

Deutsche Welle 53110 Bonn Germany



April 2007

Dear Madam, dear Sir,

to build on the success of the 1<sup>st</sup> Asia-Pacific and Europe Media Dialogue in Paris that took place in September 2006, we are once more engaging top-class media representatives, politicians as well as other high-ranking members of the international community in order to enhance dialogue and promote cooperation between broadcasters, academics and officials.

On behalf of the organizers, the European Broadcasting Union (EBU), Asia-Pacific Institute for Broadcasting Development (AIBD), and Deutsche Welle (DW), I would personally like **to invite you and your delegation to the 2<sup>nd</sup> Asia-Pacific and Europe Media Dialogue**, which will be **held in Bonn, Germany from 3-5 September 2007**. The venue for the event will be the former German Parliament that is now known as the “**Internationales Kongresszentrum Bundeshaus Bonn**” (IKBB).

Other partners involved in this event are the United Nations, UNESCO, CBA, WRTVC, ITU, RFI, RAI, ASTRA as well as political foundations such as Friedrich Ebert Stiftung (FES) and Konrad-Adenauer-Stiftung (KAS), the Foundation for International Dialogue of the Sparkasse in Bonn, IKBB, Deutsche Post/DHL and other international organizations.

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In today's globalized world and with the Asian success story further unfolding there is an ever-increasing need to promote better understanding that should result in constructive dialogue and the emphasis to build bridges between our two continents.

The conference will therefore circulate around the topic "The media and the Millennium Development Goals" and hence serve as an unique opportunity to interact with stakeholders from diverse areas of public life and the international community.

It is in this sense that I would welcome your participation at this event which will no doubt enhance discussion and reflection of the many issues we will discuss during this Media Dialogue.

In due course, AIBD will send you further information, but I hope that you can already **diary our dates** and send confirmation of your intention to attend to the AIBD Secretariat at [admin@aibd.org.my/](mailto:admin@aibd.org.my/) or to Asia-Pacific Institute for Broadcasting Development, at: P.O. Box 1137, Pantai, 59700 Kuala Lumpur, MALAYSIA.

I am looking forward to the pleasure of welcoming you in September.

With best regards,



**Erik Bettermann**