

# Phnom Penh Post

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September 5, 1995

Ms. Shen Tan  
Project Executive - IT&CMA  
Miller Freeman Pte Ltd

Dear Ms. Shen Tan:

Thank you for your letter dated August 23, 1995 concerning the upcoming Incentive Travel & Meetings Asia '96.

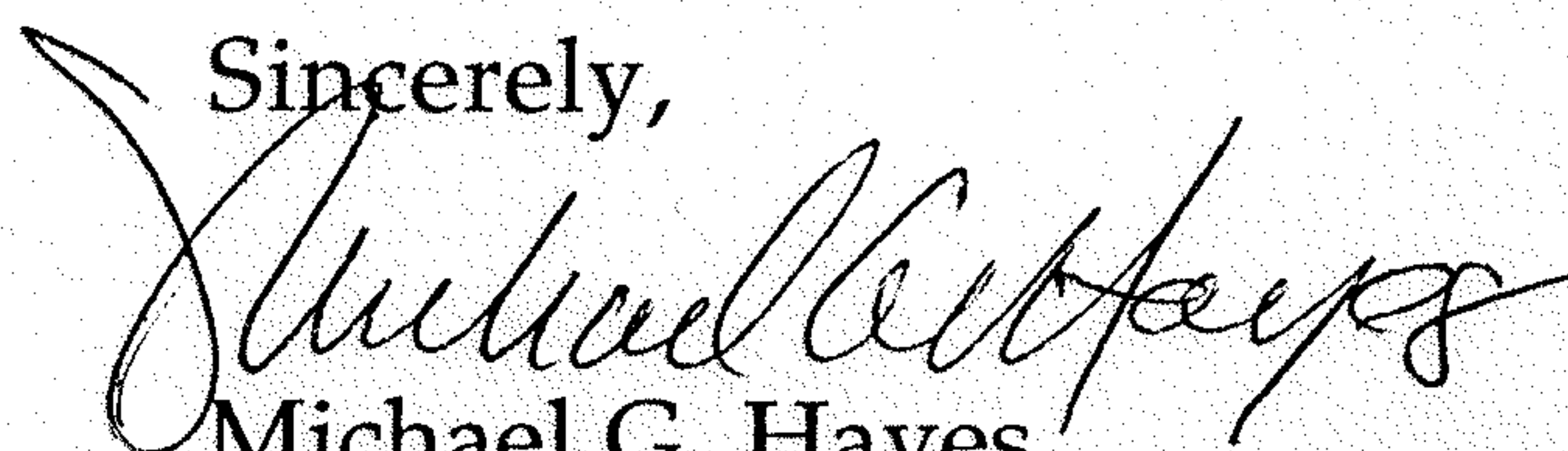
While it will be impossible for me to attend this conference, I am curious to know if you would like to have some free copies of the Phnom Penh Post for distribution at this event. We would be happy to send as many as 200 copies of the Post (copy enclosed) for your use as needed, especially in light of your interest in promoting the Mekong River Delta.

If this is of interest to you please fax me the name and address of the person to whom we should send copies and by what date. I can be reached by fax at: 855-23-26568.

For your information, I am enclosing some testimonies about the Post. Most observers of the scene in Cambodia consider the Post to be the best newspaper published in Cambodia.

Please don't hesitate to contact me should you require any further information.

Sincerely,



Michael G. Hayes

Publisher & Editor-in-Chief

23 August 1995

Miller Freeman Pte Ltd

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Dear Sir/Madam,

**Re: IT&CMA '95**

Miller Freeman, publisher of Asia's leading travel titles TTG Asia, PATA News and Incentive & Meetings Asia is organising for the third consecutive year following its previous successes, Incentive Travel & Meetings Asia '96.

IT&CMA is Asia's *only* incentive travel & corporate meetings exhibition which serves as the platform for Asian suppliers to sell to the rest of the world. Organised by Miller Freeman for the third consecutive year, we are expecting more than 250 hosted buyers from all over the world.

#### **Hosted buyer programme**

We will fully host 250 international buyers who are genuinely interested in Asian destinations. These bona fide buyers are eager to meet with you to do business! Besides the exhibition hours, you will also network with buyers during the social functions that we will be organising.

#### **Trade & local buyers**

We also be inviting members of the Hong Kong's vibrant and robust travel trade to attend IT&CMA. Corporate end-users will also be visiting the exhibition to plan for their companies' incentives and corporate meetings. IT&CMA would the place to meet all these members of the local incentive and travel industry while networking with international incentives and meetings buyers.

#### **Computer pre-scheduled appointments**

Improvements like the computer pre-scheduled appointments will ensure that you get to meet the buyers that want to meet you. IT&CMA is the best way to meet buyers in the most cost-effective manner. More than 250 buyers with an avid interest in Asia will be gathered together at IT&CMA to meet with only Asian suppliers.

#### **Mekong River Delta**

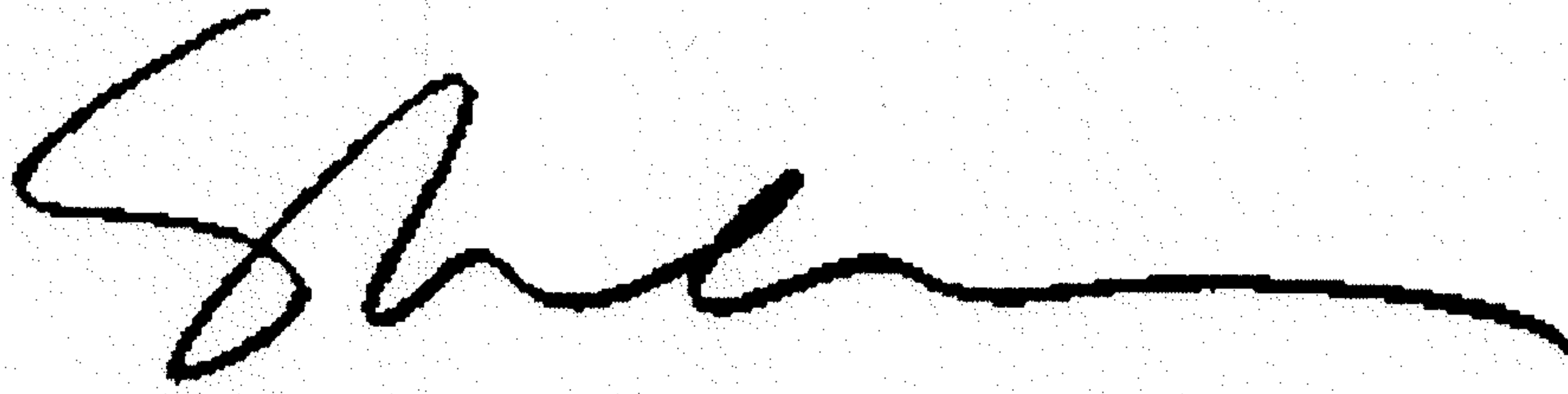
We would like to promote Mekong River Delta to the rest of the world and as operators in Vietnam, Myanmar and Cambodia, we would like to invite you to participate at IT&CMA. By participating under this special Mekong River Delta booth, you would be entitled to an attractive package offering numerous benefits. This package which costs US\$2587 (6 m<sup>2</sup> booth) would entitle you to:

- A *specially-designed* Mekong River Delta booth at no extra costs above the shell scheme booth rates. Your booth would be in the Mekong River Delta country pavilion, created for you without the extra investments in time and money of decorating your booth. We will do it for you at no extra cost!
- Lower cost of exhibiting
- The chance to meet international buyers interested in Asia
- Free entry to seminars and workshops where you can network with buyers
- Exposure and promotion of your products to the rest of the world
- Strong Mekong River Delta identity

I have also included a sample of the buyers from the hosted buyers programme you can expect to see at IT&CMA. Please feel free to get in touch with me at +65 3934310/+65 2943366 or send me a fax at +65 2940286. We are running out of space and we need to confirm your participation as soon as possible as we will need time to arrange for the appointments with hosted buyers.

Thank you and I look forward to hearing from you!

Regards

A handwritten signature in black ink, appearing to read 'Shen', with a long horizontal flourish extending to the right.

Shen Tan (Ms)  
Project Executive - IT&CMA