

Feb 7, 2012

Clerk to Bills Committee on Completion Bill
Legislative Council Secretariat,
Legislative Council Complex,
1 Legislative Council Road,
Central, Hong Kong.

To Whom It May Concern

Disagree HKTDC has to be under the ordinance of Competition Law

We, CAMi HK Co., Ltd (thereafter called " CAMi "), established in 2010 & is formed by a group of 12V enthusiasts that design and market innovative In-Vehicle electronic products and accessories to worldwide using our in-house brand " inCarBite " registered in USA, EU, HK & China. Though " CAMi " is only an one year old company, however, our founding team consists of expertise on sales, marketing & product development in the 12V industry for over 20 years in USA, Europe and Asia markets. Though we start up in a humble beginning, we have a very strong passion to bring more innovative & user-friendly in-vehicle electronic items for drivers from around the world so that they have more fun while on the go.

Personally, I had been working for different reputable electronics companies in the past 15 years with major responsibilities on sales & marketing, I actually participated many different exhibitions from around the world which are organized by different organizer, namely **HK Electronics Fair (HKTDC, HK), China Sourcing Show (Global Sources, HK & Shanghai), New York Toy Show (New York), Nurnberg Toy Show (Germany), Cebit (Germany), IFA (Germany), CES (CEA, Las Vegas), IIMS (Indonesia), Russia Car Show, CommuniAsia (Singapore), SEMA (Las Vegas), Canton Fair (Guangzhou) and many other In-Vehicle exhibitions in China & Road show in States eg Dub Show, Hot Import Nights ...just to name a few...**

So actually I am quite familiar with the effectiveness of each exhibition and the support by each organizer at least in the Electronics and In-Vehicle Industry. For every company that I worked for before, there was a tight budget but tones of objectives to fulfill eg company exposure, pre-show product promotion to potential buyers, buyer traffic & editorial exposure during showetc. So far, I still fully rely on HKTDC as the most effective platform helping us to promote our products to potential buyers from worldwide. HKTDC can offer a very cost effective booth solution which includes booth rental and furnishing, we just need to focus our energy on sales and marketing. HKTDC is also able to offer pre-show and during the show advertising and promotion exposure eg global media meetings, online promotion, buyers meetings & referrals etc and all these are proved very effective to generate business to the SMEs so far. So far we do appreciate their help very much especially their efforts on helping us to promote our brand to overseas buyers which speed up the tough process on brand building.

Last but not the least, I wish to emphasize that we do not really want to see there is any price increases owing to the

CAMi (HK) Co., Ltd.

Asia Pacific Office : Room 903, 9/F., New Commerce Centre, 19 On Sum Street, Shatin, N.T., Hong Kong

USA Office : 3355 E. Miraloma Ave., #165 Anaheim, CA 92806, USA

Tel: +852 2635 6877 **Fax:** +852 2635 6080 **E-mail:** sales@inCarBite.com

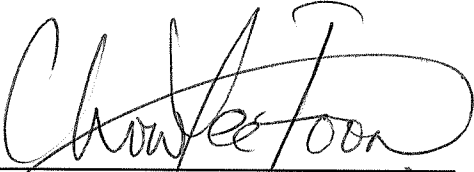
www.inCarBite.com

inCarBite

Enjoy on the Go!

Competition Law on HKTDC as this will strongly affect us and all other SMEs especially when the economy is so competitive now.

Yours truly,



Evon Chow

Director of Marketing, inCarBite

CAMi (HK) Co., Ltd.

Asia Pacific Office : Room 903, 9/F., New Commerce Centre, 19 On Sum Street, Shatin, N.T., Hong Kong

USA Office : 3355 E. Miraloma Ave., #165 Anaheim, CA 92806, USA

Tel: +852 2635 6877 **Fax:** +852 2635 6080 **E-mail:** sales@inCarBite.com

www.inCarBite.com