

READ MALAYSIA, THE MEGA INTERNATIONAL BOOK FAIR FOR ALL MALAYSIANS COMING THIS SCHOOL HOLIDAYS!

13 May 2010, Kuala Lumpur –The MINES Event Management Sdn Bhd (MEM) is proud to present READ Malaysia 2010, a promise of higher profile and excitement showcasing a large collection of books of Malay, English and Chinese – all in one stop platform of the 2nd mega book fair. The event will be held at the Malaysia International Exhibition Convention Centre (MIECC), Mines Resort City from 4 to 13 June 2010. The daily opening hours are 11am to 10pm.

Knowledge is power, and one of the ways to obtain knowledge is by reading. It is a known fact that successful business leaders of today begin their day with a read of news globally. These were the very thoughts that pioneered and inspired the “seeding” of the annual READ MALAYSIA book fair to further grow the reading habit among Malaysians across all cultures nationwide.

In a move to further inspire Malaysians especially the young urns and to empower themselves with knowledge through this opportunity, we have appointed Aznil Hj Nawawi or just Pak Nil, the famous local TV and radio host for his fun, witty and lively character as well his passion for working with children to nurture young talents to speak, act and read is his several of his own TV show such as Tom Tom Bak, Macam Macam Aznil and Jangan Lupa Lirik.

To date, READ MALAYSIA 2010 has achieved a record number of 500 booths leased in total, spanning over 12,500 square meter of exhibition area, with the participation of more than 200 local and international exhibitors such as MPH Bookstore, Granmedia Bookstore, Cite Publication, Green Fiction Publication, PTS Publication, Pelangi,

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Sasbadi, Ana Muslim, Sin Sin Bookstore and many more. There are five main zones that have been mapped out over the designated space, namely the General Books Section, Kid’s Corner, Education, Stationery & Gifts, and e-World pavilion that will further enrich this exhibition experience.

An interactive expo to unlock a wealth of knowledge

READ MALAYSIA 2010 provides a good opportunity as an interactive platform to view, connect and network with thought leaders to exchange ideas and keep abreast of the latest news and trends in the industry.

A series of activities have been planned which include the launch of new books, talks,

musical workshop, guest appearances by famous authors and students competition such as story telling, singing and colouring will be held throughout the 10-day duration of the exhibition to provide inspirational knowledge platforms as well crafting new talents.

Among the highlights to be featured, authors and celebrities include appearances by renowned author James Lee of Mr Midnight & Mr Mystery Series, Russell Lee of True Singapore Ghost Stories Series, famous financial writer Azizi Ali and Malaysian financial speaker Yap Meng Hui, just to name a few.

Educational activities organised at READ MALAYSIA include special “Meet & Greet” sessions with authors and celebrities who will personally autograph books for visitors, story-telling sessions, photography, essay writing, drawing and colouring competitions. For a chance to be a ‘Star’, children from the age 7 – 18 years can participate in a fun filled 5 days musical workshop that teaches one to sing, act and dance under the guidance of 3 professional trainers from West End London with over 20 years of experience. Upon completion, children will be performing live for their parents and audiences in READ Malaysia on 9 and 13 June 2010.

Children and parents will be thrilled to find their favourite TV & Radio Host, Aznil and Upin & Ipin coming live on stage to entertain everyone with their usual antics.

Other exciting activities in store include a line up of Chinese speakers, Xing Xuan, Nu Wang, Cai Zhi Heng, Qiu Qin Yi, Xia Yun Fen, Xiao Hong Zhi and Lee Xin Pin from Taiwan who will be participating in READ MALAYSIA, sharing insights on education, health, food, fashion and a new book launch event.

Easy Access

For a hassle free visit to READ MALAYSIA, the organiser has chartered free shuttle bus services available daily during the READ MALAYSIA. Visitors will also be able to commute from Bukit Jalil LRT Station and South City bus station to the MIECC with easy access. The shuttle service includes a return journey as well. Free shuttles are also available from KTM Komuter at Serdang Station to MIECC.

Admission to READ MALAYSIA is free.

The annual READ MALAYSIA is organised by MINES Event Management Sdn. Bhd and endorsed by Ministry of Education Malaysia and Ministry of Tourism. Official medias are Kosmo, Nanyang Siang Pau, China Press, Sinar FM, My FM and Mix FM.

For more information, please contact MINES Event Management, Ms Ong Li Yan at 03-8949 5566 / 019-600 2109, or fax to 03-8945 2155, or email to

liyan@miecc.mines.com.my or log on to www.readmalaysia.my.