

**GLOBAL TREND INTELLIGENT TECHNOLOGIES LTD :
COMPARING THE SHANGHAI SUCCESS STORY
WITH THE HKSAR FAILURE**

The last time that TARGET analysed a company, purporting to engage in the provision and application of management services for *'intelligent buildings'*, was back in March 2000 when SUNeVision Holdings Ltd (Code: 8008, The Growth Enterprise Market of The Stock Exchange of Hongkong Ltd) hit the speculative marketplace of The Stock Exchange of Hongkong Ltd, whose motto is: Buyer beware!

SUNeVision Holdings has proved to be a bust, in spite of the fact that it is part of the empire of the mighty Sun Hung Kai Properties Ltd, the Kwok Brothers publicly listed company, being Stock Code Number 16, Main Board, The Stock Exchange of Hongkong Ltd.

While Sun Hung Kai Properties may well be the biggest and most successful property developer of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), it misjudged the viability and prospective profitability of SUNeVision Holdings.

However, after gathering billions of dollars from the investing public by floating off SUNeVision Holdings at \$HK10.38 per share, it would not be incorrect to state that, from the point of view of Management of Sun Hung Kai Properties, that is the Kwok Family, the company has been a big success.

And, there is, still, some money, left in the SUNeVision Holdings's kitty, 2 years after the float!

Which says a great deal for Management, TARGET supposes, because many other GEM-floated companies have gone through the money that they raised from the investing public – and shut their doors, with some of the directors, seemingly disappearing from the scene.

Now, along has come Global Trend Intelligent Technology Ltd, a company that only applies its management talents in the PRC.

Unlike SUNeVision Holdings, Global Trend is, actually, making a profit.

The major difference between SUNeVision Holdings and this relatively new listing would appear to be its Management and the choice of the area of concentration of activities.

Global Trend, now known as Stock Code Number 691, Main Board, The Stock Exchange of Hongkong Ltd, Placed 90 million, one-cent New Shares at a Premium of 74 cents per Share and Offered another tranche of 11 million New, one-cent Shares, also at 74 cents per Share.

Page 42 of the Prospectus states that the business of the Company is as follows:

'The Group is principally engaged in the provision of advisory and management services for Intelligent Building projects in the PRC, with a focus in Shanghai. Intelligent Buildings combine the use of computer, communication and CRT graphic display technologies to create a more efficient and comfortable working or living environment. Intelligent Building projects in general involve the application of various Intelligent Building Systems, which are designed to automate every aspect of a building, and its support systems such as telephone systems and cable trays and conduits. The Group's advisory and management services for Intelligent Building project include, but are not*

limited to, the preparation of total solution proposals, recommendations and consultation based on the analysis of the customers' requirements and constraints, the overall management and supervision of projects and the sourcing and supply of equipment, software and accessories used in such projects ...'.

* Cathode Ray Tube

Global Trend went to the marketplace for more money in order to expand its operations in the PRC, it states.

Page 90 of the Prospectus explains that the estimated net proceeds of the float ... [CLICK TO ORDER FULL ARTICLE](#)

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