officer Ms. Emily Chung, President of Guangdong Nanfang Haiian Co. Mr. Gu Song Min, General Manager Mr. Huang Ke Min and Organizing Committee Chairman of the Best Collaboration Award Mr. Tony Pang

About Hong Kong ICT Awards

The Hong Kong ICT Awards were established under the collaborative effort amongst the industry, the academia and the Government. Supported by Office of the Government Chief Information Officer, Hong Kong Productivity Council, Hong Kong Trade Development Council and organised by ten local professional associations, the Awards aim at building a large scale and internationally recognised branding of ICT awards of Hong Kong. For more information about HKICTA, please visit <http://www.hkictawards.hk>

About Tradelink Electronic Commerce Limited

Established in 1988, Tradelink Electronic Commerce Limited is a leading provider of e-commerce 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 exclusive franchise (1997-2003), followed by 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 Guangdong Nanfang Haiian Science & Technology Service Co. Ltd

Guangdong Nanfang Haiian Science & Technology Service Co. Ltd. ("Guangdong Nanfang Haiian Co.") was established in January 2001. It is a high-tech company in the electronic communication and information service business. It boasts integrated expertise in technology, industrial operation and trading. Guangdong Nanfang Haiian Co. not only holds a "Software Enterprise" certificate, but is also a "high-tech enterprise" verified by relevant government departments. It has also passed the ISO9001 quality management system certification in April 2006. On 28 December 2007, it obtained the "Information on Computer Information System Integration Qualification Certification (Third Class)" from the Ministry of Industry and Information Technology of the PRC. The "Speedy customs clearance system for Hong Kong/Macau container vessels", which Guangdong Nanfang Haiian Co. took part in developing, received the "Guangdong Province Science and Technology Award (Second Class)" from the People's Government of the Guangdong Province in 2005. With superior technological R&D capability, a high-quality corporate team and unique market operating system, and advanced management models, Guangdong Nanfang Haiian Co. can provide sophisticated and high-quality communication solutions to Government departments, and logistics and transportation enterprises. It can fully satisfy all types of customers, including the special needs of large corporate customers. For more information about Guangdong Nanfang Haiian Co., please visit www.port.gdnfha.com.

For media enquiries, please contact:
Tradelink Electronic Commerce Limited
Sandra Ho
Tel: (852) 2161 4370
Fax: (852) 2506 0188
Email: sandra.ho@tradelink.com.hk