



For Immediate Release

**Software Vendors Selected for the
“Promote the Use of e-Business in the SME Community” Project**
Funded by the HKSAR Government under the 2006/07 Sector-Specific Programme

(Hong Kong, 14 August 2007) The Hong Kong Small and Medium Enterprises Association (“HKSME Association”), Hong Kong Information Technology Federation Limited (“HKITF”) and Digital Trade and Transportation Network Limited (“DTTNC”) today announced the software vendors being selected for the “Promote the Use of e-Business in the SME Community” project (“Project”) which is funded by the HKSAR Government under the 2006/07 Sector Specific Programme (“SSP”).

HKSME Association, HKITF and DTTNC launched the Project in April 2007. Under the Project, software vendors were invited to submit proposals to develop front-end solution to be provided free of charge to SMEs to prepare and exchange business documents with their trading partners using DTTN.

After a comprehensive evaluation of proposals received, the panel of judges representing the HKSME Association, HKITF and DTTNC selected 6 software vendors who will be awarded seed capital of HK\$80,000 for each selected front-end solution module to be developed. The selected vendors are: Infinite Financial Solutions Limited, United Technologies (International) Limited, Dynamic Tech Consultants Limited, eBean Century, MYOB Hong Kong Limited / Purpose Driven Solution Limited; and Thinking Technology Limited.

Close to 70 business documents covering 10 business processes, including all commonly-used documents used for the whole supply chain will be developed by the selected software vendors. Apart from developing the basic front-end solution for document preparation and exchange via the DTTN platform, these vendors will also develop other value-added applications to be used in conjunction with the DTTN. Examples of the applications include: Freight Management System, Finance Insurance System, and Business Management System. These front-end solutions are expected to be made available to DTTN users in the 4th quarter of this year.

Danny Lau, Chairman of HKSME Association said, “We are delighted to have these partners to develop solutions supporting a comprehensive range of business documents to be exchanged using DTTN. These cost effective solutions allow the SMEs to enjoy the real benefits of e-business using DTTN”. Simon Shi, President of HKSME Association added, “The value-added applications together with the business documents will enhance the e-business capability in the traditional business sectors especially the SME community.”

Daniel Ng, President of HKITF said, “Not only can the seed capital be used to incubate local software vendors to develop software solutions, the Project can help foster the closer co-operation between the software industry with DTTN in developing applications to connect to DTTN.”

Justin Yue, Chairman of DTTNCo, said, “The extensive portfolio of end user solutions that support business documents covering all the 10 business processes will definitely be a catalyst to promote e-business adoption especially by the SMEs. This Project will further enhance the general e-capability of the SMEs and also benefit the IT sector with more business opportunities to offer more value added services to the SMEs.”

- End -

About Hong Kong Small and Medium Enterprises Association

Hong Kong Small and Medium Enterprises Association (“HKSME Association”) was set up in 1996 dedicated to SME development in Hong Kong. The goal is to help SMEs to reflect their problems to HKSAR Government, to lobby for government policies which are favorable to SME development, to improve their competitiveness and enable them to exploit fully the benefits of the wide range of available technologies. It provides SMEs with useful services including innovative design, manufacturing and information technologies, protection of intellectual properties, leading to the increase of value-added of local producers, through various collaborative activities such as seminars, exhibitions and training workshops. For more information, please visit www.hksme.hk.

About Hong Kong Information Technology Federation Limited

The Hong Kong Information Technology Federation (“HKITF”) was founded in 1980 as a non-profit, non-political trade association to provide a forum in which the IT-related business in Hong Kong can work together for the benefit of the industry and to maintain a high level of business practice amongst the members. Currently, HKITF has over 300 members.

HKITF acts as the bridge for international IT companies looking for local partners and works with trade commissions to host trade promotion events. It supports and sponsors various IT sectors to develop focus groups; promotes local IT business through various activities; and also helps keeping members abreast of local IT developments and business opportunities.

In the public sector, HKITF works closely with the government to promote the development of the local IT industry. HKITF represents the industry on the Committee on Economic Development and Economic Cooperation with the Mainland of Commission on Strategic Development, Committee on Management and Supervisory Training under Vocational Training Council, Industry Training Advisory Committee under Employment and Manpower Bureau, Digital 21 Strategy Advisory Committee, Transport Advisory Committee, Special Task Force on Information Technology (OGCIO), Task Force on Facilitating the Adoption of Wireless and Mobile Services and Technology, TV Programme Advisory Committee of Radio Television HK, Electronic & Communication Committee of Occupational Safety & Health Council and many other government committees. For more information, please visit www.hkitf.org.hk.

About Digital Trade and Transportation Network Limited

Digital Trade and Transportation Network Limited (“DTTNC”) is an associated company of Tradelink Electronic Commerce Limited (“Tradelink”, SEHK: 0536). DTTNC’s shareholders also include the HKSAR Government and various renowned trade associations. DTTNC owns and operates the Digital Trade and Transportation Network (“DTTN”), which is the first electronic logistics infrastructure in the world. DTTNC is committed to providing an open, neutral and secure community e-platform among the trade, logistics and finance industries to facilitate electronic information flow and enhance efficiency via the DTTN. It serves an extensive community, which comprises sellers, buyers, freight forwarders, carriers, terminals, banks, insurance institutions, inspection companies and the Government. DTTN is identified as one of the key initiatives to enhance Hong Kong’s logistics competitiveness in the region and worldwide. For more information about DTTNC, please visit www.hk-dtt.com.

For media enquiries, please contact:

Hong Kong Small and Medium Enterprises Association

Charles Choy (Tel: +852-8106-2988; Email: charles.choy@hksme.hk)

Hong Kong Information Technology Federation Limited

Doreen Chan (Tel: +852-3101-8197; Email: info@hkitf.org.hk)

Digital Trade and Transportation Network Limited

Cynthia Chan (Tel: +852-2161-4370; Email: cynthia.chan@tradelink.com.hk)