Funded by the HKSAR Government under the 2006/07 Sector-Specific Programme

Project to Promote the Use of e-Business in the SME Community
Request for Proposals from Software Vendors

(Hong Kong, 12 April 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 ("DTTNCo") today announced the launch of a project to promote the use of e-business in the SME community ("Project").   Under the Project, software vendors are invited to submit proposals to develop front-end software for use by SMEs for electronic document preparation and exchanges with their trading partners through the Government-endorsed Digital Trade and Transportation Network ("DTTN").   The Project is funded by the Office of the Government Chief Information Officer ("OGCIO") of the HKSAR Government (the "Government") under the 2006/07 Sector-Specific Programme ("Programme").

The Request for Proposal is opened to all software vendors interested to develop solutions for the SME market.   Apart from developing the basic front-end solution for document preparation and exchange via the DTTN platform, vendors can also develop other value-added applications to be used in conjunction with the DTTN.   While the basic front-end module can be integrated into the vendors' other value-added applications, it must be operable on a standalone basis and will be made available for free to SMEs.

Danny Lau, Chairman of HKSME Association said, "We are delighted to participate in the Project, which will ultimately benefit the SME community in the trade and logistics industry". Simon Shi, President of the HKSME Association added, "Through this Project, an extensive portfolio of simple front end solutions will be made widely and freely available for use by SMEs for preparing and exchanging business documents with their trading partners via the DTTN platform.   The SME community will enjoy the real benefits of e-business using DTTN."

"This is an exciting project for the IT industry.   Besides receiving the seed capital to develop the basic front-end solutions for SMEs, the biggest benefit is the new business opportunity arises for the software vendors with their solutions being connected to the DTTN platform.   For the trade and transportation industries, we are also pleased to contribute the value of IT in their business operations." Judy Leung, Vice President of HKITF added.

The deadline for proposal submission is 18 May, 2007.   About 10 proposals will be awarded the seed capital of HK$80,000 each for the development of the basic front-end module.   Full details of the Request for Proposal are available for download at www.hk-dttn.com or www.hksme.hk or www.hkitf.org.hk.

Justin Yue, Chairman of DTTNCo, concluded, "The DTTN was initiated by the Government, with the vision to strengthen the role of Hong Kong as the preferred international and regional logistics hub through an open, neutral, secure and reliable community e-platform that facilitates electronic information flow along the supply chain.   It aims to be a catalyst to promote e-business adoption, especially by the SMEs.   As stated by OGCIO, main objective of the Programme is to drive e-business and ICT adoption in the traditional business sectors, targeting at the SMEs.   Through this Project, we hope that the general e-readiness of the SMEs will be further enhanced, which in turn will benefit the IT sector with more business opportunities to offer more value-added solutions to these SMEs."

Photo Caption:

The Hong Kong Small and Medium Enterprises Association ("HKSME Association"), Hong Kong Information Technology Federation Limited ("HKITF") and Digital Trade and Transportation Network Limited ("DTTNCo") jointly launch a project to promote the use of e-business in the SME community and invite software vendors to submit proposals to develop front-end software for use by SMEs. The project is funded by the Office of the Government Chief Information Officer ("OGCIO") of the HKSAR Government under the 2006/07 Sector-Specific Programme.

Picture shows (from left): HKITF Vice President Judy Leung, HKSME Association Chairman Danny Lau, DTTNCo Chairman Justin Yue, and DTTNCo Chief Operations Officer Bernard Fung.

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 ("DTTNCo"), an associated company of Tradelink Electronic Commerce Limited ("Tradelink", SEHK: 0536), owns and operates the Digital Trade and Transportation Network ("DTTN"), which is the first electronic logistics infrastructure in the world. DTTNCo 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 maintain and enhance Hong Kong's logistics competitiveness in the region and worldwide. For more information about DTTNCo, please visit www.hk-dttn.com.

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