

**EURO-ASIA AGRICULTURAL (HOLDINGS) COMPANY LTD :
SMELLING LIKE ... AN ORCHID**

The Netherlands has been among the largest exporters of tulips and tulip bulbs in the world for decades, not long after the garden tulip was introduced to Western Europe in the 16th Century.

In 1634, '*Tulipomania*' hit Holland; and, wild were the prices that many a Dutchman was willing to pay for a single tulip bulb, during that wild and woolly period in the history of this area of the world.

Tulipomania caused the government of the day to step in to regulate the trade in tulips and their bulbs.

In spite of the poor sandy soil of The Netherlands, the 16.50 million human inhabitants have carved out a slice of the international economy in the production and sale of tulips and tulip bulbs.

Mr Yang Bin, though ethnically Chinese, holds Dutch citizenship and lives in 'Het Blauwe' Rijksstraatweg 426, 2243 CH Wassenaar, The Netherlands.

Mr Yang Bin is the driving force behind the newest flotation on the Main Board of The Stock Exchange of Hongkong Ltd.

And, in case subscribers have, not yet, guessed it, Mr Yang Bin is in the business of growing flowers -- tulips, orchids, cyclamen, etc -- known in the parlance as floriculture.

The company that Mr Yang Bin is trying to promote is Euro-Asia Agriculture (Holdings) Company Ltd, to be designated Stock Code 932 on The Stock Exchange of Hongkong Ltd.

This is the first company of its kind to come to the stock market of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

Euro-Asia is Offering a total of 400 million new, 10-cent shares at a Premium of not more than \$HK1.45 per share.

Of that number, 360 million New Shares are being Placed, while 40 million New Shares are up for grabs to HKSAR investors who have the money to apply for the shares.

This is a fairly young Company, having been '*established in December 1997 ... in Shenyang, Liaoning Province, the PRC*', where it commenced the '*cultivation and sale of Orchid seedlings initially by establishing production bases in Dalian, Liaoning Province and Changchun, Jilin Province, the PRC...*'. (Page 53 of the Prospectus)

Euro-Asia estimates that, from this flotation, it will end up with about \$HK525 million at the end of the day, that is after all expenses are paid.

The net proceeds of the float are to be used ... [CLICK TO ORDER FULL ARTICLE](#)

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