



Destination Shanghai ... Beijing ... and Singapore!

Scribes of the Orient produces new culture and shopping guides for travellers to Shanghai, Beijing and Singapore.

Shanghai, October 2008: Scribes of the Orient has produced the new Autumn/Winter 2008-2009 *Culture & Shopping Highlights* destination guides for Shanghai, Beijing and Singapore. The 60-page guides are filled with inspiring destination features, self-guided walking tours, celebrity interviews and bar, restaurant, museum and theatre listings.

Published in Spring/Summer and Autumn/Winter each year, the *Culture & Shopping Highlights* publication series is owned by Munich-based WSW International GmbH. Having produced several city destination guides in Europe, WSW brought the concept to Asia in 2006. Scribes of the Orient was chosen as a local partner for China, working alongside Hong Kong-based design and production house Phang & Naughton.

The launch issue of *Shanghai Culture & Shopping Highlights* was published in October 2006, with Scribes of the Orient's Amy Fabris-Shi as Editor-in-Chief. Amy also edits the Beijing guide, which was launched the following year. In October 2008, *Singapore Culture & Shopping Highlights* was launched, edited by Scribes of the Orient's Gary Bowerman.

The Shanghai, Beijing and Singapore *Culture & Shopping Highlights* destination guides are published twice a year (in April and October) and are distributed through five-star hotels in each city. Scribes of the Orient is currently working on the next editions, to be published in April 2009.

About Scribes of the Orient

Scribes of the Orient provides insightful online and offline China destination information and support to global publishers, travel and hospitality companies, and marketing and PR specialists.

Based in Shanghai, the founding members of Scribes of the Orient are recognised as specialists in the China travel and tourism industry. The company has recently supplied China-based content for leading publishers, including: *Luxe Guides*, *ZAGAT*, *Time Out*, *Business Traveler*, *Forbes Traveler*, *Concierge.com*, *Nota Bene*, *New York Times - T Magazine*, *Travel & Leisure*, *CNN Traveller*, *DestinAsian* and *Food + Wine*.

Scribes of the Orient has also worked with a range of corporate clients, including the American Society of Travel Agents, Association of Corporate Travel Executives, AsiaMedia, Tangua Trains, FCM Travel Solutions, GLG, Citibank China, Wharf Holdings, GHC and Impact Asia.

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