

tdctrade.com wins its third WebAward

The Hong Kong Trade Development Council (TDC) has been honoured by the Web Marketing Association for its achievement in providing practical online market intelligence in multiple languages for Small and Medium Sized Enterprises worldwide through its portal, tdctrade.com.

For the third consecutive year, tdctrade.com, has gained the "Standard of Excellence" award in the Web Marketing Association's 2004 WebAwards. tdctrade.com webcast is the first time winner of the same award.

Entries were judged by a panel of independent internet experts on design, copy writing, innovation, content, interactivity, navigation and use of technology. tdctrade.com was chosen among 1,300 entries from 19 countries and regions. Other awardees include Reuters, Fortune and Forbes etc.

The judging panel said tdctrade.com webcast featured a nice layout with easy navigation, whereas tdctrade.com was a good example of a portal site having an excellent content for different audiences.

TDC Senior E-Commerce Manager Ms Clare Wong said since its launch in 2000, tdctrade.com has provided credible and up-to-date information about doing business in Hong Kong and the Greater China region. It is the first-choice website for business people in Hong Kong, the Chinese mainland and overseas.

tdctrade.com has recorded up to 7.1 million hits per day. Miss Wong added that an online exhibition is now in operation, listing products and contact information of exhibitors of TDC trade fairs in Hong Kong

"If overseas buyers cannot join the exhibitions in Hong Kong, they can locate quality goods and potential suppliers through this new online service, before or after the fair period. I'm certain that this will bring more business opportunities for Hong Kong manufacturers," said Ms Wong.

Founded by a team of web professionals, the Web Marketing Association is an authoritative organisation based in Boston. The association organised the Web Award Competition every year since 1997 to recognise the achievements of outstanding websites.