

KMP PARTICIPATES AT WORLD BOOK FAIR IN SINGAPORE

26 May 2007

The second day was an early one for Shin, Yek Yee and Joseph, who attended a seminar entitled 'Traditional Publishing in the Digital Age'. The seminar was extremely useful and overran by an hour. The highlight of the event was KMP's meeting with Mr. Erik Hartman, the Google Book Search Partner Manager, who is based in Beijing, China.

Mr. Hartman was impressed when told that Rinpoche's videos on YouTube were viewed 100,000 times in 6 months and said that he has got to help us get on Google. We have tentatively arranged to meet with him when he comes to KL on his next trip. He will discuss with us how we can put our books etc. on Google Book search, which is a new feature where people can search online for every part of the content of the books. Publishers can submit their books for inclusion in the Google Books database via the Google Books Partner Program, which is a way for publishers to promote their books online, via exposure to Google's vast user base.

Shin also met with Ms. Stella Yu, Director, Books Department of Taiwan's Books.com, which is an equivalent of Amazon in Taiwan. This online book company has a very broad client base because it has access to 4,400 7-Elevens in Taiwan and can promise next-day distribution to any of the 4,400 stores. Customers order their books online and pick up from the nearest 7-Eleven. We have informed her that we would like to put our books on Books.com and she was quite encouraging. She asked us to contact her to discuss the next steps and shared that they have 1 million foreign book titles and 400,000 Chinese book titles, with 1.7 million members! Every day, they have 500 new titles on their website and she showed keen interest in taking our books.



Karen and Carina with their purchase

At the book fair, a few of the people who visited our booth yesterday returned today to talk to us. In addition, there were a few friends who came. Shirley Tan from Melaka and her sister came to visit – having taken the bus to Singapore purely to see us. Also, Karen and Carina, fans of <http://www.tsemtulku.com> who have corresponded with Wai Meng before, came to our booth and bought a DVD. They send their regards to Rinpoche and Wai Meng!

Joy and Justin came to Singapore for the whole weekend, staying in a backpackers Inn in Little India.

They walked round Suntec Convention Centre – even outside the hall – to talk to people and invite them to our booth. Although it is quite obvious that sales is not the forte of the writers, all the writers and volunteers were very enthusiastic and approached all and sundry who passed by. They had even made a formation where there was Shin on one side, JJ on the other and Irene at the end, who would be the final 'net' to capture anyone who JJ and Shin missed! Anyone walking down that corridor was unwittingly running the gauntlet!!

Even Jamie finally closed a few sales! Chia was the day's top salesman, by selling one set of Wisdom pack (5 books) and one set of Gaden pack (8 DVDs) to his good friends!



Chia and friends with their packs



A very happy Jamie after her first sale

Total takings for the day at Suntec was SGD903! We made a dedication and hoped that the next day will be the same or more!

Shin, Yek Yee, Susan and Sharon headed back to Ros Hong's apartment, where we found our hostess having a party. We squirreled away in our room on our respective computers but were soon dragged out to be sociable. We met Ari, a charming Singaporean banker who is based in Hong Kong, a Malaysian in manufacturing and another Singaporean who works for General Electric. Altogether there were eight people. When asked what we were doing in Singapore, we shared with them and showed them the Compassion book. Immediately, Ari said the eight of them would buy a copy each. At SGD22 each, we

raised another SGD176, which made the whole day's takings to be SGD1079.

What a fabulous day!!

Tomorrow we will have our first "Meet the Editors" session – and we will be meeting up early to regroup before the session.

Watch this space...



At Ros Hong's apartment with her generous friends