

Corporate Message From the Board of Directors



High Touch! High Tech!

As the world keeps on innovating at an ever increasing pace, competition in the business sector is becoming more challenging than ever before. And as competition boundaries continue to expand, there will always be new types of product and business opportunities appearing from day to day. Every business sector is trying very hard to differentiate themselves from their competitors and is looking forward to introduce more long-tail products that could generate multiple revenue options.

In order to face upcoming future challenges, as a multinational company, we at **K-LINK International** have new direction planned out for year 2007.

In year 2007, we will continue focusing on developing **K-LINK International** as a company that is synonymous with the term “Blue Ocean” and its advantages. On top of that, we will also strengthen our existing infrastructure and enhance our system.

The Company has been operating for seven years now. And all this while, we have been focusing on the “High Touch” concept, which is to develop a corporate environment that is filled with humanity and personal communication.

As we kept on progressing and with the impact of globalisation; plenty of foreign and imported goods namely electrical products, fast food, the Internet and many others from foreign lands have penetrated into our life. And as a matter of fact, most of it has become part of our culture. With that in mind, if we do not build up ourselves to be stronger, we might lose our position in the market one day!

For this, **K-LINK International** has a very new direction for year 2007, which is to go – High Tech!

To increase our competitive edge, we are going to develop a new platform for our distributors, in which we are going into the high-tech world of the Internet. **K-LINK** will be implementing a new business format known as e-business and this will be a new approach for everybody in the future. Indeed, there are many local companies that have already implemented e-business in their business strategy, but our aim is to attract potential targets that shops online besides those that already knew us well. With the advantages of “High Touch” networking strategy, we will be hoping to sponsor plenty more distributors in the future. And in order to establish this, we must first make sure the advantages of our “High Touch” strategy stays fresh and new with the capability to deliver a professional image.

E-business is definitely the most effective way to penetrate the market in a country. With the advantage of having branches in more than 40 countries, we believe the name of “**K-LINK International**” will soon to be a part of everyone’s life in most part of the world.

We must put in some personalised concept if we are to create a distinguished culture via the Internet, alongside the “High Touch” concept that we practicing, therefore creating a perfect match. As the market space is continuously expanding; consumers nowadays are usually bombarded by multiple choices and promotions in the market. This will in turn lead to a shift in the decision making process. To encounter these changes, **K-LINK** has continuously introduced multiple products to cater to the need of the consumers. With that in mind, we are hoping that the long-tail products could help us generate multiple revenue options.

In short, the vision of **K-LINK** in year 2007 can be summarised in two words: “strengthen” and “enhance”. In order for our system to be perfect, we have to strengthen our “High Touch” culture and apply it in the new “High Tech” platform.