



CHINA RESOURCES ENTERPRISE, LTD.
華潤創業有限公司

Press Release

(Hong Kong – 25th October 2000) China Resources Enterprise, Limited and Giordano International Limited are pleased to announce that the two companies have, on October 25, 2000, entered into a HK\$100 million joint venture to develop the business of retail and wholesale distribution in Mainland China of a range of apparels and fashion items under the “BLUESTAR EXCHANGE” tradename which is owned by Giordano. The Joint Venture will be benefited from China Resources’ mainland retail networks combined with Giordano’s marketing and merchandising expertise. The new business is intended to set up mega shops and counters initially in Beijing, Shanghai, Guangzhou and subsequently to all other major cities.

The directors of China Resources Enterprise, Ltd and Giordano International Limited are confident that the current market conditions in Mainland China are favourable to the establishment of the Joint Venture and that the Joint Venture will be fruitful to both companies.

For press queries, please contact Mr An Lu on 2829 9816 or by fax at 2598 8453.

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華潤創業有限公司與佐丹奴國際有限公司欣然宣布該兩間公司已於二零零零年十月二十五日簽定投資達一億港元之合營協議，成立合營企業於中國大陸發展經營零售及分銷「BLUESTAR EXCHANGE」品牌之成衣及時裝業務，而該品牌乃屬佐丹奴集團旗下之品牌。以華潤創業於中國大陸之零售網絡與佐丹奴在市場推廣及採購方面之專長，將有助發展該合營企業。新業務將會以大型專門店及專櫃形式開設，首先設於北京、上海及廣州，其後將會擴展至其他大城市。

華潤創業與佐丹奴之董事相信現時中國大陸之營商環境有利於該項發展，並深信該合營企業會為兩間公司帶來豐盛之成果。

有關查詢，請致電或傳真盧海安先生 (電話號碼：2829 9816; 傳真號碼：2598 8453)。

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