



CEEC 2005

CHINA ENTERPRISES EXPO AND CONFERENCE 2005

中國企業博覽及會議 2005

促成企業結盟、合作、伙伴、項目及資本融資的平台

- The platform for exploring business alliance, partnership and investment projects with China enterprises
- The channel to network with China enterprises looking for capital financing, foreign investments and other international financing services.

18-20 • 5 • 2005

香港會議展覽中心

Hong Kong Convention and Exhibition Centre



↑ 為了積極推動中國企業在國際市場的發展，香港中旅會展項目管理公司在香港主辦首屆「中國企業博覽及會議 CEEC」，展覽會將於2005年5月18-20日在香港會議展覽中心舉行。中國作為一個龐大市場，加上近年加入了世界貿易組織（WTO），對國內的企業無疑是機遇，但同時也是挑戰。為了配合市場的變化，尋求國際性的合作成為發展的關鍵，既可穩固國內基地，同時邁向世界市場。

↑ To foster the growth and expansion of China enterprises in the international markets, the China Travel Conference & Event Management Company initiates "China Enterprises Expo and Conference CEEC". The inaugural event will be held at Hong Kong Convention and Exhibition Centre from 18-20 May 2005. With China's entry of the World Trade Organization (WTO) and China being a giant market, China enterprises are facing enormous opportunities, as well as challenges and increasing domestic and international competition. Alliance and partnership with international partners is one of their solutions to catch up with this fast changing market environment and facilitate market entry overseas. With foreign market environment investments and capital, it offers opportunities for China enterprises to grow and expand, while at the same time they are a rich pool of potential prospects for international banks, financial institutions and foreign investments to offer their services and products and to establish business alliances and partnerships to assist them to enter the international arena.



香港中旅會展項目管理公司
CHINA TRAVEL CONFERENCE & EVENT MANAGEMENT COMPANY

中國企業博覽及會議 What is CEEC

因應經濟發展趨勢，香港中旅會項目管理公司推動「中國企業博覽及會議」，建立商務平台，促成國內企業與香港、海外企業、銀行、金融和投資機構間的合作，並為國內企業尋找吸納香港、海外資金的途徑，包括上市、融資渠道及吸引策略性的投資。

活動主題

- 推介具實力、具規模的國內企業，展示企業狀況、產業及服務。
- 推介香港、海外的金融及專業服務。
- 促進國內、香港及海外企業、銀行家、投資機構及基金投資者交流，初步商談投資合作。
- 上市、融資及策略性投資的途徑。
- 介紹國內營商環境、投資法規。
- 介紹海外市場狀況。

The CEEC is a perfect platform for:

- Medium to large-scale China enterprises to showcase their business and services to international investors
- Hong Kong and international financial institutions to offer their financial products to enterprises in China
- Enterprises, banks, fund and institutional investors to look for strategic partners and investment opportunities in China.
- A forum on business environment and investment regulations in China and the international markets.

The CEEC offers the best opportunities to:

- Meet with top management staff of medium to large scale China enterprises which are spread out throughout the countries and difficult to reach.

- Tap on the China market, which is opening up and many China enterprises are eagerly looking for international investments and capitals or IPOs in Hong Kong and international markets.
- Update on the China market from exhibitors and officials attending the Conference.
- Opportunities to join the post exhibition tours to visits companies in China, to obtain first hand information about development of China enterprises.
- A platform to showcase your products and services, and to network with 200 or more China enterprises of varying industries from all parts of China.



CEECE 2005 CHINA ENTERPRISES 中國企業博覽及會議

促成企業結盟、合作

- The platform for exploring business alliance,
- The channel to network with China enterprises looking for foreign investments or IPOs and other international

主辦機構 Organizer

香港中旅會項目管理公司是香港中旅集團及香港中國旅行社的屬下公司，專業籌辦國際性主題會議及展覽會，並承辦各類型會議、展覽會、商務活動，及提供項目管理服務。我們團隊由經驗豐富的會展專才所組成，過往成功協辦多項國際性會議、展覽及大型活動。

建基於香港中旅集團及香港中國旅行社的雄厚實力和國際網絡，香港中旅會項目管理公司在集團的大力支援下成立並定位為以中國及香港為基地的國際會展及項目管理公司。

China Travel Conference & Event Management Company is the subsidiary of China Travel Service (H.K.) Ltd. and the China Travel International Investment Hong Kong Ltd (stock code 308). The company specializes in event organizing and management for international conferences, exhibitions and corporate activities.

Our experienced team comprises of experts from conference, exhibition and event management fields. We have assisted our clients to organize a number of international conferences, exhibitions and other large-scale events in Hong Kong, Macau, China and overseas.

活動內容 Event Activities

中國企業博覽 (展覽會)

2005年5月18日 (星期三) 早上十時至下午六時
2005年5月19日 (星期四) 早上九時三十分至下午六時
2005年5月20日 (星期五) 早上九時三十分至下午五時

中國企業高峰論壇 (午餐會議)

2005年5月18日 (星期三) 早上十一時三十分至下午二時

中國企業會議 (演說會)

2005年5月18日 (星期三) 早上十一時至下午五時
2005年5月19日 (星期四) 早上十時至下午五時
2005年5月20日 (星期五) 早上十時至下午五時

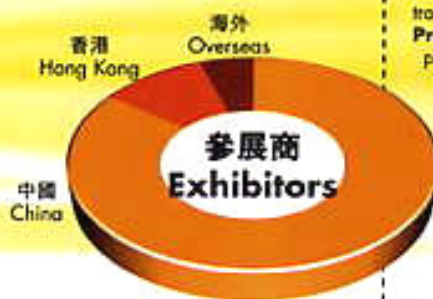
公司參觀 (詳情稍後公佈)

門票

中國企業博覽及會議: 三天入場証 - 每位港幣五十元
中國企業高峰論壇 (午餐會議): 每位港幣一千二百元
(含展覽會及會議入場証)

參展商

240個標準展位 (另預留240個展位作擴展)
中國企業區: 國內基建、工業、金融、房地產、貿易、服務、資訊、科技、旅遊、交通運輸、零售、專業服務等具相當規模企業。
專業服務區: 香港及海外的金融、財務及專業服務公司



China Enterprises Expo (exhibition)

10:00am-6:00pm / 18 May 2005 / Wed
9:30am-6:00pm / 19 May 2005 / Thur
9:30am-5:00pm / 20 May 2005 / Fri

China Enterprises Summit Forum (luncheon meeting)

11:30am-2:00pm / 18 May 2005 / Wed

China Enterprises Conference (conference)

11:00am-5:00pm / 18 May 2005 / Wed
10:00am-5:00pm / 19 May 2005 / Thur
10:00am-5:00pm / 20 May 2005 / Fri

Companies visits (Iba)

Admission

China Enterprises Expo & Conference:
3 Day Entry Pass: HK\$50 per person

China Enterprises Summit Forum (luncheon meeting): HK\$1,200 per person, incl. 3 Day Entry Pass

Exhibitors

240 standard booths (another 240 booths reserved for scale expansion)
China Enterprises Zone: large-scale China enterprises from varying industries covering infrastructure, manufacturing, finance, property, trade, servicing, information, technology, travel, transportation, retailing and professional services.
Professional Services Zone: Finance and professional service companies from Hong Kong and overseas

觀眾 預計15,000人

來源地區: 香港、中國、亞洲、美國、歐洲、澳洲及澳門等。
行業: 工業、金融、房地產、貿易、服務、資訊、科技、旅遊、交通運輸、零售、專業服務等。尤以銀行、金融、投資機構、基金、財務為重點行業。
職銜: 經理、總經理、業務主管、財務主管、董事、總裁、主席、專業人士等。

Visitors 15,000 [expected]

Origins of visitors: Hong Kong, China, Asia, USA, Europe, Australia and Macau
Sectors: Industry, Finance, Property, Trade, Servicing, Information, Technology, Travel, Transportation, Retailing and Professional Services with emphasis on Banking, Finance, Investment and Fund Institutions sectors.
Job function: Manager, General Manager, CEO, CFO, Director, President, Chairman and Professionals.



EXPO AND CONFERENCE 2005

、伙伴、項目及資本融資的平台

partnership and investment projects with China enterprises for capital financing, financing services.

推廣宣傳

- 媒體 (報章、雜誌、網站) 廣告及特刊
- 新聞發布會
- 郵遞傳單單張
- 電子郵報
- 透過香港中區社區內、海外辦事處宣傳推廣
- 透過工商協會、團體向屬下會員宣傳
- 邀請各國領事商務專員、商會主席、銀行家、基金經理及金融機構負責人出席活動

Marketing & Promotion

- Media (newspapers, magazines and internet) advertisement and supplements
- Press conference
- Direct mailing
- Electronic newsletters
- Promotion through China Travel Service Hong Kong's branches in China and overseas
- Invitation to commercial attaché, chamber chairmen, bankers, fund managers and chief of finance institutions.



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支持機構 Supporting Organizations

多個中國、香港、澳門、海外商會及政府機構
 香港中旅集團
 香港中國旅行社
 China, Hong Kong, Macau and international chambers and governmental organizations
 China Travel Service (Holdings) Hong Kong Ltd.
 China Travel Service (H.K.) Ltd.

大會指定承建商：宏科國際展覽有限公司
 大會指定旅行社：香港中國旅行社
 Official Contractor: A. Worldtech Ltd.
 Official Travel Agent: China Travel Service (H.K.) Ltd.

其他資訊
 此次展覽會將在港灣身為國際大都會及亞洲黃金金融中心舉行，香港中國旅行社為各地參展商及觀眾提供價錢優越的酒店客房和機場接送服務，詳情請洽提供。

General Information
 The Exhibition will be held in Hong Kong, the international city and one of the top financial centers in Asia. With the support of the China Travel Service (H.K.) Ltd, special hotel rates and airport transfers will be offered to all international visitors and exhibitors. Details will be announced later.

欲查詢詳情，請聯繫：
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 辦事處：香港中環干諾道中78-83號中旅集團大廈4樓
 樓電話：852-2853 3295
 傳真：852-2851 1426
 電郵：ceb@ctshk.com
 大會網站：Http://www.chinatravevents.com

For further details, please contact:
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 Tel : 852-2853 3295
 Fax : 852-2851 1426
 Email : ceb@ctshk.com
 Official Website: <http://www.chinatravevents.com>



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 CHINA TRAVEL CONFERENCE & EVENT MANAGEMENT COMPANY