

DEAN
SINGAPORE

THE DIPLOMATIC AND CONSULAR CORPS

Singapore, 04th December 2015

To:
Heads of Diplomatic and Consular Missions, Singapore

Dear friends,

It is with pleasure that I share with you my support of the initiative by Sun Media Pte Ltd, a media company that is bringing out a publication - 'In Diplomacy'.

I feel there is a need for such a consolidated source of information that will help us reach more institutions and Singaporeans. It can, within its covers, bring out the many initiatives undertaken by many of our Embassies or High Commissions.

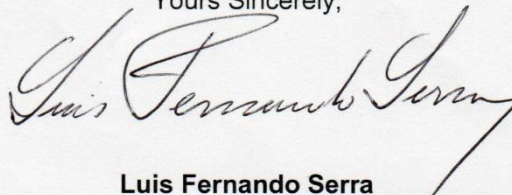
This will give publicity to events like presentation of credentials, coffee morning initiatives, farewell lunches, which are currently not seen in the press. The missions with presence in Singapore will find it a useful medium to reach out to the public.

I strongly support this initiative and kindly request for the participation of missions to share the information and press releases with Sun Media Pte Ltd.

The publication will create a great platform for advertisers to generate awareness and opportunities for their products and services. If you agree, I will request them to use this medium and support the initiative, making it free of cost for us.

Sun Media Pte Ltd will be in touch with you to give you more information and I look forward to your participation.

Yours Sincerely,



Luis Fernando Serra

Ambassador of the Federative Republic of Brazil in Singapore
Dean of the Diplomatic and Consular Corps