Presentation for the 4th World Conference Organizations

“TRADELINK : A CASE STUDY OF HELPING SME IN THE E-ERA”

17 May 2002

Justin YUE, Chief Executive Officer
Tradelink Electronic Commerce Limited
Hong Kong, CHINA
WHAT IS TRADELINK
What is Tradelink (1)

MISSION

Tradelink Electronic Commerce Limited is a joint venture between the Hong Kong SAR Government and other private sector shareholders.

Tradelink’s Mission is to enhance the productivity and competitiveness of Hong Kong’s trading community through the use of E-commerce.
What is Tradelink (2)

SHAREHOLDERS

- The HKSAR Government 42.49%
- The Hongkong and Shanghai Banking Corporation Ltd (HSBC) 8.78%
- Pacific Century CyberWorks (PCCW) 8.78%
- China Resources (Holdings) Ltd 5.30%
- Hong Kong Air Cargo Terminals Ltd (HACTL) 5.30%
- Modern Terminals Ltd (MTL) 5.30%
- Swire Pacific Ltd 5.30%
- TAL Apparel Ltd (TAL) 4.73%
- Hongkong International Terminals Ltd (HIT) 4.69%
- The Hong Kong General Chamber of Commerce (HKGCC) 4.08%
- The Federation of Hong Kong Industries (FHKI) 3.48%
- Standard Chartered Bank 1.55%
- Hong Kong Association of Freight Forwarding Agents (HAFFA) 0.22%
Achievements (1)
Tradelink’s Business
Trade Related Government Services as the Basic Building Block

General Traders
- Import & Export Declaration
- Export Credit Insurance Declaration
- Certificate of Origin
- Dutiable Commodities Permit
- Shipping Order Service
- Processing Trade/Cross Border Documentation (3Q 2002)

Textile Traders & Manufacturers
- Restrained Textile Export Licence
- Carrier Notification and Visa Copy
- Production Notification
- Textile Trader Registration Scheme (TTRS) Notifications (3Q 2002)

Forwarders & Carriers
- Carrier Notification
- Shipping Order
- Manifest (3Q 2002)
- Textile Trader Registration Scheme Notifications (3Q 2002)
Achievements (2)

LARGE CUSTOMER BASE

- About 53,000 customers, of which 98% are SMEs (companies with less than 50 staff)
- All importers, exporters, and most carriers, forwarders and manufacturers
- About 18 million transactions annually
Achievements (3)
WIDE USE OF DIGITAL CERTIFICATES

- Operates as Certification Authority (CA)
- Over 150,000 authenticated public key certificates issued
- Largest Public Key Infrastructure (PKI) in Asia
- All transactions supported by electronic signatures
INGREDIENTS FOR SUCCESS
Ingredients for success (1)
GOVERNMENT SUPPORT

- 42% Shareholding
- 7-year exclusive franchise for specified trade transactions
- Compulsory migration programme
Ingredients for success (2)

ADDRESSING COST CONCERNS OF SME

- Low transaction fees
- Free registration
- Free customer software
- Free digital certificates for electronic signatures
Ingredients for success (3)

CUSTOMER SERVICES SUPPORT

- **Customer Hotline Service that handles 3,000 calls a day**
  - Three-tier Customer Hotline
  - 16 hours a day, 7 days a week
  - Comprehensive IT Support

- **A network of 25 Service Centres (for the non-computerized companies)**
Tradelink’s Role as E-Commerce Magnet in International Trade Transactions

**Establish Market Channel**
- Info. Services
  - Export Credit Insurance Declaration
  - Quotation#
  - Purchase Order*
- Pan Asian Portal*
- Trader Documentation*

**Negotiate Contract**
- Production Notification
- Certificate of Origin
- Processing Trade System*
- Cross Border Documentation*

**Prepare Products**
- Carrier Notification
- Shipping Order
- Bill of Lading / Forwarder Cargo Receipt (Draft)
- Packing List*

**Arrange Logistics**
- Textile Quota Licenses
- Electronic Visa Copy
- Trade Declaration
- Dutiable Commodity Permit

**Comply with Regulations**
- Manifest*
- TTRS Notification*

**Settle Payment**
- Commercial Invoice#
- Packing List#
- Insurance Certificate#
- Proof of Delivery#

---

* Confirmed development schedule (with Government / other service providers)
** Under scoping / consideration
# TradeCard Services
Spearheading Hong Kong's Development of Electronic Commerce