

DECCA OPENS SHOWROOM IN BEIJING TO SEIZE THE WTO OPPORTUNITIES

Quality custom made wooden furniture and architectural fixtures and fittings manufacturer Decca Holdings Limited ([stock code: 997](#)) today opened its showroom in Beijing Oriental Plaza, a renowned project developed by the Cheung Kong Group.

Located at the heart of Beijing and occupying a floor area of 3,000 square feet, the new showroom is Decca's first showroom in the Mainland. Chairman of Decca Holdings, Mr. Tsang Chi Hung said, "In anticipation of the increased demand of higher quality office furniture following China's entry into WTO, we see there are vast business opportunities available to Decca. We are pleased to have our showroom situated in Oriental Plaza, not just because Decca was awarded and is currently working on the contract for the fitting-out works of the hotel and serviced apartments of Oriental Plaza, but the fact that this new commercial complex will be the natural business center of Beijing for decades to come, providing excellent business opportunities to promote our brand name products, [HBF](#), [Svoboda and Overtures](#) as well as other custom made furniture. In fact, this showroom has a very good start with contacts awarded by multinational corporations such as Motorola shortly after the showroom's establishment."

Apart from the existing brands of furniture that Decca is licensed to manufacture and market, Mr. Tsang said that the Group is actively considering acquiring other patented brand names and designs to enlarge the Group's product categories. Mr. Tsang also revealed the Group's plan to develop a new line of more environmentally friendly flooring products which will be targeted for the European markets. "We are good at woodworking. We want to concentrate on what we do best and naturally we would expand in only those areas where we excel." Mr. Tsang emphasized.

With regard to the jobs on-hand, Mr. Tsang expected that the coming few months would be the busiest season for the Group after having experienced a relatively quiet period earlier this year. Mr. Tsang said, "Most of our on-hand projects were in the preliminary stage in the first half of the year. However, as we are moving towards the second half of the financial year, these projects begin to pick up the momentum. Progress on sizable projects such as fitting-out for Oriental Plaza, the Stubbs Road residential project, a cinema in Tung Chung and hotels in Zhongshan etc., will peak around the last quarter this year and the first quarter next year." Mr. Tsang went on, "[The fully computerized German painting line](#), which is the first of its kinds installed in the Mainland and financed by our shares proceeds, should be in production by Chinese New Year."

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