



## **Tradelink Signs MOU with Changsha Jinxia Economic Development Zone**

### **Adopts DTTN to Promote Logistics Development in Hunan and Hong Kong**

Tradelink Electronic Commerce Limited ("Tradelink"; SEHK: 0536) and Management Committee of Changsha Jinxia Economic Development Zone ("Jinxia Management Committee") jointly announced on 2009 May 22 the signing of a Memorandum of Understanding ("the MOU") on joint development of "Hunan Jinxia Logistics Information Centre – Phase 1" project which aims at promoting the modern logistics development in the Hunan region.

According to the MOU, both parties will leverage on their respective experiences in trade and logistics in Hunan and Hong Kong to provide high value logistics and information services to the Government and enterprises through the integration of resources and close cooperation in terms of capital investment, operation and technology. Moreover, through sharing of experience and adoption of technology of the Digital Trade and Transportation Network ("DTTN"), it is expected that the development and internationalization of Changsha Jinxia Logistics Park and Hunan Logistics service can be speed up.

Furthermore, based on the infrastructure, production and operations requirements of the project, Tradelink and Jinxia Management Committee intend to setup a joint venture to provide the information platform and operation facilities as well as customs declaration services. As a start, the information platform will offer, on an exclusive basis, government-related electronic services to the Changsha Jinxia Economic Development Zone and enterprises located there. Other commercial-related electronic services and solutions including logistics and production capacity information transaction services will be brought later by phases.

Changsha Jinxia Economic Development Zone is one of the 10 key development zones at provincial level in Hunan. It is also the only core properties of the Changsha logistics industry and the key development region within the overall Changsha North City Planning approved by the State Council of the People's Republic of China. Changsha Jinxia Economic Development Zone locates in the center of Changsha North City with total planning area of 34.96 km<sup>2</sup>. Interconnected with the five key transportation networks in Hunan including waterways, highways, railways, airways and underground, Changsha Jinxia Economic Development Zone is well positioned as a major international logistics base.

Tradelink is a leading e-commerce service provider in Hong Kong. It offers a wide range of secure and reliable government and commercial trade-related electronic services to more than 54,000 corporate customers in Hong Kong and has built a superb reputation among local and international business communities. Tradelink's DTTN is the world-first state-of-the-art electronic logistics platform. It is an open, neutral and secure community e-platform connecting all stakeholders along the supply chain. To strengthen its presence in China and to enhance the effectiveness of its China market strategy, Tradelink has established its Beijing branch office in February 2008. The establishment of the branch office enables Tradelink to gain first hand knowledge of the latest policy and access to information on the development and trend of the e-Commerce, trade and logistics services in China. This enables Tradelink to make relevant strategic decisions and respond to changes promptly in relation to its business development.

Mr. Justin Yue, Chief Executive Officer of Tradelink, said, "It is our honourable pleasure to have the MOU signed with Jinsha Management Committee establishing our long-term strategic relationship. Tradelink will share its professional experience and expertise in e-commerce and e-logistics business to assist the development and promotion of the modern logistics services in Hunan enabling enterprises to enhance their competitiveness through benefits from the use of high value e-commerce services. Besides, our cooperation is going to add value to Tradelink's business development in China and definitely lay a solid foundation for the provision of diversified services to our customers in China."

Mr Shen Yumou, Member of Changsha City Kaifu District Committee and Secretary of Changsha Jinxia Economic Development Zone Working Committee commented, "We are very glad to work with the leading e-commerce service provider in Hong Kong. Our

cooperation fully realises a mutually beneficial collaboration. We are confidence that we would achieve a win-win case through “joint development, joint usage and joint management”.



**Photo Caption :**

Mr Shen Yumou, Member of Changsha City Kaifu District Committee and Secretary of Changsha Jinxia Economic Development Zone Working Committee and Mr. Justin Yue, Chief Executive Officer of Tradelink shook their hands at the MOU signing ceremony.

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