

14 April 2005

TO: Mr K K Yeung
Chairman
Management Consultancies Association of Hong Kong
K K Yeung Management Consultants Ltd

Dear Mr K K Yeung,

Hong Kong Services Directory for the Mainland
「神州盛事、共創繁榮」香港服務業專輯

I would like to enlist your assistance in forwarding the enclosed Direct Mailer of the captioned Directory to your members.

To capture the opportunities arising from major international events in the Mainland, including Beijing Olympics 2008, Shanghai World Expo 2010 and Guangzhou Asian Games 2010, TDC plans to publish a *Hong Kong Services Directory for the Mainland* (「神州盛事、共創繁榮」香港服務業專輯) to brand-build and promote the excellence of Hong Kong's infrastructure and real estate services.

The publication will serve as a comprehensive sourcing guide covering company information categorized under various sectors like infrastructure and real estate services, finance, logistics, legal, accounting, business management consultancy, licensing, public relations, event management, design, marketing and so on.

An initial print of 10,000 copies of the Directory will be distributed free of charge to relevant Mainland government authorities and departments (e.g. Ministry of Construction), Organizing Committees of Beijing Olympics 2008, Shanghai World Expo 2010 and Guangzhou Asian Games 2010, major developers and project owners, large state-owned and private enterprises, and MNCs in the Mainland. It will also be dispatched to visitors of TDC anchor events in the Mainland.

We cordially invite your members to participate in this meaningful exercise that will assist them in reaching out to the target clients more effectively. I would appreciate if you could help disseminate the enclosed Direct Mailer to your members, who are most welcome to register direct with TDC.

Should you have any enquiry, please feel free to contact me (tel: 2584 4132)

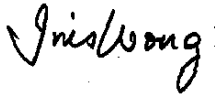
To: Attn:



or my colleague Mr. Ringo Li (tel: 2584 4204) for assistance.

We look forward to receiving your kind support. Thank you!

Yours Sincerely,



Iris Wong
Manager, Services Promotion
Hong Kong Trade Development Council

Encl.

To: Attn:

2002年11月、2003年11月、2004年11月
 Beijing Olympic 2008, Shanghai World
 Expo and Guangzhou Asian Games 2010

全新優惠!!



香港貿易發展局
 Hong Kong Trade Development Council

「神州盛事、共創繁榮」香港服務業專輯

Hong Kong Services Directory for the Mainland

要把握內地大型項目帶來的商機，向內地用家推廣你的優質服務？請即於「香港服務業專輯」刊登廣告！
 Want to tap the immense opportunities arising from major international projects in the Chinese Mainland?
 Come and advertise your company at this Services Directory....

「香港服務業專輯」是：

- 一本向內地政府及企業決策者推介貴公司業務及專長的專輯
- 超過一萬本將免費派發給內地主要政府部門、大型盛事籌委會(如奧運、世博、亞運等)成員、駐內地國際企業、大型發展商及項目業主

About this Services Directory:

- A Bilingual services sourcing guide highlighting your company's profile and achievements to decision makers in both public and private sectors in China
- Over 10,000 free copies to be distributed to relevant mainland government authorities and departments, organizing committees of major international events (Olympics, World Expo and Asian Games), MNCs, large developers and project owners in the Chinese mainland

Apply before: 截止申請日期
9 May 2005

Contact 聯絡人:

Ms. Elaine Tang (tel: 2584 4167)

Ms. Ringo Li (tel: 2584 4204)

Advertising Cost 費用

\$488/listing

每個公司簡介\$488

黑白純文字內容，包括地址、聯絡、及服務範圍等
Black & White; Text only;
 Content include Address,
 Contact, Services, etc

每頁將會刊載約 5 個簡介
 About 5 Listings per page

\$3,000/ full color advertisement

每頁彩色廣告\$3,000

每個廣告最少一頁
 At least one page for each advertisement

廣告面積
 Size of Advertisement:
 195mm(W)*230mm(H)

WHO SHOULD PARTICIPATE? 涵蓋的服務行業

- ◆ Real estate and infrastructure services
 房地產及基建服務
- ◆ Finance 金融服務
- ◆ Business management consultancy
 管理諮詢服務
- ◆ Logistics 物流服務
- ◆ Legal 法律服務
- ◆ Accounting 會計服務
- ◆ Licensing 授權服務 (licensing agents, licensees 專利授權代理商、專利授權經營商)
- ◆ Public relations 公關服務
- ◆ Event management & trade fair organizers
 活動策劃管理及展覽公司
- ◆ Design 設計服務
- ◆ Marketing & Communications 市場推廣服務

Please fill in the "Reply Slip" below for an official application form. 請即填妥下列回條並傳真至本局索取申請表格。

To 致 : Ms. Elaine Tang / Mr. Ringo Li (HKTDC)

Fax 傳真 : 2169 9751/ 2169 9127

Reply Slip 回條 Ref:(PS6)

本公司將會刊登(請於合適方格內加√): 彩色廣告 公司簡介 彩色廣告及公司簡介

Company Name 公司名稱: _____

Address 地址: _____

Contact Person 聯絡人: _____ E-mail 電子郵件: _____

Tel 電話: _____ Fax 傳真: _____

Type of Business 業務類別: _____