

## New Philatelic Ambassador

Hongkong Post is pleased to announce that Miss Kelly CHEN, a chic and much sought-after pop singer, is appointed as the Philatelic Ambassador for the year 2003 - 2004. The Appointment cum Souvenir Cover Issuing Ceremony was held on 27 March 2003 at the General Post Office.

According to Kelly, she was a stamp collector ever since her childhood. She likes colourful stamps and she used to exchange them with her elder sister and classmates. She recalled that during her undergraduate in New York, one of her graphic design assignments was to design a set of stamps. She found stamp a very special art.

Kelly will help to promote stamp collection as a healthy and educational pastime in the coming year, in particular, amongst youngster.

Philatelic Ambassador - Miss Kelly CHEN



## Information about Hong Kong 2004 Stamp Expo

<b>Date</b>	: 30 January (Friday) to 3 February (Tuesday) 2004 for a period of 5 days.
<b>Venue</b>	: Hong Kong Convention and Exhibition Centre
<b>Theme</b>	: "Tourism"
<b>Admission</b>	: Free
<b>Sales Booths</b>	: Apart from stamp dealers and philatelic publishers, coin / bank notes dealers are invited for the first time
<b>Web-site</b>	: <a href="http://www.hongkongpost.com">www.hongkongpost.com</a>

## "Stamp Expo, Tourism" All in Hong Kong 2004 Stamp Expo



Mr. Allan CHIANG, the new Postmaster General, was joined by The Hon. Mrs. Selina CHOW, GBS OBE JP, Chairman of the Hong Kong Tourism Board, to officiate the issuing ceremony of "Nightlife"

Tourist industry is one of the four major sources of revenue of Hong Kong. To help promote various tourist attractions on one hand and provide option for thematic collections on the other, Hongkong Post will be organizing the HONG KONG 2004 Stamp Expo with the theme on "Tourism".

A series of 6 stamp sheetlets with each depicting a different facet of the Expo theme - "Tourism" will be issued as a run-up to and during the Expo period. The first stamp sheetlet - Nightlife, has been released on 8 April 2003 whilst the second one - Green Hong Kong, is scheduled to be released in October 2003. The remaining sheetlets, viz. Gourmet Kitchen, Chinese New Year Parade, Shopping Fun and City of Life will be issued consecutively from the first day of the Expo, i.e. 30 January 2004.

### Special features of the stamp sheetlets include :

- \* instead of adopting a definitive stamp, a newly designed stamp is featured on the sheetlet
- \* the new stamp forms part of the design of the stamp sheetlet
- \* the various designs on the side enriched the theme of the sheetlet
- \* the picture depicted on the upper corner shows the preview of the next new stamp in this series

# Hong Kong 2004 Slogan Die

To publicize HK 2004, a specially designed slogan die will be applied on all local and overseas postal items, tentatively during the following period:

21 July - 3 Aug 2003

13 - 26 October 2003

17 - 30 November 2003

12 January 2004 - 3 February 2004



METR BROADCAST

## Metro Broadcast – Official Radio Station

To publicize the forthcoming international philatelic event and promote stamp collections amongst youngsters, Metro Broadcast Corporation Limited has been appointed as the Official Radio Station of HK 2004. Different programs promulgating up-to-date information regarding the Expo and philatelic news will be broadcasted in both channels of Metro Finance and Metro Showbiz as from end March 2003.

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## Stamp and Coin/Bank Notes Sales

Apart from stamps, Hongkong Post will, for the first time, be accepting coin and bank notes dealers in the HONG KONG 2004 Stamp Expo. The new arrangement aims to widen the scope of collections, attract more visitors and provide an arena for new business opportunities.

HONG KONG 2004 Stamp Expo is co-organized by the Hong Kong Philatelic Society, China Philatelic Association and the Tsim Sha Tsui Philatelic Club. It has the patronage of the Federation of Inter-Asian Philately ( F.I.A.P. ) as the 17th Asian International Stamp Exhibition.

Under the patronage of F.I.A.P.



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