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■ SINGAPORE

## Sun Hung Kai opts for software by S'pore startup

**3rd Frontier to help  
HK firm offer online  
stock trading**

*By Toh Han Shih*

SINGAPORE startup 3rd Frontier is supplying technology to Hongkong's Sun Hung Kai to enable it to offer Internet stock trading.

While online stock trading already exists in Hongkong, Sun Hung Kai will be one of the first financial institutions there to offer so-called straight-through trading, that is, trading shares electronically directly to the stock exchange — bypassing a broker. Analysts say this could have a major impact on trading because it has the potential to sideline brokers.

Sun Hung Kai, which has shareholders' funds in excess of HK\$3.5 billion (S\$778 million), plans to launch its Internet stock trading service on its Web site [www.SHKonline.com](http://www.SHKonline.com) around September or October.

3rd Frontier's chief execu-

tive Pamela Lim told BT: "There is an understanding Sun Hung Kai will use our software for all its online offerings, starting with stock trading. Sun Hung Kai plans to offer more online financial services — all using our software."

Sun Hung Kai chose Singapore-based 3rd Frontier's technology in preference to systems from Hongkong and US companies. The Hongkong-listed firm's chief technology officer David Pong said 3rd Frontier's software enabled online stock trading via personal computers, mobile phones and other handheld devices like Personal Digital Assistants.

Online stock trading is still in its infancy in Hongkong but is increasing rapidly. Online brokers represent less than 4 per cent of the total number of registered deals. But the Securities and Futures Commission found that of the 844 registered dealers in Hongkong, 242 plan to launch online trading within the next 12 months.