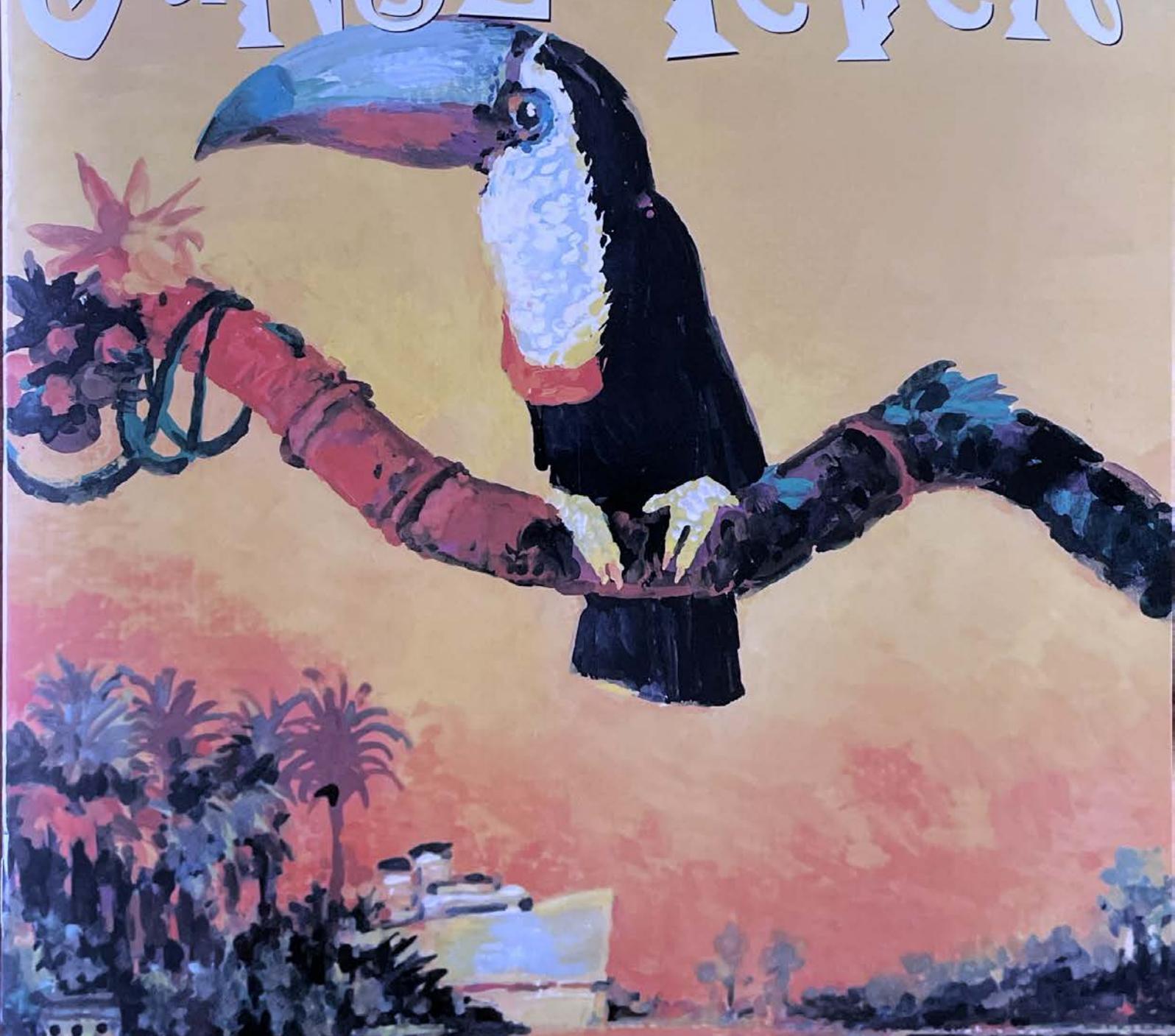


# JUNGLE FEVER



The Jungle drums will be beating at...

## THE PUBLISHERS BALL 2003

SATURDAY, 15 NOVEMBER, GRAND HYATT, HONG KONG

IN SUPPORT OF THE SOCIETY FOR THE RELIEF OF DISABLED CHILDREN





Covering thirty years of industry excess

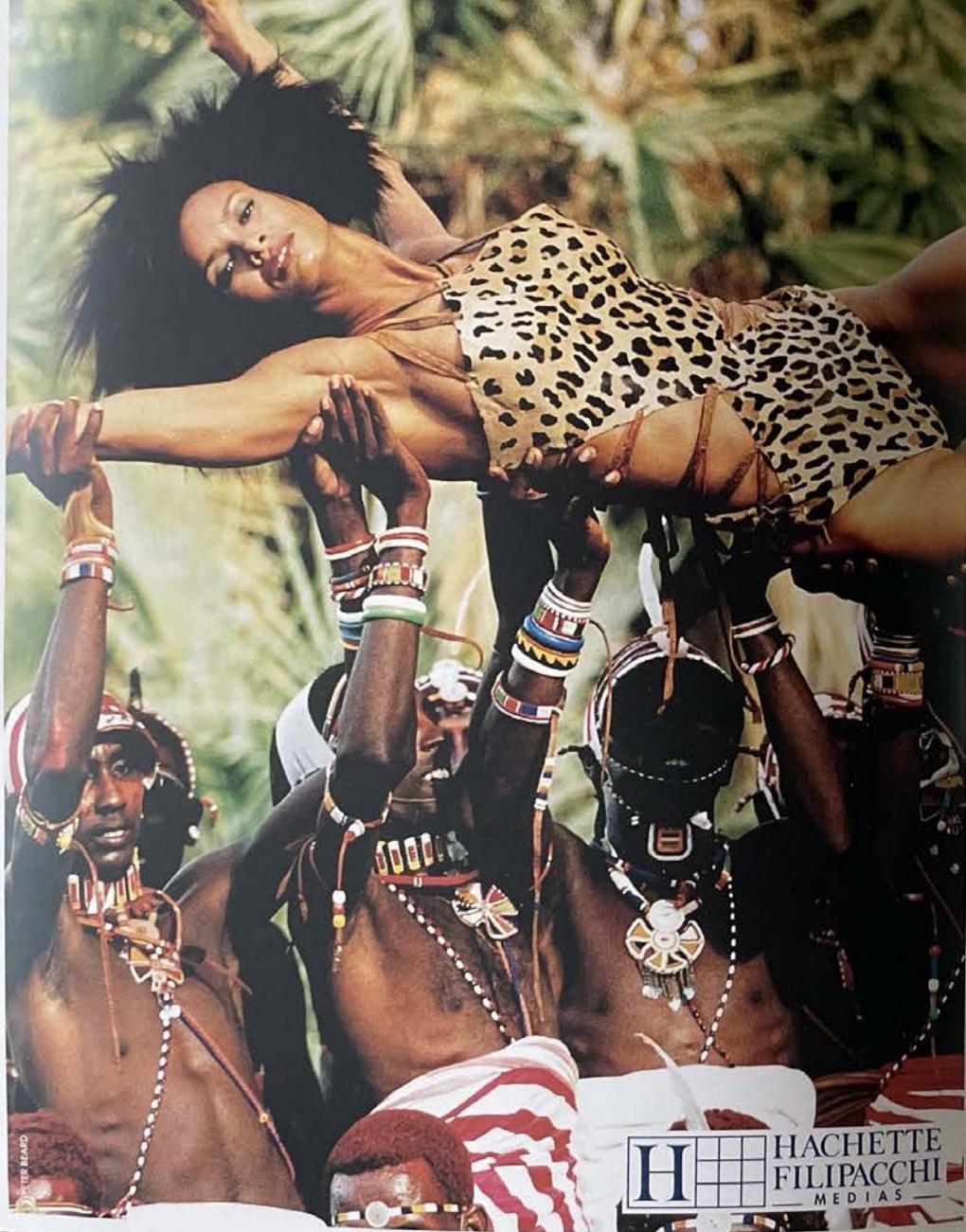
## Jungle Fever Ball 2003

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“queen of the jungle”



**H** HACHETTE  
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## Elephant's Trumpeting

Message From The Chairperson Of The Society Of Publishers In Asia

The signal media event that defined this year was the Article 23 catastrophe. Hong Kong narrowly escaped. The Society played its part fully in submitting written proposals on defective provisions within the draft Bill. Having exhausted all due process, the Society called on its members to join the peoples' protest march of July 1st, along with other media organisations.



Inconclusive meetings with Security and Justice Department officials, and appearance at the farcical Legislative Council Bills Committee hearing, convinced the Society to take the initiative to coordinate a coalition of media organisations in Hong Kong to express our collective protest, in the press and on the streets.

The mass march of more than 500,000 citizens saw C H Tung make hasty concessions on TV, followed shortly by the resignation of James Tien. That lost the government its block Liberal party vote in Legco. The Bill was withdrawn by the Tung administration. Another round of public consultations has been promised, with no timetable for passage of the revised Article 23 Bill. We can all breathe a collective sigh of relief, for now.

The Society is not taking its eye off the ball. We have activated the media coalition, consisting of the Hong Kong Journalists Association (HKJA), Press Photographers Association (PPA), Foreign Correspondents' Club (FCC) and ourselves, to meet with the new Secretary for Security, Ambrose Lee, to let him know that we remain engaged and will follow developments on Article 23 keenly.

There is considerable suspicion that the Tung administration will wait for the District Council elections (November 2003) and Legislative Council Elections (2004) to pass, before raising the issue again.

Meanwhile, we have had our first official contact at the end of September with the Press and Publications Authority (PPA) officials of Guangzhou. Following the CEPA Agreement signed between Guangdong Province and Hong Kong to accelerate bilateral investment and trade within the Pearl River Delta, the PPA in Guangzhou is positive about establishing fraternal ties with SOPA.

PPA has a mandate to prepare the Guangzhou media (press and broadcast) for the WTO-enabled access of international publishers to the domestic market. It is also seeking outward investment and content exchange opportunities, to reach Chinese communities abroad.

Preliminary discussions have centred on the November book fair and official delegate visits from SOPA to media in Guangzhou. Training and professional industry issues such as distribution, independent auditing and joint venture publishing would be natural areas to explore, going forward.

Best regards,

*Cyril Pereira*

Cyril Pereira  
Chairperson, SOPA  
Telesis Consulting Ltd



# Think IHT!

## Print

The IHT is the newspaper for people who want to make an impression.

The World's Daily Newspaper wishes everyone at the **2003 SOPA Ball** a wild evening!



Think IHT. The World's Daily Newspaper.

## Kings & Queens Of The Jungle

The Executive Board Of The Society Of Publishers In Asia

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Look. It's a jungle out there.

Sometimes the battle for media dollars can get fierce. But it's good to know there's an annual event where we can all get together and celebrate as an industry. Reader's Digest is proud to be part of the Publishers' Ball.



Words in action

## Toucan's Tale

Message From The Chairperson Of The Ball Committee

**W**ell what a year this has been. I guess at the beginning of 2003 most of us were quite optimistic. Most believed that our environment would improve but for many in the media business events around the world and here in Hong Kong led to even greater challenges. So whether you've had a challenging year or if, against the odds, you've had a good year then why not let your hair down and have a great night at the industry's best night of the year – The Publishers Ball.

This year's theme, Jungle Fever, has been great fun to work on and allows dramatic decoration for the ballroom. No doubt we will see many of our guests going to great lengths to dress in themed outfits, and that of course really adds to the evening.

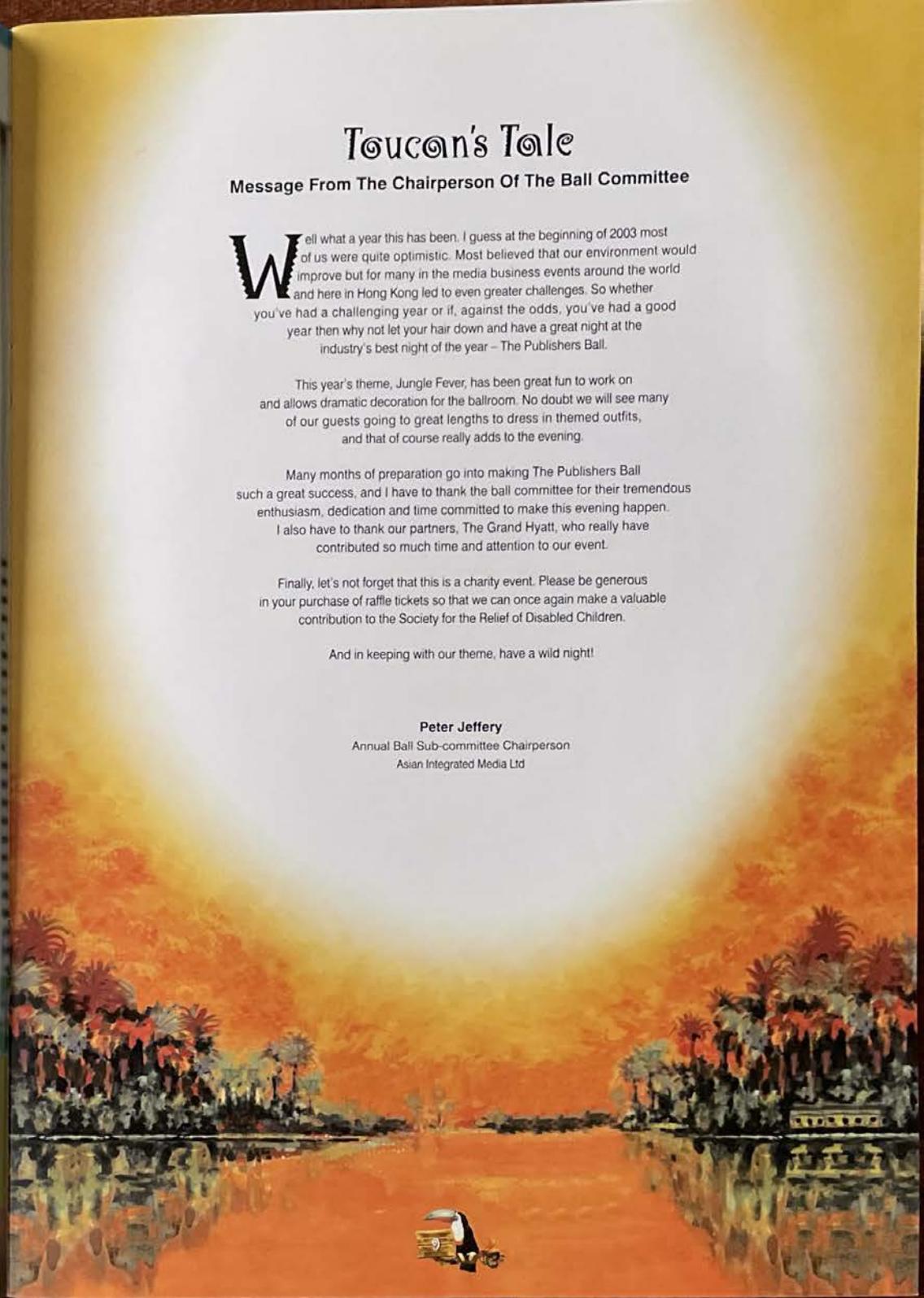
Many months of preparation go into making The Publishers Ball such a great success, and I have to thank the ball committee for their tremendous enthusiasm, dedication and time committed to make this evening happen. I also have to thank our partners, The Grand Hyatt, who really have contributed so much time and attention to our event.

Finally, let's not forget that this is a charity event. Please be generous in your purchase of raffle tickets so that we can once again make a valuable contribution to the Society for the Relief of Disabled Children.

And in keeping with our theme, have a wild night!

**Peter Jeffery**

Annual Ball Sub-committee Chairperson  
Asian Integrated Media Ltd





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Source: MPU Spring 2003, ABRIS 2001, EBRIS 2002

## Jungle Ritual

### Programme Of Events

- 7:00 pm** **Gathering At The Watering Hole**  
Cocktails and champagne in the Grand Rooms
- 8:00 pm** **Feast**  
Dinner in the Grand Ballroom
- 8:15 pm** **Lion King's Address**  
Opening address
- 9:45 pm** **Monkey Business**  
Dancing commences
- 12:00 am** **Natural Selection**  
Grand prizes drawn
- 12:10 am** **Animal Frenzy**  
Dancing and drinking continues
- 1:00 am** **Survival Of The Fittest**  
Breakfast and partying...



## Da Monkeys

### The Publishers Ball 2003 Committee

#### Chairperson

Peter Jeffery, *Asian Integrated Media Ltd*

#### Co-Chairperson

Neerja Sujamani, *CFO Asia*

#### Members

Andrew Au, *FORTUNE*  
Christina Lee, *BusinessWeek*  
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## Chow Down Details

### Menus

#### ✧ Dinner Menu ✧

##### **Intrepid Explorers' Beginnings**

Prawns and Scallop Combination on Fresh Palm Heart Salad, Guacamole and Chilli Anchovy Pepper Dressing

##### **Pool of Paradise**

Five Spice Flavored Pumpkin Soup with Almond Flakes and Truffle Crispy Cornbread

##### **Tropical Toucan**

Roasted African Chicken Breast with Coconut Herb Crust Wild Rice and Assorted Vegetables

##### **Primal Pleasures**

Cold White Chocolate Pistachio Mousse with Caramelised Banana Sauce and Coconut Ice Cream

##### **Journey's End**

Coffee  
Petits Fours

#### ✧ Vegetarian Dinner Menu ✧

Green Bean and Fresh Palm Heart Salad with Guacamole and Chilli Anchovy Pepper Dressing

Five Spice Flavored Pumpkin Soup with Almond Flakes and Truffle Crispy Cornbread

Baked Vegetables with Coconut Herb Crust Wild Rice and Assorted Vegetables

Cold White Chocolate Pistachio Mousse with Caramelised Banana Sauce And Coconut Ice Cream

Coffee  
Petits Fours

#### ✧ Supper Breakfast Menu ✧

Braised E-Fu Noodles with Enoki Mushrooms

Scrambled Eggs with Breakfast Sausages, Hash Brown Potatoes and Grilled Tomatoes

Seasonal Fresh Fruits

Home Baked Danish Pastries, Croissants, Muffins, Normandy Butter, Jam and Preserves

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## Jungle Drums

Salsa Nova

**S**ALSA NOVA is a Latin jazz / variety music orchestra featuring instrumentalists and vocalists from around the world. The formation of SALSA NOVA began in 2001 and started as a show band created to perform an original music form we call Chinese Salsa. The band includes players with a wide variety of experience, from Jazz, Salsa, Swing, R&B, Theatre, Latin, World Music, Rock 'n' Roll, Pop and Classical styles.

SALSA NOVA is now recognised as an authentic Latin / Salsa band performing arrangements from a repertoire second to none in Hong Kong. The group's innovative, exciting and sizzling sound has attracted a strong following that continues to grow as the orchestra expands into the Asian market and the new millennium.

SALSA NOVA's leads are:

Steve Nichols – Bandleader / Trombone / Vocals – U.S.A. Steve began his professional music career at the age of seventeen with his own Dixieland group, *Made In America*. By eighteen he was on an international tour with Sammy Davis Jr., and the following year he joined the Stevie Wonder Show. After that the Glenn Miller Band utilised Steve's talents until the White House Band enlisted his trombone for the next four years. Over the years, trombonist, conductor, vocalist and composer, Steve has performed with countless stars such as Marvin Hamlisch, Carol Channing, Red Skelton, Milton Berle, The Fifth Dimension, Carol Lawrence, Ben Vereen, Chita Rivera and Bobby Ganz.

Steve was principal trombonist and featured soloist with The Mantovani Orchestra for five tours throughout the U.S.A. and Asia.

Winnie Tang – Lead Vocals – Hong Kong. A graduate of the Berkley School of Music in Boston, Massachusetts, Winnie offers NOVA the talent and skill of a well-educated singer.

Winnie sings in six languages: Cantonese, Mandarin, French, Spanish, English and Portuguese. She sings well and looks great!

Rikky Aranas – Lead Vocals / Guitar – Philippines. Rikky brings the Classic Rock 'n' Roll and Pop classics to life. With one of the biggest and most flexible voices in Hong Kong, he can belt out all of the crowd-pleasing favourites, and hot dance songs, as well as caress the ballads with his inimitable style. Rikky has performed in the Philippines, Hong Kong and throughout Asia regularly since the 1970s.

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## Helping The Less Privileged Tribes

Message From The Society For The Relief Of Disabled Children

To help disabled children achieve equal status so that they can live and work on the same footing as other children, the Society has introduced the Kids on the Block (KOB) educational puppet programme to Hong Kong. This programme addresses a wide range of issues that affect handicapped children. It is hoped that through KOB, children in Hong Kong will learn to treat disabled, retarded or chronically ill children as individuals with the same dignity and rights as everyone else.

Founded and developed in the U.S.A. in 1977, the Kids on the Block puppets have since travelled to different parts of the world. Whatever their host country, the KOB programme has always maintained its strong commitment to answer the needs, questions and concerns of children. The ultimate goal of the programme is to remove the social stigma associated with children who are victims of mental, physical and/or emotional disabilities, and also to restore their confidence.

With the aid of the Society for the Relief of Disabled Children and the Hong Kong Society of Rehabilitation, KOB made its debut in Hong Kong in 1995. The programme has been jointly operated by both parties since then. Performances have been made in no less than five hundred children and youth centres, as well as primary and secondary schools. Twenty thousand people have to this day watched the programme at various locations. The performances deal with issues such as learning difficulties, sexual discrimination, mental retardation, hearing disability and so forth. In 1998 the programme began receiving recognition and support from the Education Department and the Equal Opportunities Commission.

KOB is based on a Japanese form of puppetry widely known as Bunraku. Puppeteers are dressed in black. They stand behind life-size puppets as their shadow and manipulate puppets' heads and arms.

Over the years the Society has been able to carry out its mission because of your generosity and kindness. And as a consequence, disabled children in Hong Kong can enjoy a better quality of life. It is only with your continuing support that we can ensure the bright and productive future these children rightfully deserve.

For more information, visit our homepage at [www.srdc.org.hk/kids\\_e.html](http://www.srdc.org.hk/kids_e.html)



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## Treasures Of The Jungle

The Prizes

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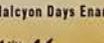
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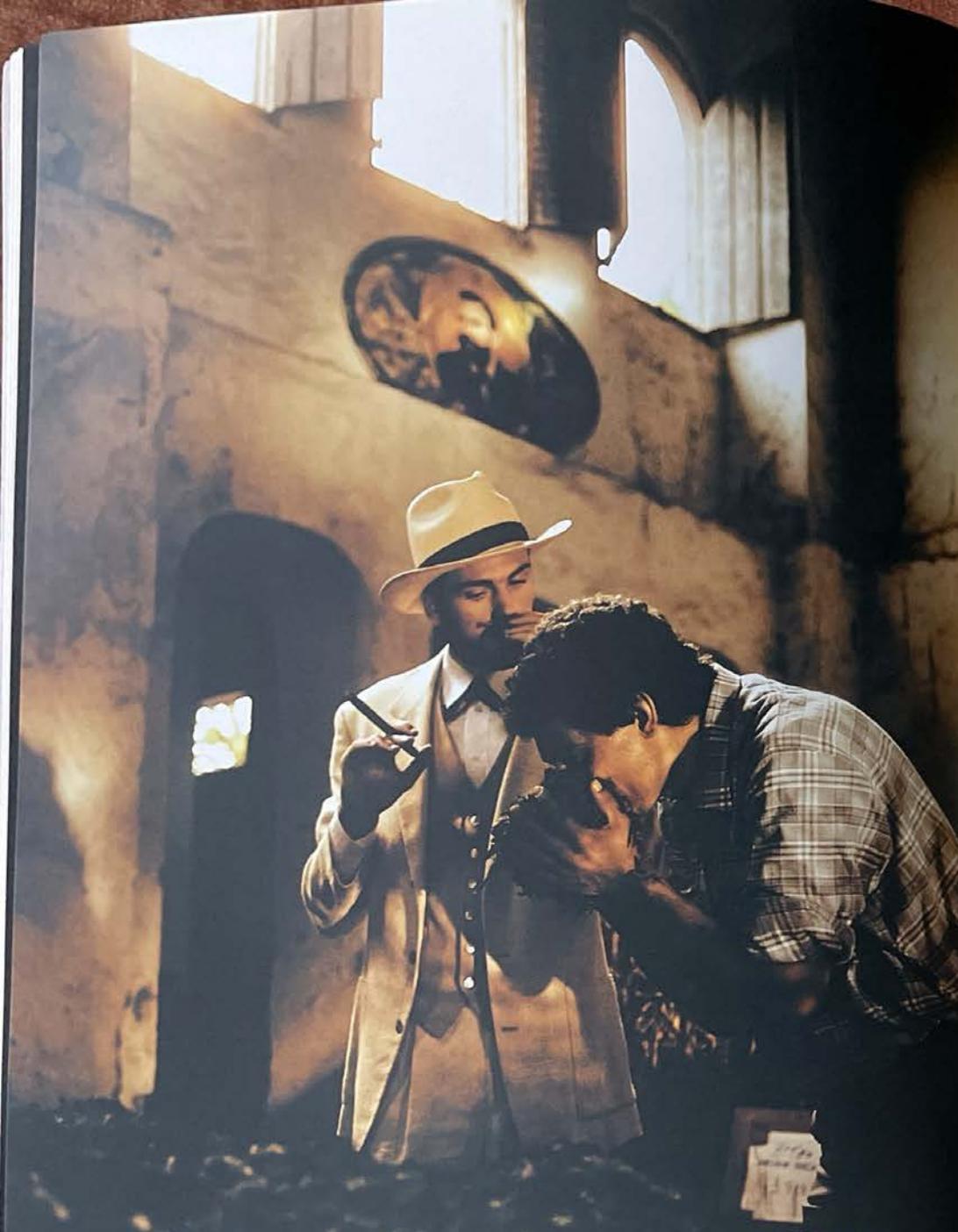
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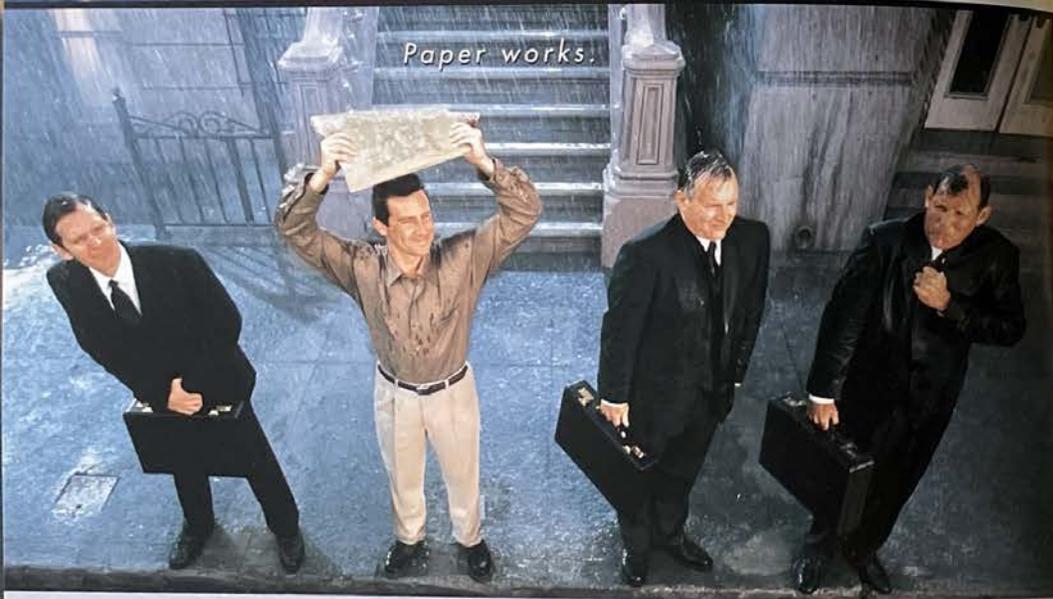
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## Scenes From A Bygone Era

Past Ball Pictures

**T**hemed on early 70s-style disco, last year's "Disco Riviera" saw partygoers in bell bottoms, massive collars, feather boas, sequin skirts and afros. And with the Boogie Wonder Band belting out 70s disco hits, industry celebrities rocked the night away...



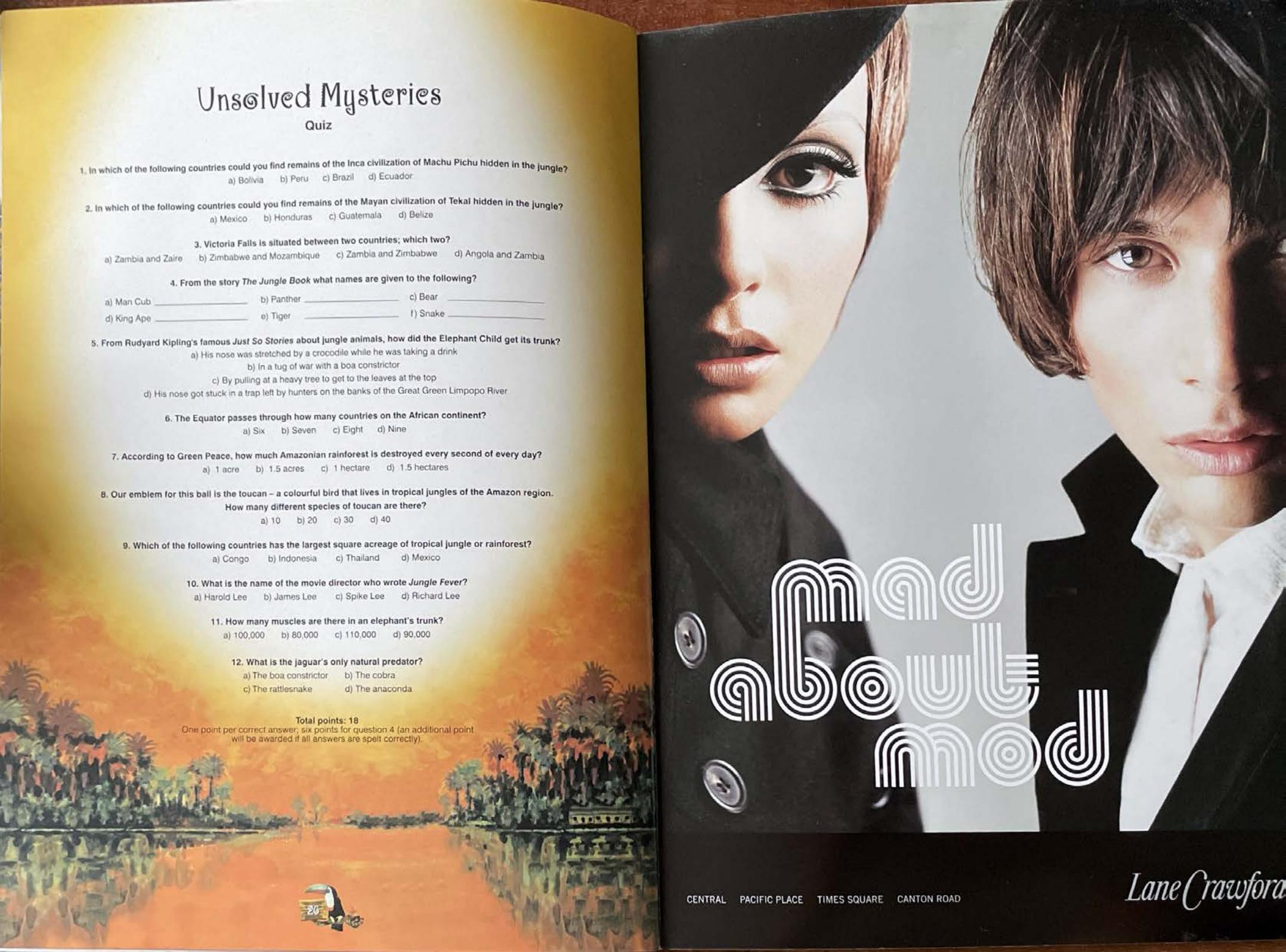
# Unsolved Mysteries

## Quiz

1. In which of the following countries could you find remains of the Inca civilization of Machu Pichu hidden in the jungle?  
a) Bolivia b) Peru c) Brazil d) Ecuador
2. In which of the following countries could you find remains of the Mayan civilization of Tekal hidden in the jungle?  
a) Mexico b) Honduras c) Guatemala d) Belize
3. Victoria Falls is situated between two countries; which two?  
a) Zambia and Zaire b) Zimbabwe and Mozambique c) Zambia and Zimbabwe d) Angola and Zambia
4. From the story *The Jungle Book* what names are given to the following?  
a) Man Cub \_\_\_\_\_ b) Panther \_\_\_\_\_ c) Bear \_\_\_\_\_  
d) King Ape \_\_\_\_\_ e) Tiger \_\_\_\_\_ f) Snake \_\_\_\_\_
5. From Rudyard Kipling's famous *Just So Stories* about jungle animals, how did the Elephant Child get its trunk?  
a) His nose was stretched by a crocodile while he was taking a drink  
b) In a tug of war with a boa constrictor  
c) By pulling at a heavy tree to get to the leaves at the top  
d) His nose got stuck in a trap left by hunters on the banks of the Great Green Limpopo River
6. The Equator passes through how many countries on the African continent?  
a) Six b) Seven c) Eight d) Nine
7. According to Green Peace, how much Amazonian rainforest is destroyed every second of every day?  
a) 1 acre b) 1.5 acres c) 1 hectare d) 1.5 hectares
8. Our emblem for this ball is the toucan – a colourful bird that lives in tropical jungles of the Amazon region.  
How many different species of toucan are there?  
a) 10 b) 20 c) 30 d) 40
9. Which of the following countries has the largest square acreage of tropical jungle or rainforest?  
a) Congo b) Indonesia c) Thailand d) Mexico
10. What is the name of the movie director who wrote *Jungle Fever*?  
a) Harold Lee b) James Lee c) Spike Lee d) Richard Lee
11. How many muscles are there in an elephant's trunk?  
a) 100,000 b) 80,000 c) 110,000 d) 90,000
12. What is the jaguar's only natural predator?  
a) The boa constrictor b) The cobra  
c) The rattlesnake d) The anaconda

Total points: 18

One point per correct answer; six points for question 4 (an additional point will be awarded if all answers are spelt correctly).



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