



**Eastern Bridge**

**Simon Appleton**  
General Manager

305, 350 Queen Street, Auckland  
DDI: (09) 2162632  
E: [simon@easternbridge.co.nz](mailto:simon@easternbridge.co.nz)

25/07/2016

Re: China and South Korea Promotion

To whom it may concern,

In September 2016 Eastern Bridge will produce a Chinese and Korean promotional booklet to showcase Eastern Bridge's clients. I will take copies of the booklet on my September visit to China and South Korea.

Each client will receive two pages to tell their story and promote themselves. This is a complementary service for Eastern Bridge members and is a way to say thank you for your support of myself and the business.

The publication is free for clients and will be distributed in New Zealand, China and South Korea in print form. Among other outlets the publication will be provided to:

- Youxie (Chinese Peoples' Association for Friendship with Foreign Countries)
- Local government International Relations Departments in China and Korea
- Businesses Associations
- Immigration Agencies in New Zealand, China and Korea
- New Zealand Embassies and Consulate Offices in China and South Korea

The translated profiles will also be uploaded onto the Eastern Bridge website, as well as promoted via the Eastern Bridge WeChat account. Copies of the translated content will be returned to you for your own use.

The goal of producing this booklet is to promote New Zealand and Eastern Bridge's clients, as well as to generate meaningful enquiries.

I hope you will take part in the publication and would like to request that you send me content to include. Content can include photographs, your story and your offering as well as your preferred contact details. To take part please send the content to [ir@easternbridge.co.nz](mailto:ir@easternbridge.co.nz) no later than the 14th of August, 2016.

If you have any questions relating to this promotion, please contact me at any time.

Yours sincerely,

Simon Appleton