

Bell Award-winning presenter Prof. Chen Chao-ming, who made some introductory remarks. Honorary president of the Society of Wilderness and environmentalist Li Wei-wen and Rhythms Monthly editor-in-chief Wang Chih-hung also joined Liu Ka-shiang in exchanges touching on literature, travel, and the environment.

Over 200 bibliophiles participated in the event. The NCL Reader Services Division also arranged an exhibit of Liu Ka-shiang's books. Liu also donated copies of two of his out-of-print works, *Peeking at Nature: A New Guide to Outdoor Life* and *Liu Ka-shiang's Ecology Green Paper: Rare Endemic Animals of Taiwan*. At the end of the seminar, several lucky participant picked by a drawing won signed copies of Liu's books. (Chinese text by Liau Jane)

■ **2009 World Book Day Reading Promotion Seminar**

On April 23, the NCL hosted the "2009 World Book Day: Reading Promotion Seminar." The activity was co-sponsored by the Ministry of Education (MOE) and the Civil Service Protection and Training Commission (CSPTC) and jointly organized by the NCL and National Civil Service Institute. Vice President Vincent Siew presented a speech at the event, which was also joined by CSPTC Director-general Chang Ming-chu and Vice Minister of Education Lin Tsong-ming.

In his speech, Vice President Siew encouraged the participants to jointly promote reading, noting that, "In the face of the financial tsunami today, Taiwan must foster a solid knowledge industry and vigorously develop its knowledge economy to recast the economy. And reading is an important means of acquiring new knowledge."

The first session of the day was the "Summit on Reading Policy: Dialogue among Leading County and City Officials on Concepts and Approaches for Promoting Reading." The summit participants, including Tainan Deputy Mayor Hong Cheng-chung,



Vice President Vincent Siew speaks at the Reading Promotion Seminar during World Book Day. (Photo by Caesar Tsai)

Taipei County Cultural Affairs Bureau Deputy Director Chiu Chien-fa, Sanchong Mayor Li Chien-lung, and from Taichung County, Longjing Township Mayor Lin Yu-yi, introduced reading promotion efforts and approaches at the central and local government levels. The second session, entitled "Reading Dialogue: Philip Kotler on Marketing in the Public Sector," was joined by Examination Yuan Member Huang Jun-ying and Taichung Mayor Jason Hu. Commonwealth Publishing Co. President Lin Tian-lai hosted the third session on "Trust Reading: The Promise of Progress," bringing the activity to a successful close.

■ **NCL Holds May Fourth Movement Seminar and Photo Exhibition**

In 1919, a group of intellectuals and students began to question traditional Chinese culture and introduce new thinking aimed at strengthening the nation. This year marks the 90th anniversary of that movement, which came to known as the "May Fourth Movement." In memory of that turbulent time, the National Central Library (NCL) and literary supplement of the China Times jointly hosted "Ideologies and Problems: Seminar on the 90th Anniversary of the May Fourth Movement" on