

# SOPA MEDIA INSIDERS SERIES

## “The Future of Media Outlook in the New Global Economy”

Foreign Correspondents' Club, 2 Lower Albert Road, Central, Hong Kong  
12:00pm – 2:30pm, 1<sup>st</sup> April 2009 (Wednesday)



**Marcel Fenez**  
Global Managing Partner,  
Entertainment & Media Practice,  
PricewaterhouseCoopers

The global economy has seen an unprecedented downturn in recent months, presenting the media industry around the globe with an array of business and structural challenges not seen in decades. The reality of a “new media” era driven by rapid technological development has put much economic pressure on the industry to get up to speed to ride the storm of a changing media landscape.

Marcel Fenez, Global Managing Partner of PwC's Entertainment & Media Practices, will deliver a timely keynote presentation to share his insights and global findings on the impact of the downturn on media - will this accelerate digital migration? How to manage in this environment? Short and long term strategies and what will characterize future success.

A pre-eminent industry forum for key decision makers and practitioners in media, communications and finance industries to exchange views on emerging issues, trends and business strategies.

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**Following the keynote presentation is a high-level panel discussion joined by four senior industry executives & welcome input from the audience:**

***“The changing approaches in the new global economy – does a ‘new media matrix’ exist?”***



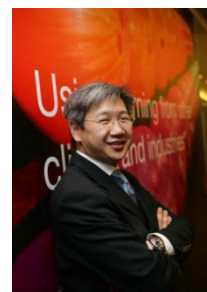
Moderator: Thomas Crampton  
APAC Director of Digital Influence  
Ogilvy PR Worldwide



Thierry Halbroth  
Senior Creative Director  
McCann Worldgroup



Christine Brendle  
MD-Asia, Dow Jones  
Consumer Media Group



Edmund Lee  
Partner, Advisory Services  
PricewaterhouseCoopers

**Event Organizer:**



**Supporting Partners:**

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MPA MEDIA PARTNERS ASIA



## Marcel Fenez

*Global Managing Partner,  
Entertainment & Media Practice,  
PricewaterhouseCoopers HK*

Marcel was responsible for initially establishing PricewaterhouseCoopers Hong Kong Entertainment, Media and Communications group in 1995. He has been the Asia Pacific leader of the Entertainment & Media practice since 1998 and in 2007 was appointed the Global Managing Partner of PwC's Entertainment & Media practice.

From 2001 to 2007, Marcel led the PwCs' enlarged Technology, Info-Communications and Entertainment (TICE) practice in Hong Kong and Mainland China comprising of over 1000 professionals. Since 2005, he has been the leader of the TICE practice throughout Asia Pacific and as such represents the interests of the region on PwC's Global TICE leadership team.

As a resident of Hong Kong for more than 20 years, Marcel has extensive experience working with companies in all sectors of the Entertainment and Media industries throughout Asia. In addition to managing large cross border assurance engagements, he also has significant advisory experience which includes providing strategic business advice (specifically in the context of market entry into the regions developing economies), change and process improvement consulting as well as risk management consulting, transaction related services and business planning.

He has worked with many major local companies including TVB, Sunday Communications, Celestial Pictures and Sing Tao Group as well as the Asia Pacific operations of multinationals including Walt Disney, The Interpublic Group, Sony, Time Warner, NBC Universal, Ericsson and Yahoo!.

Marcel is a regular contributor to Hong Kong and Asia Pacific media and events on issues relating to the development of entertainment, media and the ongoing convergence resulting from new technologies.

He is the current elected Chairman of the Cable & Satellite Broadcasting Association of Asia ("CASBAA"), the leading industry association promoting the interests of programmers and cable and satellite broadcasters in the region. He has held this role since 2001.

## Edmund Lee

*Partner, Advisory Services,  
PricewaterhouseCoopers HK*

Edmund is a Partner of PwC's Advisory Services and leads a multi-disciplinary group consultants in Hong Kong / China with supporting clients on business transformation and change initiatives (e.g., integrating / designing new processes / systems, people management). His client base has includes an extensive array of large multinationals and Private Equity clients. He is well versed in a wide variety of functional areas including business transformation, costing, internal and external reporting and performance management.

Edmund graduated from the University of Waterloo, Canada where he earned a Bachelor of Mathematics and a Masters of Accounting. He is also a Canadian Chartered Accountant.

## Christine Brendle

*Managing Director – Asia,  
Dow Jones Consumer Media Group*

*Publisher – The Wall Street Journal  
Asia*

Christine Brendle is the Managing Director of Dow Jones Consumer Media Group in Asia. Based in Hong Kong, she has management responsibility for the commercial operations of The Wall Street Journal

Asia and the regional web site asia.WSJ.com, the monthly Far Eastern Economic Review, the Chinese-language web site Chinese WSJ.com, and spearheads business development initiatives targeting consumers across Asia, both directly and through partnerships.

Ms. Brendle joined the Journal in February 2006, following a 17-year career with the Hachette Filipacchi publishing group in Asia, the U.S. and Europe.

From 1995 to 2001, Ms. Brendle served as president and chief executive officer of Hachette Filipacchi Asia Pacific, and from 1993 to 1995 served as vice president, Asia Pacific, and managing director, Hong Kong and China. Ms. Brendle also served in a number of other roles for Hachette Filipacchi: from 1991 to 1993 for Hachette Filipacchi Japan and Time Hachette Japan; from 1988 to 1991 for ELLE Publishing and Hachette Publications Inc. in New York; and from 1984 to 1988 for Hachette Filipacchi Presse S.A. in France.

From 2001 until joining the Journal in 2006, Ms. Brendle had been a media industry consultant and publishing entrepreneur. In 2004, with her partners she launched Daily7 and Daily10, two daily English-language newspapers for children. Since 2000, she also has served as a foreign trade adviser to the French Trade Commission.

Ms. Brendle received an M.B.A. from the Graduate School of Business Administration of Columbia University in New York, and a diploma from ESSEC (Ecole Supérieure des Sciences Economiques et Commerciales) in France.

## Thomas Crampton

*Asia-Pacific Director of Digital Influence, Ogilvy PR Worldwide*

Recently appointed Asia-Pacific Director of Digital Influence for Ogilvy Public Relations Worldwide, Thomas Crampton helps companies across the region develop and execute digital strategies.

Prior to joining Ogilvy, Thomas was a reporter for the International Herald Tribune and The New York Times for more than a decade, reporting from five continents and dozens of counties.

Passionately involved in digital for the last five years, he writes a widely read blog, [thomascrampton.com](http://thomascrampton.com), and is a frequent speaker and moderator at conferences ranging from Le Web in Paris to the World Economic Forum in Davos. While at the IHT, he launched the newspaper's first-ever blog.

In his newspaper career, Thomas wrote a weekly column about Asia for the IHT, was a Paris-based feature writer on media and technology, covered the 2004 US presidential election, reported on the 1997 Asian financial crisis from Thailand, the SARS outbreak from Hong Kong, the civil war in Sudan, rebel fighting in Sri Lanka, Taiwan's largest earthquake, the 2004 US hurricanes and the Cannes Film Festival.

Mr. Crampton has served as President of The Foreign Correspondents' Club of Hong Kong, President of The Foreign Correspondents' Club of Thailand and on the board of the New York-based Overseas Press Club.

In addition to citations from Amnesty International for his articles and photography, Mr. Crampton has served as a judge for numerous journalism awards and worked to promote freedom of expression and the training of journalists.

He is co-founder of the Foreign Correspondents' Club Charity Fund that raised more than HK\$6 million last year to support the education of disadvantaged children from the Po Leung Kuk orphanage.

## Thierry Halbroth

*Senior Creative Director, McCann Worldgroup – Cathay Pacific Central Team, Worldwide*

A visionary in the field of integrated advertising, Thierry has spent over a decade contributing to the development of international brands such as British Airways, Qantas, Mandarin Oriental, ZUJI, Anna Sui, Gucci, B&Q, Hyperion Solutions and now, Cathay Pacific Airways.

His current role with McCann Worldgroup's Cathay Pacific Worldwide Team sees him managing integrated through the line creative solutions for all Cathay Pacific brands including Cathay Pacific, Dragonair, The Marco Polo Club, Asia Miles and Cathay Pacific Holidays. From global branding campaigns, relationship marketing to tactical campaigns and digital solutions, Thierry is helping the airline to differentiate itself in a market increasingly dominated by low cost carriers, and consolidate its position as one of the world's leading airlines, online and offline.

Thierry brings considerable experience to his current role at McCann Worldgroup, following four years managing the online creative and integrated marketing activities for British Airways and Qantas as Director of Integrated Services, M&C Saatchi Greater China.

Thierry is continually acknowledged for work that is both creative and highly effective, with numerous awards including a Gold EFFIE, a Silver at Media's Asian Brand Marketing Effectiveness, numerous HK4A's iDA awards, including a craft award for most innovative creative. In 2006, barely a year with the Cathay Pacific Worldwide Team, he added a further 22 accolades, including two First Place Mobius for mixed media integrated campaigns. Since, his arrival, the team's work has been consistently awarded at shows such as the W3 Awards, Times Asia Pacific Advertising Awards, the Kam Fan, Long Xi, the WebAwards, the IAC, AWARD, etc. His latest digital work has also been short-listed in the New York Festivals and nominated for The Webby Awards, hailed as the "Oscars of the Internet" by *The New York Times*. He finished 2008 with an additional 39 international accolades including a couple more First Place Mobius.

He is often called upon as a judge and served on panels for events such as AWARD, the Singapore Creative Circle Awards, the CASBAA's Advertising Awards, MEDIA Spikes, the global Stevie Awards and the US based WebAwards. He is a regular contributor to leading trade publications such as Haymarket's *MediaMagazine*.

As one of the founding partners of Mercatela's creative team in 2000, Thierry's experience has been invaluable to the likes of the ADMA (Asian Digital Marketing Association) as the head of the Marketing Consulting Group Committee and the Association of Accredited Advertising Agents of Hong Kong (HK4A's) where he serves as Chairman of the Interactive and Direct Marketing Committee.

# REGISTRATION FORM

## SOPA MEDIA INSIDERS SERIES:

### “The Future of Media Outlook in the New Global Economy”

Please fill in the registration form below and email to [mail@sopasia.com](mailto:mail@sopasia.com) or fax to (852) 2572 2113.  
For enquiries, please call (852) 2572 2100. **Book before 25<sup>th</sup> March, 2009.**

**Date** : April 1, 2009 (Wednesday)

**Time** : 12:00pm – 2:30pm

- Venue opens at 12:00pm for registration and networking
- Set lunch served at 12:30pm
- Event starts at 1:00pm

**Venue** : Main Dining Room, Foreign Correspondents’ Club (2 Lower Albert Road, Central, Hong Kong)

We would like to reserve \_\_\_\_\_ seats

@ SOPA Members

HK\$375

@ Members of Supporting Partners

HK\$425 (Please state \_\_\_\_\_)

@ Non-Members

HK\$475

Total: HK\$ \_\_\_\_\_

<b>Name of Company:</b>		
<b>Address:</b>		
<b>Contact Person/Job Title:</b>		
<b>Tel:</b>	<b>Fax:</b>	<b>Email:</b>

Name of Guest:	Company Name/Job Title:	Email:

\*Cheque should be made payable to “The Society of Publishers In Asia Ltd”, and must reach SOPA Secretariat no later than **27<sup>th</sup> March, 2009.**

(Address: 2608-2610 Island Place Tower, 510 King’s Road, North Point, Hong Kong)

**Event Organizer:**

**Supporting Partners:**



