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Source: Based on English-language publications (Asia Pacific: Editors and their local language publications; Using January 2004 ABC total circulation for Forbes, Fortune, BusinessWeek, The Economist, FIER, AWOL, August 2004 ABC UK for Financial Times, 2004 rate base for Forbes China, Forbes Korea, Forbes Japan, BusinessWeek China, BusinessWeek India and Finance China. Circulation growth based on ABC statement Dec 1999-Dec 2003; Forbes publisher's statement used for Dec 1999.

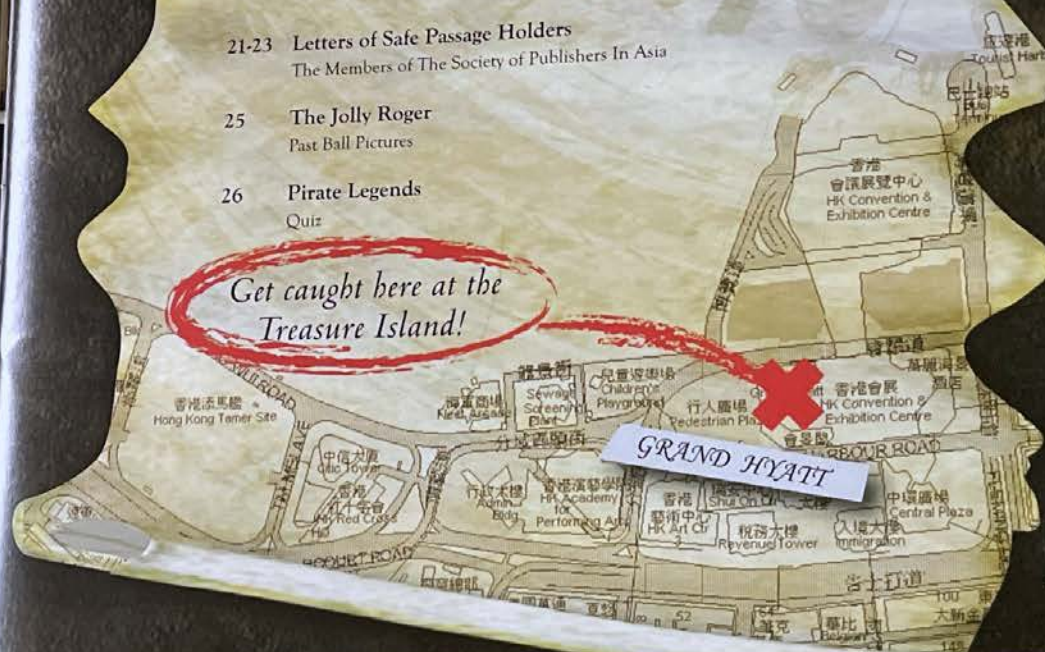
# PIRATES of the CARIBBEAN PUBLISHERS BALL 2004



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Get caught here at the  
Treasure Island!







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Lane Crawford

# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Call From The Captain

Message From The Chairperson Of The Society Of Publishers In Asia

Whatever travails publishing businesses endure year to year, the Society makes it a principle, to celebrate its annual Ball in style. Only the best in venue, culinary standards, decoration and entertainment is accepted. For near two decades, that tradition has set a high benchmark for generations of Ball committee chairmen to meet, if not exceed.



Such is the strain and exhaustion of Ball organization, that committee chairman rarely ever submit to the punishment twice.

It is therefore with much gratitude that I put on record for and on behalf of the SOPA Board, our warm appreciation of Mr. Barrie Goodridge, for shouldering responsibility for the 2004 Ball.

Barrie has done this with good humour and stoic fortitude, not once but about four times, over the past decade. This gentleman has a capacity for arduous tasks, which most others would adroitly dodge. Media talent scouts please note: if you want someone who will not cut and run when the going gets rough, get Barrie G.

Meanwhile, the Society faces a turning point. Like its founding base of Hong Kong, major political, economic, sovereignty and business shifts in the environment, provoke questions of relevance on the Society, to its current and future members.

To this end, the SOPA Board has committed half its reserves (of HK\$2million), to creating a fulltime executive director position, to drive new membership value initiatives, recruit new members beyond publishing, leverage revenue potential of events & professional training, and connect with the China factor.

The scale of the commitment and its sustainability, are major risks for the non-profit organization. That was deemed worthwhile, to transform SOPA at speed beyond the time and manpower constraints of its volunteer executive officers and Board. It will most likely entail increased corporate membership fees in the near future but the new value created, is expected to justify that.

Any organization that fails to renew itself, will fade. Watch for the dynamic SOPA events over 2005. Participate with vigour, benefit professionally and enjoy yourself as you do this evening. Be assured that SOPA can be relied on for quality delivery of anything it undertakes.

Yours sincerely,

*Cyril Pereira*

Cyril Pereira  
 Chairperson, SOPA  
 Telexis Consulting Ltd.







# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## The Privateers

The Executive Board Of The Society Of Publishers In Asia

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Telesis Consulting Limited

Deputy Chairman/Government Relations and SOPA Policy Statements  
Sub-Committee Chairman

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TIME Asia

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Annual Ball Sub-Committee Chairman

Barrie Goodridge

Edivresse Group

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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Ol' Black Beard Himself

Message From The Chairperson Of The Ball Committee

Avast Ye Land Lubbers and  
Welcome to the 2004 Publishers Ball!

First.....A word to the wise.....Watch out for Captain Barbosa,  
Jack Sparrow and all the rest of THE PIRATES OF THE  
CARIBBEAN!.....they are after your money!..... (All for Charity  
of course).



Tonight you will be transported to a vast playground where  
adventure and mystery abound. Imagine yourself in the  
Caribbean Sea and deep in the misty murky 17th century.  
Somewhere here tonight is the roguish (yet charming) Captain  
Jack Sparrow. And (heaven help us) Captain Barbosa and his  
crew are here too!

These pirates are desperate to return the last piece of cursed treasure, repaying a blood  
debt so that they can feel the pleasures of the flesh-and-blood world. (As well as be at the  
party of the year.....our party...The Publishers Ball!

As usual our Ball is all about forbidden treasures, thrills and romance.....this year we are  
just making it all take place in the Caribbean!

So welcome to Port Royal, enjoy the rhythms of the Caribbean music, visit the  
Commodore's office but be careful to avoid that dank prison cellblock. Just off the  
centre courtyard you will find the locals in the casino throwing around their pieces of  
eight and Spanish silver dollars (HK\$ are also accepted!) .....but don't loose too much or  
you'll be paying a visit to the Pirates Gallows!

And, shiver me timbers, be sure to partake of a few of our Pirates Cocktails..... this year  
we have concocted what we call our "Red Pearl"! Lovely but Lethal!

What's this?..... the lights are dimmed, you can see the moon. Speech is slurred, some  
are drunk or seasick. Swords are drawn, pistols at the ready. Any swashbuckler worth  
his salt has the scars; ready to prove his prowess in fierce combat.....or.....can it be? Yes,  
Yes, Yes.....its time to get on the dance floor and party the night away!!

So, lets live fast and die young.....and have a Ball!

Barrie (Black-Beard) Goodridge  
Chairman

2004 Publishers Ball Committee



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choosing the right path".

(Not ancient Asian wisdom, just common sense.)



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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Sea Fever Programme Of Events

7:00pm All Aboard!  
Cocktails and champagne in the Grand Rooms

8:00pm Feast  
Dinner in the Grand Ballroom

8:15pm Captain's Address  
Opening address

9:45pm Seasick Frenzy  
Dancing Commences

12:00am Survival of the Fittest  
Grand Prizes drawn

12:10am Fierce Combat!  
Dancing and drinking continues

1:00am Winding Waterways  
Breakfast and partying...

## The Crew The Publisher's Ball 2004 Committee

Barrie Goodridge, Edipresse Group  
Inez Albert, The Asian Wall Street Journal  
Vivian Choi, Nielsen Media Research  
Veronique Cornu, Far Eastern Economic Review  
Daphne King, The Economist  
Kitman Mak, Emphasis Media Limited  
Hoa Nguyen, Financial Times  
Terence Tung, Ming Pao Magazines Limited  
Helen Pemberton, BusinessWeek International

\* JFK International Airport named Airport of the Year 2004 – Skytrax

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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Chow Down Details Menus

### Dinner Menu

Pirates Treasures  
Trinidad Cod Fritters on Marinated Okras  
Warm Spicy Haitian Beef Cabbage  
Jamaican Grilled Jerked Red Snapper on Papaya Salad  
...  
Swashbucklers Soup  
Dominican style Crab Dumplings in Coconut Soup  
...  
Captain's Parrot  
Caribbean Mango Reef Chicken on Jamaican Pea Rice and braised Vegetable Rundun  
...  
Ship-wrecked Sweets  
Caribbean Tres Leches Cake, Baked Bananas with Tamarind Sauce  
and Sailors Coffee Sherbet  
...  
Coffee or Tea  
Orange Bread  
Grenadine Spice Cake  
Coconut Shortbread Cookies

### Vegetarian Dinner Menu

Trinidad Corn Fritters on Marinated Okras  
Warm Spicy Haitian Cabbage Roll  
Jamaican Grilled Jerked Portobello Mushroom on Papaya Salad  
...  
Dominican style Potato Dumplings in Coconut Soup  
...  
Baked Eggplant stuffed with Assorted Beans  
on Jamaican Pea Rice and braised Vegetable Rundun  
...  
Caribbean Tres Leches Cake, Baked Bananas with Tamarind Sauce  
and Sailors Coffee Sherbet  
...  
Coffee or Tea  
Orange Bread  
Grenadine Spice Cake  
Coconut Shortbread Cookies

### Supper Breakfast Menu

Braised E-Fu Noodles with Enoki Mushrooms  
...  
Scrambled Eggs with Breakfast Sausage, Hash Brown Potatoes and Grilled Tomatoes  
...  
Home Baked Danish Pastries, Croissants, Muffins, Butter, Jam and Preserves  
...  
Coffee or Tea





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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Anchor's Away!

The Andy Bautista Band

The Andy Bautista Band is sure to provide you with cannon-like explosive entertainment that is sure to knock you off your boat! Prepare yourself for a night to remember!

Mr. Andy Bautista has specially engaged a group of talented musicians that will take you right through the heart of the Caribbean and provide you with pulsating sounds for your dancing pleasure. The Andy Bautista band is known for having performed at almost all the prestigious events in Hong Kong.

Tonight, he has mixed a group of fine musicians from UK and Australia with added talents from the Philippines. His son, Andrew, will be leading the band.

So, shiver me timbers, are YOU ready to party "Pirate Style"?





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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Helping the Less Fortunate Brothers of the Coast

Message from The Society for the Relief of Disabled Children



Firstly, we would like to extend our heartfelt thanks and gratitude to your invaluable and continuous support to our work over the past 15 years. Your generosity, kindness and love have brightened up the lives of our children, adding smiles on each of their faces and allowing them to join us in our wonderful life. We sincerely thank you for all your help and look forward to your continued support in the future.

*Thank you*

In 2005 the Society for the Relief of Disabled Children celebrates its Golden Jubilee.

The Society established a convalescent home at Sandy Bay, Hong Kong Island, for children stricken with incurable tuberculosis 49 years ago. The home was funded entirely by the generosity and goodwill of the members of the business community like yourselves. The convalescent home subsequently became the Duchess of Kent Hospital for Sick Children and was very much in the front line in the fight against tuberculosis and subsequently polio.

Although those battles are now largely won the Society lives on and is committed to providing relief to sick children, especially in emerging areas of child health that are not yet fully supported or readily available in the public health care system.

These include:

- providing disabled children with medical care in a loving environment
- offering specialist medical, orthopaedic and rehabilitation services
- allowing ventilation dependent children to have normal schooling at the JF Kennedy Centre
- providing scholarships and research funds for health workers working with disabled children
- introducing the Kids on the Block Puppetry programme that travels around Hong Kong schools teaching children to understand and appreciate the disabled

Please join us in the events that we have organized to celebrate our 50th Anniversary throughout the year in 2005, which will allow us to continue to help disabled children in Hong Kong.

For more details of the events, please call 28193050 or visit our website at [www.srdc.org.hk](http://www.srdc.org.hk)

We look forward to seeing all of you soon.



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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Dividing The Booty The Prizes

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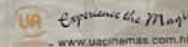
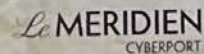
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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## The Letters of Safe Passage Holders The Members Of The Society Of Publishers In Asia

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Ms Julie Sherborn  
11 Collyer Quay, #1801 The Arcade, Singapore 049317

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Mr Peter Hui  
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Apple Daily Publication Development Limited  
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Fairfax Business Media (HK)  
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# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## The Letters of Safe Passage Holders The Members Of The Society Of Publishers In Asia

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**Forbes Inc. (Singapore)**  
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**Media & Marketing Ltd**  
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# PIRATES of the CARIBBEAN

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## The Letters of Safe Passage Holders The Members Of The Society Of Publishers In Asia

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**Publicitas Thailand**  
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**Reader's Digest Association Far East Ltd**  
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**The Asian Wall Street Journal**  
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**Time Asia**  
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**USA Today Int'l Corp**  
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- Judges' citation



# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## The Jolly Roger Past Ball Pictures

Last year's wild gathering "Jungle Fever" brought many of us dressed in leopard skins, hunting attire, or decked in costumes of our favourite untamed beasts. While partygoers feasted on a dinner of tropical tastes, many industry animals danced the night away...





# PIRATES of the CARIBBEAN

PUBLISHERS BALL 2004



## Pirates Legends

### Quiz

- 1 The 2003 movie "Pirates of the Caribbean: The Curse of the Black Pearl" did NOT star which of the following?  
a) Johnny Depp b) Emilio Estevez c) Orlando Bloom d) Geoffrey Rush
- 2 The "Orlando Pirates" are?  
a) A South African soccer team b) A Florida baseball team  
c) An Italian male dancing Troupe d) A Puerto Rican pop group
- 3 The operetta by Gilbert & Sullivan is entitled "The Pirates of....."?  
a) Penrith b) Portsmouth c) Penzance d) Plymouth
- 4 The Battle of the Caribbean was which of the following?  
a) A U-Boat attack in 1942  
b) An Admiral Nelson victory over the French in 1801  
c) A slave revolt in the Dominican republic in 1791  
d) A bad tempered cricket match between the West Indies and Australia in 1983
- 5 The volcanic eruption of the Soufriere Hills in August 1997 occurred on which Caribbean island?  
a) St Lucia b) Martinique c) Grenada d) Montserrat
- 6 Which fictitious pirate sailed in the ship "The Black Pig"?  
a) Blackbeard b) Captain Pugwash c) Captain Hook d) Long John Silver
- 7 Which hit, recorded by Bob Marley, begins with the lyrics "Old pirates, yes, they rob I"?  
a) Redemption Song b) Buffalo Soldier c) Stir It Up d) Exodus
- 8 What is a "Jolly Roger"?  
a) A cocktail of rum, kahlua and tequila b) A drunken orgy  
c) A black flag bearing a white skull and crossbones  
d) An 18th century Caribbean clown
- 9 What is "Pyrites"?  
a) An old English word for "pirates" b) A Saxon cremation rite  
c) An archaeological site in Greece d) A metallic looking sulphide (sulfide)
- 10 The windward islands include:  
a) Martinique and Grenada b) St Lucia and Barbuda  
c) Barbuda and Grenada d) Antigua and Martinique
- 11 A 2004 survey by the Business Software Alliance, valued annual global losses from software piracy at over:  
a) \$290 million b) \$2.9 billion c) \$29 billion d) \$290 billion
- 12 Match the flags with their Caribbean countries from the following list:  
Antigua & Barbuda; Barbados; Cayman Islands; Curacao; Dominica; Jamaica



Others see one bowl of rice...We see 1,389 grains of rice.



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