

**Circular 18****Caution on Third Party Promotional Offers from Fair Guide/Expo Guide**

The Hong Kong Trade Development Council (HKTDC) has learnt that exhibitors have been receiving invitations from Fair Guide (owned by Construct Data) for listings in its guide at the exhibitors' expense. It has also come to HKTDC's attention that another company under the name Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals")) has sent similar invitations to exhibitors inviting them to update or correct their data with its fair directory for free listing. The HKTDC would like to stress that neither the Fair Guide nor the Expo Guide has any connection with the HKTDC or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organizations. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data has shifted its operation from Austria to Mexico and/or Slovakia.

It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data and Commercial Online Manuals are related companies or are in some way connected. You should therefore exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments. In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully, as well as seeking legal advice, before signing any such documents.

The HKTDC does not recommend that you sign any materials that you receive from Construct Data, and/or Commercial Online Manuals. If you have mistakenly entered into contract with Construct Data and/or Commercial Online Manuals, you should notify Construct Data and/or Commercial Online Manuals in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive.

For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, please visit <http://www.ufi.org/industry-resources/warning-construct-data/>

Should you have any questions, please contact Ms. Kristie Sun, Manager at tel: (852) 2584-4281; or email: [kristie.cm.sun@hktdc.org](mailto:kristie.cm.sun@hktdc.org) of the Hong Kong Trade Development Council.

Hong Kong Trade Development Council

**通告 18****請小心處理由第三者(Fair Guide/Expo Guide)提供之推廣優惠**

香港貿易發展局獲悉參展商曾接獲 Fair Guide (由 Construct Data 所擁有) 的邀請，在其指南中刊登名錄，費用由參展商負責。香港貿發局最近發現另一公司 Expo Guide (由 Commercial Online Manuals S de RL de CV (“Commercial Online Manuals”) 所擁有) 亦向參展商發出類似信件，邀請參展商更新或更正他們於其指南中之資料作為免費刊登名錄。香港貿發局特此澄清及重申: Fair Guide 或 Expo Guide 概與香港貿發局或本局的任何展覽完全無關。

UFI, 一個代表全球展覽業利益的國際組織，已經警告展覽業要小心警惕 Fair guide、Expo Guide、Construct Data、Commercial Online Manuals 和其他類似的指南和組織。UFI 還報告說，收債公司和這些指南和組織有夥伴的關係，從而恐嚇參展商付款。Construct Data 之經營手法已被奧地利保障公平競爭協會 (Austrian Protective Association) 視為不公平及誤導。最近有資料顯示，Construct Data 已從奧地利轉移其運作到墨西哥和/或斯洛伐克。

由於 Fair Guide 及 Expo Guide 的信件及訂單內容及語句幾乎完全相同，Construct Data 與 Commercial Online Manuals 可能是相關或連繫之公司。閣下因此應盡量以小心謹慎的態度處理該等邀請，以免作出不必要的財務承擔。本局特此呼籲閣下在簽署任何合約(包括以細小字體列印的合約)及附件之前，應細閱有關文件和尋求法律意見，以保障閣下本身的利益。

本局並不建議閣下簽署任何從 Construct Data 及/或 Commercial Online Manuals 收到之文件。如閣下在錯誤情況下與 Construct Data 及/或 Commercial Online Manual 訂立合約，閣下應以書面通知 Construct Data 及/或 Commercial Online Manuals 指出基於錯誤或被誤導之情況下簽署該文件，有關合約無效。閣下應該就如何應對你可能會收到的付款要求尋求法律意見。

欲瞭解更多信息關於 UFI 對 Fair Guide, Expo Guide, Construct Data 與 Commercial Online Manuals 採取之行動，請瀏覽此網頁 <http://www.ufi.org/industry-resources/warning-construct-data/>

如有任何問題，請與本局項目經理孫翠敏小姐聯絡，電話：(852) 2584-4281，電郵：[kristie.cm.sun@hktdc.org](mailto:kristie.cm.sun@hktdc.org).

香港貿易發展局