



HONG KONG BOOK FAIR

香港書展

<http://hkbookfair.com>

1 June 2004

Dear Sir/Madam,

Re: Hong Kong Book Fair 2004 (21 - 26 July 2004)

We are pleased to inform you that the annual Hong Kong Book Fair will once again be held from 21 - 26 July 2004 at the Hong Kong Convention and Exhibition Centre. Last year, the fair attracted over 427,000 visitors and more than 320 exhibitors.

With an objective to promote reading pleasure and active cultural exchange, the Hong Kong Book Fair will present a wide selection of books and publications as well as series of cultural events like seminars and interactive stage performances. Coinciding the summer vacation, the fair serves as an ideal extra-curricular activity for students to participate.

Enclosed please find some posters for your retention. We will be most grateful if you could post them at prominent locations within your school premises. Your assistance will be highly appreciated.

Please do not hesitate to call Mr. Joseph Ko on 2240 4357 should you need more information. We thank you in advance for your help and look forward to seeing you in the Book Fair.

Yours sincerely,

Michelle Lau
Assistant Manager, Exhibitions

Encl.

(Ref F04/PTP-01)