

**PORTS DESIGN LTD:
THE WORLD OF THE BROTHERS TAN AND CHAN**

Having seen their company go belly up in Canada, Messrs Edward Tan Han Kiat and Alfred Chan Kai Tai, both being brothers, gave it another 'go', as New Zealanders would put it, and picked up what was left of the Canadian '*marbles*', which, today, form the nucleus of Ports Design Ltd (Code: 589, Main Board, The Stock Exchange of Hongkong Ltd).

Ports Design went public on October 21, 2003, when it Offered 35 million, one-cent Shares at a price of \$HK10.50 per Share.

The Offer comprised 25 million, New Shares and 10 million Sale Shares.

The Sale Shares were those, formerly belonging to Suez Asia Holdings Pte Ltd, a Singaporean entity, which had been a '*silent*' investor in Ports Asia Holdings Ltd, a wholly owned subsidiary of Ports Design Ltd, since October 1997. (Page 60 of the Offer Prospectus)

The investing public of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) was Offered just 3.50 million Shares at a maximum price per Share of \$HK10.83 when this flotation was announced and the Prospectus disseminated.

The Shares, Offered to HKSAR investors, were over-subscribed some 90.60 times.

As for the number of Shares that were reserved for Placing, internationally, they were over-subscribed some 15 times.

An Over-Allotment Option was granted to CLSA Ltd on November 19, 2003, requiring Ports Design to allot another tranche of 5.25 million additional Shares in order to appease the hunger for the Shares in this fashion Company.

After the smoke had cleared, Ports Design had banked about \$HK230 million from the 25 million Placed/Offered Shares and another \$HK53.70 million, being the Net Proceeds from the Over-Allotment of Shares to CLSA Ltd.

To say that this float was a rip-roaring success would be to state the obvious.

Ports Design went public on Main Board of The Stock Exchange of Hongkong Ltd in order to raise money for the following purposes:

1. \$HK21 million to be used to open superstores in the PRC, proper;
2. \$HK66 million to be used for the design, development, expansion and/or renovation of retail operations in the PRC, proper, the HKSAR, and other parts of Asia;
3. \$HK8 million to be used for advertising and marketing exercises;

4. \$HK10 million to be used for design, development and promotion of existing and new products;
5. \$HK38 million to be used for the expansion of production, manufacturing and distribution facilities in the PRC, proper;
6. \$HK38 million to be used for the repayment of loans; and,
7. \$HK49 million to be tipped into the General Working Capital Account.

The History Of Ports Design

According to the Prospectus of Ports Design, at Page 50, the Company '*is a vertically integrated international fashion and luxury goods company with its own design, manufacturing, marketing, distribution and retail capabilities.*'

It is, primarily, engaged in the design and production of men's fashion garments, and the sale of accessories, such as shoes, handbags, scarves and fragrances in the PRC, proper, and the HKSAR, under the brand name of Ports International.

In the PRC, proper, the Company has more than 240 outlets in more than 50 cities.

That is the present situation, but, prior to Ports Design, seeing the light of day, Etac Sales Ltd (ESL) was in existence ... [CLICK TO ORDER FULL ARTICLE](#)

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