

## **PRESS CLIPPING**

Publication: SecurityWorldHotel.com

Issue: 4 Nov 2003

### **MultiVision rewarded for its export marketing achievements**

Singapore

*MultiVision Intelligent Surveillance Limited (“MultiVision”), a provider of digital video surveillance systems and solutions, has been awarded the Export Marketing Certificate of Merit 2003 in the 2003 Hong Kong Awards for Industry.*

The Hong Kong Awards for Industry is an annual awards scheme established in 1989 to recognise and encourage excellence as well as to promote successful practices and strategies in different aspects of industrial performance. Each of the seven award categories is managed independently by various industrial support organisations with overall coordination by an organising committee chaired by the Director-General of Trade and Industry. The export marketing category is managed by The Hong Kong Trade Development Council.

Hong Kong Chief Executive, Mr. Tung Chee Hwa, was on hand at yesterday evening’s awards ceremony held at the Hong Kong Convention and Exhibition Centre.

During the course of the event, a total of seven awards were presented for excellence in the categories of consumer product design, machinery and equipment design, productivity, quality, environmental performance, technological achievement and export marketing.

In addition to these awards, certificates of merit were awarded in each category. Participants in the Export Marketing category were evaluated based on eight criteria – market research, product planning and development, branding strategies, pricing strategies and market positioning, promotional strategies, distribution channels, export sales performance and marketing objectives and staff motivation.

MultiVision Chief Executive Officer and Chief Technology Officer, Mr. Louis Mak, was present to receive the Export Marketing Certificate of Merit on behalf of the Company and commented, “This is indeed a special occasion for MultiVision. MultiVision has come a long way since its inception in Hong Kong back in 1986. Today, we have the ability to bring our

digital video surveillance products and solutions to the world through our 26 distributors.

“We believe this certificate is testimony to our ongoing commitment to the pursuit of excellence in our products and services, as well as a recognition of our position as a leading player in export marketing. Our customers can be assured however, that we will not be resting on our laurels.”