



SOPA MEDIA INSIDERS SERIES:

Profitable Publishing in China? Print, Online, B2B & B2C Re-visited

Breakfast Talk, **Friday, 9th May, 2008**

Bloomsbury Room, Butterfield's (Level 3, Dorset House, Taikoo Place, HK)

Pitfalls to avoid! Ways to profit from consumer & trade publishing in China.



*Thomas D. Gorman
Chairman and Editor-in-Chief,
FORTUNE China magazine
& CCI Asia-Pacific Ltd.*

*Perspectives on Investing
in China's Media Market*



*Moderated by:
Geoffrey A. Fowler
Reporter,
The Wall Street Journal Asia,
Hong Kong*



*Paul Woodward
Founder and Principal,
Business Strategies Group Ltd.*

The reality check - how online presents new market entry options and new competitors, and how the relative success of magazine publishers in selling advertising in China may be disguising some of the challenges ahead

Please fill in the registration form below and email to mail@sopasia.com or fax to (852) 2882 4673. Call (852) 2882 2555 for more details. Book before 6th May 2008.

Date: May 9, 2008 (Friday)

Time: 8:45 am Breakfast

9:30 am – 10:30 am Presentation, Q & A

Venue: The Bloomsbury Room, Butterfield's, Level 3, Dorset House, Taikoo Place, HK

Fees: SOPA Members: HK\$275 per person Non-SOPA Members: HK \$350 per person.
(Breakfast is included)

Thomas D. Gorman

Tom Gorman is Chairman and Editor-in-Chief of FORTUNE China magazine and CCI Asia-Pacific Ltd.

A native of Chicago and graduate of Princeton University's East Asian Studies Department, Gorman has been a Hong Kong resident and frequent visitor to China for the past 34 years.

A fluent Chinese speaker, he has written and spoken extensively on doing business in China and the Asia-Pacific region, and has been a guest commentator on many television and radio programs. He has been a consultant on business strategy in China to various Fortune 500 companies. His most recent publication, "Magazine Publishing in China", was published in May, 2004, by the American Business Media. (www.americanbusinessmedia.com)

He is past Chairman of the American Chamber of Commerce in Hong Kong, as well as past board Chair of the Hong Kong International School. He currently serves as Chairman of the Asia-Pacific Advisory Board of BPA International, the leading non-profit media circulation audit firm. He is a member of the EMBA Advisory Group of the EMBA Programme of The Chinese University of Hong Kong, as well as being a member of the Editorial Advisory Board of The China Economic Quarterly, and the Advisory Board of the Research Center for Chinese Politics and Business at Indiana University. He is also a member of the board of directors of The Duihua Foundation, a Trustee of the Amcham Hong Kong Charitable Foundation, a Mentor of the Journalism and Media Studies Centre of The University of Hong Kong, and the Advisory Committee of International Social Service, Hong Kong Branch.

He is a member of the National Committee of U.S. – China Relations, the American Business Media association, and the Foreign Correspondents' Club of Hong Kong.

Paul Woodward

Paul Woodward is the founder and Principal of Business Strategies Group Limited (www.bsgasia.com), a business intelligence and strategy consulting firm which specializes in the trade fairs, business events and B2B media. A graduate of London University, he has been based in Hong Kong and involved in the development of business media in the Asia Pacific region since 1985 with a special focus on China. He has conducted over 500 business intelligence and strategy consulting projects since 1990, of which many have been focused on trade fairs, business media, and related topics.

Prior to founding BSG, he was Managing Director of Asian Strategies Ltd., the research and strategy consulting division of Miller Freeman Asia and a Director of Miller Freeman Asia, now CMP Asia, the largest private organizer of trade fairs in Greater China and SE Asia. There he was responsible for regional strategy development, corporate communications and businesses around the Asia-Pacific region including India and Australia.

An editor by background, Paul was involved in publishing business magazines and newsletters in China in the mid-1980s first as managing editor and then as publisher. This business was a division of one of the first international trade fair businesses based in Hong Kong, the Hong Kong Trade Fair Group. He has also been involved in the development of trade fairs, conferences and related activities in mainland China since his company acquired a Shanghai-based event in 1988. More recently, he has worked with a number of major, international business media companies on the development of on-line strategies in Asia.

He has extensive expertise in competitor analysis, market trend assessment, review of the regulatory environment and market research across the Asia Pacific region. As well as consulting to the private sector, BSG manages the Asia/Pacific office of UFI, the Global Association of the Exhibition Industry (www.ufi.org).

Paul is frequently called upon to make presentations to business groups both in Hong Kong and overseas. He writes regularly in business journals and has contributed chapters to two books on regional business development. He is a former Governor of the American Chamber of Commerce in Hong Kong and a Director of the Vision 2047 Foundation.

Geoffrey A. Fowler

Geoffrey Fowler has been a reporter in the Wall Street Journal's Hong Kong bureau since 2002. He writes about media, marketing, advertising, technology and society around Asia, with a particular focus on China.

Trained as both a cultural anthropologist and a journalist, Geoffrey frequently writes feature stories that explain a slice of life that readers might not understand. His stories have demystified topics ranging from Hong Kong's infamous "Bus Uncle" hero, to the cultural experience of dying from SARS in a Chinese family. One story he wrote about a proliferation of diamond heists at a Hong Kong jewelry convention has been optioned for a movie screenplay by 20th Century Fox and Creative Artists Agency.

In 2004, an article Geoffrey wrote about how factories in southern China help American retailers avoid Christmastime toy shortage crises was awarded an "Excellence in Business Reporting" prize from the Society of Publishers in Asia. In 2007, Geoffrey won a certificate of merit from the the Human Rights Press Awards and an honorable mention from the Society of Publishers in Asia for a series of stories about freedom of speech in China.

Before joining the Journal in New York as an intern in 2001, Geoffrey earned an M.Phil in Social Anthropology at Cambridge University in the U.K. as the visiting Charles H. Fiske scholar. He earned an undergraduate degree in Social Anthropology and Afro-American studies from Harvard College in 2000. He wrote his dissertation about what makes black news, after working as a reporter for the Bay State Banner, Boston's black community newspaper. Geoffrey is an active member of Hong Kong's Anthropological Society.

He has also worked for U.S. News & World Report, the Atlantic Monthly, Harvard Magazine, and student publications The Harvard Crimson and Diversity & Distinction.

Geoffrey was born in New York City and raised in Columbia, South Carolina. He first started reporting for his hometown newspaper, McClatchy-owned The State, at age 10.

REGISTRATION FORM

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“Profitable Publishing in China?
Print, Online, B2B & B2C Re-visited”
May 9, 2008 (Friday)
8:45 am – 10:30am**

To: SOPA Secretariat

We would like to reserve _____ seats

@ SOPA Member HK\$275

@ Non Member HK\$350

Total: HK\$_____

Name of Company :

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*Cheque should be made payable to “The Society of Publishers In Asia Ltd.” and must reach SOPA Secretariat no later than 6th May, 2008.

(Address: Rm. 702, 7/F Tak Woo House, 17-19 D’Aguilar Street, Central)

For Enquiry: Please contact SOPA Secretariat at TEL: (852) 2882 2555, FAX: (852) 2882 4673

