



Tradelink hosted the 43rd Pan Asian e-Commerce Alliance Steering Committee Meeting in its Silver Jubilee Year

(26 April 2013, Hong Kong) Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536) hosted the 43rd Pan Asian e-Commerce Alliance (“PAA”) Steering Committee Meeting in Hong Kong from 25th to 26th April 2013. Year 2013 is Tradelink Silver Jubilee Anniversary and its celebration dinner was held on 25th April at JW Marriott Hong Kong. The PAA Steering Committee members attended the dinner to celebrate this special occasion with Tradelink.

At the PAA meeting, several exciting new initiatives in regard to cross border paperless trading have been reported. They include the new Advanced Filing Rule established by Japanese Customs, electronic exchange of Certificate of Origin and the SPS Quarantine Certificate, online Trade Finance solution, and Cloud-based Storage service for trading and customs documents. At the same time, the strong infrastructure established by PAA such as the PKI Mutual Recognition Framework and the Legal Framework which serve as the foundation for the secure cross border transaction service, attracted a lot of attention from external parties. A significant highlight of the achievement was the PAA electronic Certificate of Origin and Self Certification exchange model which received very positive response from the ASEAN Single Window Steering Committee.

At the Tradelink Silver Jubilee celebration cum PAA welcome dinner, Mr. Michael Wu, CEO of Tradelink, welcomed PAA members to Hong Kong and expressed his gratitude towards PAA for its contribution in the past years. In her speech at the dinner, Ms. Joyce Lien, Chairperson of PAA, expressed her gratitude to the continuous contribution of Tradelink, “I thank Tradelink for its everlasting support and devotion to PAA, not only by contributing talents and resources in various PAA projects, especially in the very beginning when PAA developed our legal framework and interconnectivity model, but also in providing PAA secretariat for the past 13 years.”

Ms. Lien also said, “Pan Asian e-Commerce Alliance is not only a name representing a group of leading service providers of Customs and Trade facilitation in Asia, a brand respected by the trade facilitation community as the leader in cross border paperless trading, but also a strong collaborative partnership, constituting a big family of organizations from the same industry, sharing knowledge and know-how. I am very

confident that PAA will continue contributing to the development of cross border paperless trading in this region.”

The 44th PAA Steering Committee Meeting will be held in Pattaya, Thailand from 29th to 30th August 2013.



Photo Caption:
The 43rd Pan Asian e-Commerce Alliance Steering Committee Meeting was held in Hong Kong from 25th to 26th April 2013.

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. Current PAA Members comprise CAT of Thailand, CIECC of China, CrimsonLogic of Singapore, Dagang Net of Malaysia, InterCommerce of the Philippines, KTNET of Korea, NACCS of Japan, TEDMEV of Macao SAR, Tradelink of Hong Kong SAR, Trade-Van of Chinese Taipei, PT EDI of Indonesia and JASTPRO of Japan. Combined customer base of the PAA members now exceeds 200,000 organizations, 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-commerce services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users' needs, Tradelink has earned the trust and support of the trading community; enabling it to stand firmly as dominant player in the e-commerce market. Since 1997, Tradelink has been providing Government Electronic Trading services (GETS) 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.

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