

We are pleased to report that the ASEAN Launch of International Year of Biodiversity will be held on 5 March 2010 at the Dusit Hotel in Manila.

This will be a media event which will feature the following:

1. Playing the International Year of Biodiversity video message by the UN Secretary General
2. International Year of Biodiversity Messages from the ASEAN Secretary General, ACB Executive Director, Chairman of the ACB Governing Board, Minister of Environment of the Philippines, and the EU Ambassador to the Philippines.
3. Awarding of the ASEAN Certificate to the Philippines' Mt. Kitanglad Range as the newest and 28th ASEAN Heritage Park.
4. Signing ceremony between ACB and SM Malls (the largest shopping mall network in Southeast Asia) for International Year of Biodiversity photo exhibits in three major malls in the Philippines in March, April and May (week of IDB).
5. Media Forum on International Year of Biodiversity, Ecotourism and Biodiversity

The event will be attended by Members of the ACB Governing Board from Brunei, Cambodia, Laos, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam; representatives of the diplomatic community; and international/ national media.

The program will be taped and broadcast in the evening at Destiny Cable Network.