

Message from the Director-General of UNESCO

It is with a very real pleasure that I congratulate ACCU on being chosen as the co-ordinating agency for UNESCO's Asia-Pacific Co-operative Programme in Reading Promotion and Book Development (APPREB). ACCU's contributions to the development of books and reading materials in Asia are widely known and respected and its role as co-ordinator of one of UNESCO's most important initiatives in this field will, I am certain, go a long way towards ensuring the success of APPREB. As a programme that will allow for the exchange of ideas and experiences and the wider dissemination of the skills and technology already available in the region, APPREB will doubtless serve as a model for such networks in other regions.

For its part, UNESCO will continue to encourage all efforts to strengthen regional and sub-regional co-operation for book development in Asia, and I call upon the national authorities and institutions concerned to provide APPREB with the support it requires and deserves.



A handwritten signature in black ink, consisting of a series of fluid, connected loops and strokes, characteristic of the Director General's signature.

Federico Mayor
UNESCO Director General