



「贸发网」推广计划 助您锁定真正买家

「贸发网」 www.hktdc.com 是香港贸易发展局的网上平台，自 2000 年推出以来，成功建立庞大而优质的买家及供应商网络，为企业提供一个高效的渠道推广产品及服务，拓展海外市场。

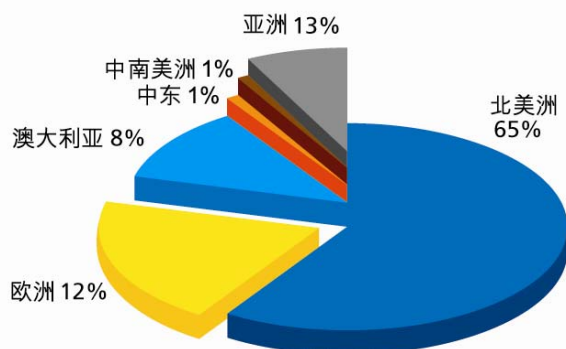
「贸发网」优质并值得信赖的用户群

- 买家网络： **80 万名** 网上登记买家、每年超过 **58 万名** 参观香港贸发局展览会的入场买家及 **500 万名** 香港贸发局产品杂志读者买家
- 供应商数目： **12 万**（包括香港贸发局的参展商及产品杂志广告商）
- 每年经「贸发网」发送的采购询盘量：**650 万***

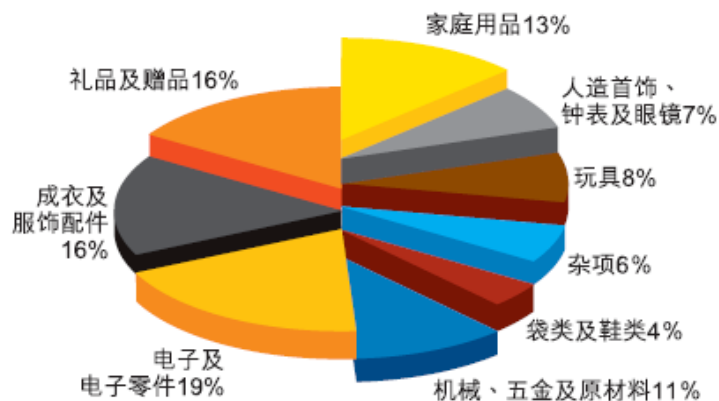
* 2008/09 年度之数据

逾七成的国际用户来自欧美国家

登记买家地区分布



登记买家行业类别



「贸发网」助您轻易突围而出，尽握商机

1. 网站设计以协助买家采购为主，与展览会更密切配合

「贸发网」主页

按行业类别及展览会展示相关客户的产品

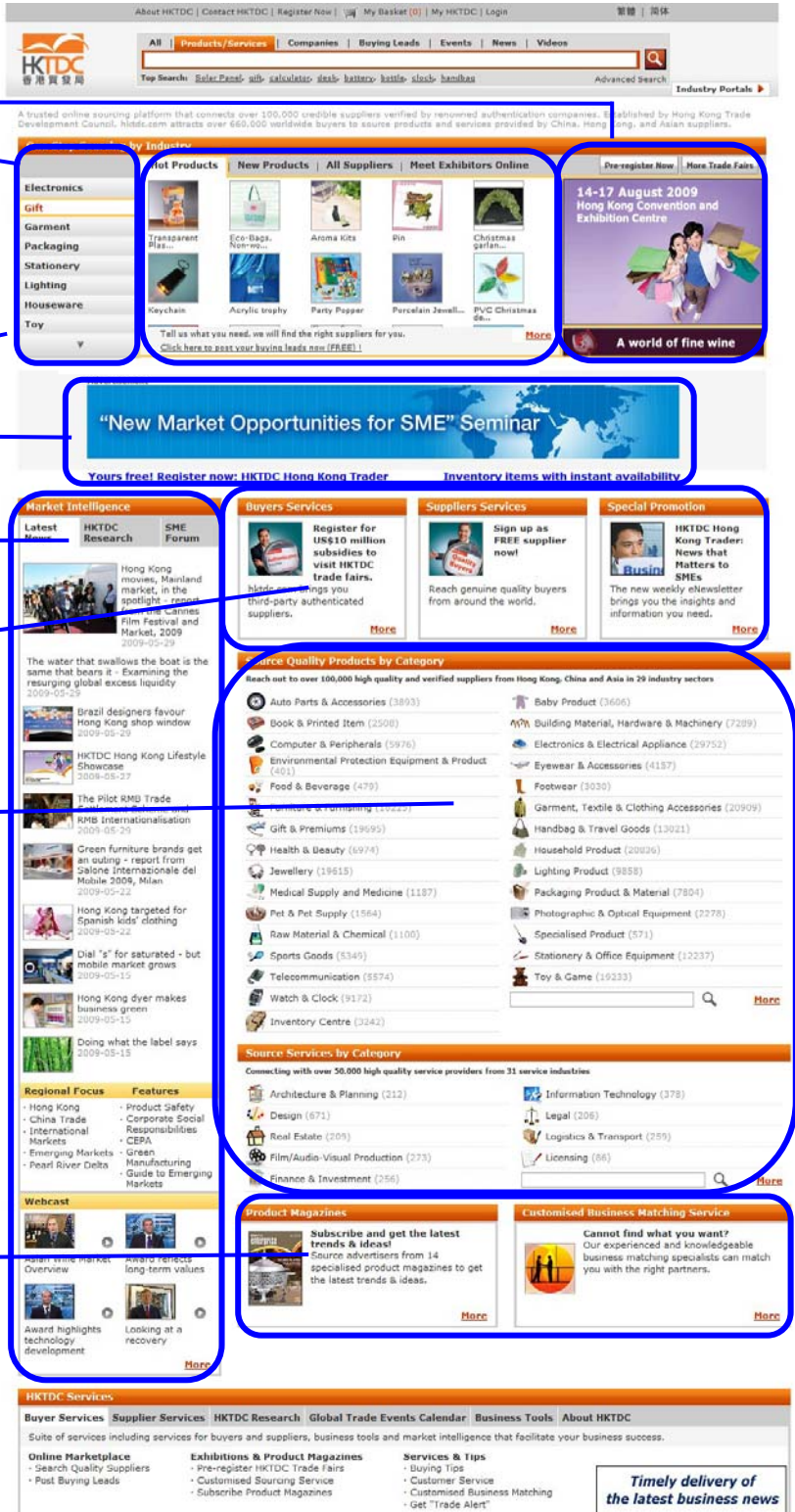
全新广告形式吸引买家注意

提供最新市场讯息

介绍买家服务、供应商服务及特别推广资讯

产品及服务分类更灵活细致增加客户曝光机会

介绍其他香港贸发局的服务，包括产品杂志



2. 为供应商提供权威参考信息，赋予买家无限信心

- 透过国际权威机构核实供应商数据及提供参考信息，突显诚信及实力

「贸发网」公司简介 - 公司背景页

The screenshot shows the company profile for Sky Light Ind'l Ltd. Key features include:

- Intertek Verified:** A badge indicating certification by Intertek.
- Authenticated and verified by Dun & Bradstreet:** A badge showing the date 23/8/2007 and a link to see verified information.
- Company Background Table:**

Company Name:	Sky Light Ind'l Ltd
Country/Region:	Hong Kong
Year of Establishment:	1997
Number of staff:	11-15
Nature of Business:	Manufacturer
Industry:	Electronics, Components & Accessories
Product/Service Range:	Digital camera, Digital video camcorder, Web cam and Single use camera
Annual Turnover:	US\$ 10,000,000 - 49,999,999
Major Export Markets:	<ul style="list-style-type: none"> Asia Australia Central and South America Chinese mainland Eastern Europe Hong Kong Japan Korea Middle East North America Other Asian Countries Scandinavia South East Asia Taiwan Western Europe Worldwide
- Company Information:**
 - Office Address: Rm 1009, Kwong Sang Hong Ctr, 151-153 Hoi Bun Road, Kwun Tong, Kowloon,
 - Office Hour: 9:30am-5:30pm
 - Website: www.sky-light.com.hk, www.hktdcc.com/em/skylight
 - Contact Person: Ms. Florence Tse
 - Telephone: 852-3421 0388
 - Fax: 852-3421 0388
 - Position: Marketing Manager

本局与 Google 地图合作，于客户公司背景页提供客户公司位置，方便买家查询

天祥集团 (Intertek) 每年为供应商验证登载在「贸发网」的各项证书两次。已获验证的证书将于其公司简介页显示「天祥证书验证」标志及日期，加强买家的采购信心。

经天祥集团核实的资料包括:

- 安全验证证书，如 GSV 证书
- 管理体系认证证书，如 ISO9001 限制物质管理体系
- 企业社会责任认证证书，如 ICTI
- 产品认证证书，如羊毛标志，中国内地玩具出口许可证
- 内部实验室认可证书，如 CNAS
- 其他支持文件

邓白氏 (Dun & Bradstreet) 每年为供应商核实公司资料两次，完成后供应商将获取全球认可的邓氏编码，连同「邓白氏认证」标志及日期显示于网页内，突显所载资料为最新、准确及可靠的。

经邓白氏认证的资料包括:

- 公司名称、地址、电话、传真、网站、成立年份、业务性质
- 联络人名称、职位、电邮、电话、传真
- 商业或公司登记资料

根据第三方机构提供之参考资料，展示公司实力，建立信心确据

「贸发网」公司简介 - 信用参考数据页

The screenshot displays the HKTDC website interface for a supplier profile. The main content area is titled "Sky Light Ind'l Ltd - China" and includes several data sections:

- Supplier Reference:** A text block explaining that this section helps identify potential business partners by providing facts and figures about the supplier, sourced from third-party organizations like Dun & Bradstreet, Intertek, Panjiva, and Piers.
- HKTDC Activities (January 2003 - January 2008):** A table listing the company's participation in various trade fairs and exhibitions, such as the HKTDC Online Marketplace, Hong Kong Trade Fairs, and HKTDC Local Trade Fairs.
- Business Information (as of October 2007):** A section providing key business details like the DUNS Number (190491044) and the provider (D&B).
- Certifications Verified by Intertek:** A section listing product certifications, standards, and safety approvals, including ISO9001 and ISO9002.
- US Market Information:** A section providing insights into the US market, including product expertise (e.g., Shirts and Blouses, Outerwear), amount of experience, customer loyalty, and shipment summary.
- US Import Data (November 2005 - October 2006):** A section detailing import statistics from the Piers Database, including the number of shipments, TEU of shipments, and value of shipments.
- Chinese mainland Export Data (November 2005 - October 2006):** A section showing export data to the Chinese mainland, including the top 3 export countries (US, UK, France) and the value of shipments.
- All Certification:** A section listing all certifications, standards, and safety approvals, including ISO9000, ISO9001, and ISO9002.

香港贸发局展览会参展及
产品杂志广告纪录

商业报告 (由邓白氏提供)

质量及安全证书验证
(由 Intertek 提供)

美国市场报告
(由 Panjiva 提供)

供应商进口美国货运资料
(由 PIERS 提供)

供应商三大出口市场
及货运资料
(由方誉中国信息提供)

曾获取之行业证书
及奖状

3. 协助供应商争取最大曝光率

- 别具创意的展示手法，带出产品或服务的优点

「贸发网」公司产品页

The screenshot shows a product page for a digital camera on the HKTDC website. The page is titled "Sky Light Ind'l Ltd - Hong Kong" and features a navigation menu on the left with options like "Company Home", "Company Profile", "Products / Services", "Showroom", "Production & Operation", and "Promotion & Publicity". The main content area displays the product "8.0M Digital Camcorder with 2.0 TFT LCD Display" with a model number of TDC571K (5 Mega pixels). The product specifications list features such as a 1.4-in-1" still image capture and video capturing, a 5.0 Mega Pixels CMOS Sensor, a 2.0"/2.4" TFT Color Display, 16MB Built-in Flash Memory, External SD Card (up to 2GB), 8 X Digital Zoom, TV Output with Audio, and 2 pcs. AAA Batteries. The brand name is NEXT, and the color options are Silver / Black / Red / Blue. The product size is 50 x 100 x 120 mm. The page also includes a large product image, a video player showing the camera in use, and a section for other similar products like a 5.0 mega pixel digital camera with 4x digital zoom, a Digital Camera, a Waterproof Camera Case, and a Beach Kit.

详细产品数据及规格

特大产品图片及四幅产品小图，可展示产品不同颜色、角度或型号

产品短片，更清晰展示产品的特色

推介相关产品

4. 免费修订广告网页内容，专于网页系统背后加入合适的产品关键词，以提升客户曝光率及搜索排名

「贸发网」产品搜寻结果页

加强网站搜索精确度，客户更容易被买家找到：

i) 可按国家或供应商类别搜索

ii) 可按品牌、认证数据、产品物料等搜索

The screenshot shows the HKTDC website interface. At the top, there's a navigation bar with 'All', 'Products/Services', 'Companies', 'Buying Leads', 'Events', and 'News'. A search bar contains 'mp3, ipod, watch, toy, clock, bag, crystal, calculator'. Below the search bar, the results are filtered by 'NOB: Manufacturer', 'Market: Worldwide', and 'Region: China'. The main content area displays a list of products under the category 'digital camera'. Each product entry includes a photo, a description, the company name, region, and an 'Enquire' button. A sidebar on the left offers various filters like 'Business Type', 'Export Market', 'Colours', 'Brand', 'Functions', 'Materials', 'Product Brand Names', 'Province', and 'Styles'. At the bottom, there's a 'Related Keywords' section with terms like 'laptop bag', 'digital camera', 'homeeasy dailyuse', etc.

搜寻结果可按买家喜好以清单或图像形式列出

列出相关关键词供参考



5. 源源不绝的商机

- 随时查阅及回复买家询盘
- 新增买家采购信息，客户可优先浏览并回复买家要求

「贸发网」产品及服务分类主页

买家采购信息

Buyers' Services

- Search Credible Suppliers
- Buying Tips

Hot Products

- Wooden jewellery box
- Nimh/Ncd rechargeable...
- Plastic packaging box
- Swarovski USB - MP3 players

New Products

- Looking for PS(white) & PP plastic material
- Pd Casting Equipment Wanted
- Diamond Jewelry Wanted
- We Buy All kinds of Garment / Garment Sample Stocklots

Buyers' Services

- Differentiate from Competitors
- Selling Tips

Success Story

TDC's Total Trade Promotion Powers Plastic Success
"...we simply use hktcdc.com as our company's main Web page!"

Featured Suppliers

Check out quality suppliers from China's export powerhouse.

- Guangdong
- Fujian

Advertisement

D&B Checked

Categories

- Auto Parts & Accessories (2978)
 - Vehicle, Auto Parts, Component & Accessories, Aircraft & Parts, Ship / Boat, Boat Parts, Component & Accessories
- Book & Printed Item (2820)
 - Card, Book & Magazine, Printed Matter
- Computer & Peripherals (4361)
 - Network Products, Computer Peripherals & Accessories, Computer System, Multimedia
- Environmental Protection Equipment & Product (475)
 - Environmentally Friendly Product, Environmental Equipment
- Food & Beverage (2266)
 - Agricultural Product, Livestock & Poultry, Food, Beverage, Cigarette & Tobacco
- Furniture & Furnishing (13693)
 - Furniture, Home Furnishing
- Gift & Premiums (13799)
 - Festival Item & Party Favour, Giftware, Hotel / Airline Amenity, Hobby & Collector's Item
- Health & Beauty (6080)
 - Personal Care Product, Healthcare Product, Sex
- Baby Product (2586)
 - Baby Toiletry, Baby Furnishing, Baby Wear, Baby Furniture
- Building Material, Hardware & Machinery (11498)
 - Building Material & Building Facility, Hardware, Machinery
- Electronics & Electrical Appliance (27353)
 - Electronic / Electrical Component & Accessories, Consumer Electronics, Audio-Visual Product, Electrical Household Appliance
- Eyewear & Accessories (2030)
 - Eyewear Accessory, Spectacle Frame, Contact Lens & Accessory, Spectacle
- Footwear (2286)
 - Sport Shoes, Parts & Accessories, PVC & Plastic, Rubber
- Garment, Textile & Clothing Accessories (22498)
 - Garment, Yarn, Piecegoods & Textile, Clothing Accessories
- Handbag & Travel Goods (10280)
 - Travel Bag & Luggage, Digital Gear & Camera Bag, Wallets & Purses, Evening Bag
- Household Product (15514)
 - Metal, Glass, Disposable, Wood

WIN a trip to Hong Kong!

- 优先获推介予相关买家，及免费获取买家名单
 - 香港贸发局免费为展览会的买家，按其所需搜寻产品提供一份相关的供应商名单，内容包括公司资料、展台编号(如适用)、产品名称和照片。
 - 参加「贸发网」推广计划的供应商均有机会透过此服务获推介予入场买家，并于展会后获取相关的买家名单。
 - 2009年4月份香港贸发局在港举办的六大展览会中，有超过 **24,000** 名入场买家使用了该项服务进行了逾 **55,000** 个采购询盘，获推介的「贸发网」供应商产品超过 **2,000,000**。






「贸发网」推广计划内容

	至尊推广计划	标准推广计划
企业资讯		
公司简介	✓	✓
产品/服务陈列室	✓	✓
公司活动	✓	✓
研究与开发	✓	-
品质管理	✓	-
管理团队	✓	-
工厂及设备	✓	-
信用参考	✓	✓
认证资料库	✓	✓
奖项资料库	✓	-
新闻资料	✓	-
产品相片数量	无限张	100张
特别功能	网页连系、自行转换相片、讯息中心、管理联络资料、特大产品相片等	
	厂房实况短片、产品演示短片及私人陈列室	-
增值服务	邓白氏认证服务、广告内容修订服务	
广告价目 (12个月)	优惠价: RMB¥31,000 原价: RMB¥60,800	优惠价: RMB¥14,100 原价: RMB¥27,000

查询请电 800-820-5188 (免费) 或 021-6322-6688 (未开通 800 电话的城市及手机用户适用) 或电邮至 gc.supplier@hktdc.org

<p>供应商经验</p> <p>「香港贸发局产品杂志、展览会和网络『三大兵器』,是我们开拓新兴市场、实现买家速配的有效途径。」</p> <p>力蒲卫浴有限公司 业务总监 谭杰华 (广东开平)</p>	
<p>买家经验</p> <p>「检定证书及安全认可对某些进口国家非常重要,例如北美。香港贸发局提供的第三方认证便让我们知道哪一家供应商已经获得某一国家颁发的安全证书、通过检测或许可证等等,一目了然。」</p> <p>Canadian Tire 香港办事处 采购经理 胡永江 (加拿大)</p>	