

CML NEWS

May 2001

Communication Management Ltd

www.cmlink.com

Hong Kong Business Hosts Asia's First 'Data Centre and NOC CEO Roundtable'

Hosted by *Hong Kong Business* magazine and sponsored by CCC Network Systems, this highly successful benchmark event discussed the development of technology for Internet Data Centres and Network Operation Centres in the Asia-Pacific region and globally.

The 20-page special report in the March issue of *Hong Kong Business* covered topics including 'IDCs and Their Market', 'Are IDCs a House, Hotel or Bank?', 'The Customers of IDC's', 'Racks and the Telecom Revolution' and 'The Players (IDCs) and their Models.'

Participants included Acer CyberCenter Services (Taiwan), Diyixian (Hong Kong & China), HKNet (Hong Kong & China), iAsiaWorks (USA),

iLink.net (Hong Kong & China), Level (3) Communications (USA), PSINet (USA), PCCW IDC (Hong Kong & China), Exodus (Global Centre) (USA) and F5 Networks (USA).

Most delegates agreed that the data centre marketplace is dynamic and continuously evolving, the industry is moving towards an increased level of service offerings, and that bandwidth is expected to be a determining factor in future offerings.

Hong Kong Business's continuing in-depth analysis and reporting of the needs and interests of executives in the SAR and China has made it the leading English-language magazine of its kind in Hong Kong.

New-Look Tatlers Raise the Standard!



Reaching the pinnacle of any market is a challenge, but as the wisdom goes, the real battle begins only once you've arrived. No market leader can afford to rest on its laurels, and the same is true of *Tatler*, Asia's favourite society and lifestyle magazine.

For over two decades *Tatler* has been an integral part of the good life in the Far East, enjoying a prominent position as the standard magazine of the social elite. And with its freshly redesigned 24th Anniversary issue last March, *Hong Kong Tatler* –

along with its sister *Tatlers* in Singapore, Malaysia, Thailand and Indonesia – has ensured that the gulf between the genuine article and the pretenders to the throne remains comfortably wide.

Sophisticated and innovative, the appeal of the new-look *Tatler* goes more than just skin-deep. The magazine views the world through younger eyes, yet retains a full measure of the polished, cosmopolitan wit its readers have always enjoyed. Every aspect of the glamorous life gets comprehensive treatment,

from the latest hot spots and hot tickets in town and abroad to previews of the next trends and the latest buzz on the cocktail circuit.

Asia's *Tatlers* combine the best of the past 24 years with the cutting-edge gloss of the 21st century, an evolution that not only reflects the lifestyles of a readership with the highest disposable income in the region, but also the full scope of what they buy. More than ever, *Tatler* is the place where the reputation of your products and services is made among the people that matter.

In this issue

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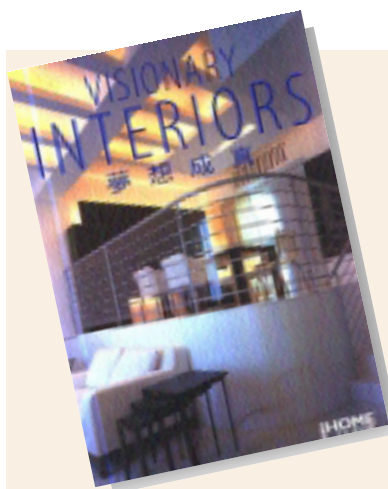
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Visionary Interiors

New hardcover book from Home Journal

From Hong Kong's most highly regarded décor magazine comes *Visionary Interiors*, an indispensable addition to any dream home. Created by the staff of *Home Journal*, the new hardcover book brings together contemporary designs from around the world, each page presenting a stunning full-colour presentation of new ideas for home interiors as well as a battery of helpful hints and tips in both English and Chinese. No bookshelf is fully furnished without it.

EVE Shows Off

PRODUCTS: 2001 annuals



Tatler's SOCIETY 2001

THE social diary and essential companion for those who have arrived and those on the way up. In THE LIST, you will meet the top 500 people who matter in Hong Kong. SOCIETY is also available from the *Tatlers* in Singapore, Malaysia and Thailand.

Best Restaurants 2001

The original authority on the vibrant restaurant scene in Hong Kong, Singapore, Malaysia and Thailand. Voted by the readers of *Tatler* and reviewed by experts, each of the over 150 restaurants in the guide is worth a visit.



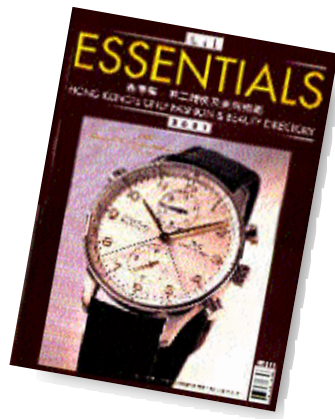
Hong Kong Business ANNUAL & OFFICE CATALOGUE

The *HKB ANNUAL 2001* is the only comprehensive review of Hong Kong's economy and its outlook for 2001 and beyond. The one local source of information-packed pages, charts, statistical tables, advice and forecasts. *OFFICE CATALOGUE 2001* is the only easy-to-use, one-stop source in Hong Kong for office equipment and supplies.



ESSENTIALS 2001

The one-stop shopping source from *EVE* magazine for the contemporary Hong Kong woman. Cosmetics, fashion, accessories, fragrances, jewellery and watches – fully indexed with listings of local outlets and updated each year. Available also in Singapore from *EVE MODE*.



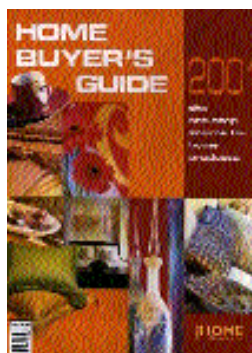
COUTURE, EVE MODE & MENMODE

The only fashion forecast journals for style-conscious women (*COUTURE*) and men (*MENMODE*) of Hong Kong, Malaysia and Singapore (*EVEMODE*). Presenting the latest styles and accessories from all the fashion centres of the world, including London, Paris, Milan, New York and Tokyo.



Home Journal BUYER'S GUIDE

HOME BUYER'S GUIDE 2001 from *Home Journal* is the one-stop shopping source for every room in your home. Completely indexed with listings of suppliers and outlets.



EVE Honours Hong Kong's Most Envied Women

The best and most beautiful of Hong Kong took to the stage on March 9 when *EVE* presented its '10 Most Envied Women' for 2001 at the Ritz Carlton.

Chosen annually by *EVE*, the 10 Most Envied has become a popular event in Hong Kong since its establishment in 1997. Featured in the sell-out March 2001 issue, this year's judges were *EVE* managing editor Rosemary Hamilton, Chanel communications manager Margaretta Leung, G Spot Productions' Gilbert Yeung,

and Candice Suen of Communication Management.

The gala evening and dinner was hosted by *EVE* magazine and sponsored by Chanel, and included the presentation of specially crafted trophies to each of the lucky women. The 160 guests at the affair toasted the occasion with champagne before a contingent of television and newspaper reporters before filling the dance floor to the sounds of Andy Bautista's Band.



Eve's 10 Most Envied Women



Guest sign-in poster



Stephen Hung, M Mohindar & Johnny Chan

Hong Kong Tatler Treats Wall Street to a Tour

When the *Asian Wall Street Journal* wanted an insight into what makes the upper echelons of Hong Kong society tick, it naturally went to the *Hong Kong Tatler* for a closer look. In the April 6-8, 2001 edition of *AWSJ's* 'Culture Clash', journalist Collin Levey embarks on a tour of the top of the SAR social pyramid courtesy of *Tatler* managing editor Andrew Glenn and social editor Cristina Kuok. "Getting into the *Hong Kong Tatler*, where 12-carat diamond rings and border-confiscated shatoosh scarves are given centrefold status, is de rigueur..." wrote Levey.

Marketing, Advertising and Promotions in the 21st Century

Getting down to the new basics

If there is one 21st century trend everyone can agree on, it is the acceleration of change. The rise of the information age has led to better-informed consumers with higher expectations, and this constant ebb and flow of what they want and why naturally influences products and services, which in turn influences marketing, advertising and promotions.

"Marketing as we know it is dead," is how Sergio Zyman puts it. A former chief marketing officer at Coca-Cola, Zyman maintains that we can no longer afford to waste money on advertising that entertains only, especially in television.

Out of necessity, marketing in the 21st century has to be a strategic activity, a discipline focused on getting more consumers to buy your product or service more often. In short, more than ever it is about getting results, and not just about fuzzy notions of goodwill generated by entertaining consumers or dazzling them with art. Nor is it about being the most creative and winning awards – if what you do doesn't improve your bottom line, it's not creative.

For those who want to thrive in this unforgiving environment, it means constantly reinventing yourself so new upstarts don't reduce your market share too much. Conversely, it's also about sticking to certain basics no matter what: your message is lost if it is not focused and framed by iron-clad branding. Whether it is a soft sell or a hard sell, whether print or television, one should never lose sight of the fact that selling should be simple, straightforward and direct.

Choosing your medium is yet another crucial factor in winning the right hearts and minds. Results should speak for themselves. Some marketers and agency media decision-makers tend not to give enough credit to magazine advertising through simple prejudice, and opt to emphasise the role of television and radio in their campaigns even if better results could be achieved in print.

Graham Langmead, CEO of Print Media SA in South Africa, recently pointed out the inherent flaws in this approach. "As these marketers and ad agencies consolidate their efforts and policies into regional and international cross-border powerhouses, so the role of the local/national marketer and agency becomes increasingly that of a puppet to the master and so decisions are increasingly 'which station or title?' as opposed to 'which medium'. The medium is the dictate from above!"

Magazines enjoy a special relationship with their readers. No other medium is quite so personal, loyal, authoritative, fresh, varied, friendly, knowledgeable and colourful.

Magazines are visited both in times of stress and leisure, day or night, wherever the reader may be. Past issues – and their advertising – are frequently retained and revisited many times and by many people.

This relationship inevitably rubs off on the advertiser, which brings with it a remarkable synergy. One reason for this is that unlike any other medium, each magazine is a brand unto itself, carrying with it all of the values of a true brand – a standard of quality,

expectancy, delivery, personality, ingredients, looks, style, occasion and worth.

There is no doubt that newspapers, radio and television make an impact, but magazines lend an advertising campaign reach, frequency and foundation.

And it goes even deeper than that. Modern research has conclusively demonstrated that 'real' memory – the process of firmly imprinting something into someone's mind – depends on input plus associations. Television communicates at an 'incidental' level rather than an 'aroused' level, involving very little in terms of logic. Thus, only part of the consumer's motivational needs have been satisfied by watching television, and his brain is open to the next competitive stimulus. This is true no matter how many times an advertisement is repeated.

So what stimulates on a deeper level? Reading. The act of understanding words and images on a page is a complex task that involves high brain arousal and sustained attention. As the British copywriter Indra Sinha once stated, "Print can actually liberate the mind and create far more

intense illusions, far deeper experiences, than any television or film ever will". The reader may be entertained (though, as mentioned earlier, entertainment does not necessarily induce a desire to buy), but he is also learning and understanding. In essence, magazine advertisements are teaching behaviour – inducing a memory-pattern in the reader.

So if you want to get the most out of your marketing budget, magazine advertising must be included in the media mix. The truth of the matter is, you can't build an icon like the 'Marlboro Man' without putting it into print.

Marketing Shorts

Repeat a poor television advertisement too often and you run the very real risk of turning the viewer against your brand or product. The same can be true in promotions and direct mail. Recently, the world of promotions reached a point that it was not only becoming less effective, but actually destroying brand loyalty through sheer overwhelming weight. This created a state of affairs in which the loyalty of a whole generation of consumers was utterly dependant on the next great promotion. Many companies are beginning to realise this and have

reversed their budgets, placing less emphasis on promotions and more on brand advertising.

Likewise, it has finally been recognised that the traditional direct mail package is no longer effective for many products. Today, just a letter or a letter-plus-coupon is the better bet, or even the use of direct mail to help open doors for the salesperson (though the advent of voice mail has made this more difficult).

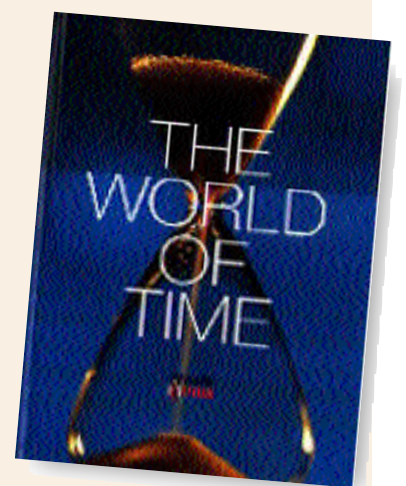
In short, creativity has breathed new life into old forms of advertising – and opened up whole new markets for the companies smart enough to put their brains to work.

The basics of getting your message across effectively in the 21st century have already been laid down. A successful campaign begins by putting your strategy and position in order, and then being daring in your advertising mix. Don't stick to just one medium, and always remember that simply entertaining the consumer will often result in him remembering only the entertainment rather than the product. The catchphrase of the advertising world for this new era is: *It isn't clever unless it pays off.*

– Courtesy of FIPP News

Hong Kong Tatler presents The World of Time

In keeping with its position as Hong Kong's premier magazine of fine living, *Hong Kong Tatler* displays its exquisite timing in its hardcover book *The World of Time*. *Tatler's* readership includes many of Hong Kong's most prominent collectors of quality timepieces, and the new book provides a comprehensive overview of some of the greatest names in watchmaking, as well as some of the most beautiful, elegant and technically distinguished watches ever produced. This is a first-rate publication with beautiful full-colour photographs plus lively and interesting profiles. Also available as *The Masters of Time* from *Singapore Tatler*.



CM Around Town

Charity Flair from Hong Kong Tatler and Eve

Giving back to your community is an important aim for any successful organisation, but with literally dozens of worthwhile charities in Hong Kong to choose from, the simple act of giving can be a little confusing. That is, unless you choose to lend all of them a hand. For many years CM has been a prominent and active supporter of every meaningful

charity in Hong Kong. In the past year alone, we've provided such prestigious events as the Hong Kong Cancer Fund Ball, the Princess Margaret Hospital Gala, the Rotary Club at Wanchai Ball, the Mothers' Choice Ball and the Hong Kong Ballet Annual Ball with everything from printing services to raffle prize donations and, naturally, magazines.

SOCIETY Hits the Headlines

Few publications are quite so eagerly anticipated as *Tatler's* annual *Society* special, and the 2001 edition was no different. In addition to its annual 'List' of prominent people, this year's *Society* got tongues wagging and the media of Hong Kong, Singapore, Thailand

and Malaysia in a frenzy over its 'Most Eligible Bachelors' feature. Thanks to the blanket coverage these 50 lucky gentleman received, it's unlikely many of them will still be unattached when *Society* for 2002 hits the newsstands!

High & Mighty: Tatler-SCMP Tie-up

When the *South China Morning Post* wanted a fresh new approach to local society in its pages, the first place it turned to was the *Hong Kong Tatler*. Every Monday, a column by *Tatler* managing editor Andrew Glenn gives *SCMP* readers a

stirred-but-never-shaken sip of life on the cocktail circuit. Acclaimed for its dry wit and trenchant observations, it's also a small taste of what readers can expect every month in the pages of *Hong Kong Tatler*.



The sales team takes a moment to explore their feminine side

CM Staff Party Firm Favourite

The Viceroy restaurant at Sun Hung Kai Centre was the venue for the 2001 CM staff party. Definitely a yearly highlight for many employees, the occasion gives everyone a chance to let their hair down and get the creative juices flowing for another 365 days of hard work.

As on previous occasions, the party programme provided something for everyone, from a sumptuous buffet to riotous party games to special awards and highly amusing emcees.

This year's get-together also featured two special events. The first was the presentation of a special award to retiring *Hong Kong Business* managing editor MP Gopalan.

Later, the *Hong Kong Business* sales team proved themselves to be masters of parody in a uproarious skit that is sure to be remembered by all in years to come.

Now we just have to figure out how to outdo ourselves next year.



Dr M Mohindar presents a gold watch gift to HKB editor MP Gopalan



The room went silent as Rogers took 'casual Friday' a step too far



No-one had the nerve to tell the Freemason he'd wandered into the wrong party



As usual the highlight of the evening was the interdepartmental wrestling match



Being flexible gets more sales



What did she say?

CM In Cyberspace

Double Exposure!

The more CM publications are seen, the more your products and services are seen

Trade Shows where Communication Management's magazines are being exhibited during first half of this year –

Jan	ASP World Conference & Expo 2001
May	Computer Expo 2001
Jun	Slim & Fitness Expo 2001
Jun	Internet Commerce Expo & Conference HK 2001
Jul	Hong Kong Book Fair 2001

Singapore Tatler: New Year, New Boss

Communication Management in Singapore rang in the new year with a change at the top – a new managing director, Wee Hian King.

Bringing a wealth of experience to the position, Wee has a BA in Engineering Science from Oxford and an MBA from the National University of Singapore, and for several years worked as a civil servant in the republic. Since 1982, Wee performed key roles in several education and publishing firms, including Times Publishing Group, Longman Group and MPH, specialising in corporate services, business development and general management. Between 1996



Wee Hian King

to 2000 he was general manager of MPH's magazine publishing division, then spent a year as president and chief executive officer of Asiatutor.com Private Ltd, a company offering e-learning solutions.

CM welcomes him to the fold and looks forward to many years of outstanding achievement to come.

Dynamic New Website for CM Magazines

Now readers all over the world can enjoy Communications Management magazines, thanks to CM's partnership with eSun Holdings to develop a new website for its publications.

The resulting joint-venture company, Splendid Cyber Group Limited (SCGL), will encompass Internet, exclusive cable and satellite rights to CM's leading lifestyle magazines, including the *Tatlers* of Hong Kong, Singapore and Malaysia, *Home Journal*, *EVE*, *Couture*, *MenMode*, *Tatler Best Restaurants Guides* and other biannual and annual titles.

eSun has a proven track-

record in joint-ventures with multimedia content providers, with an entertainment hub that encompasses such well-known names as Asia Television, *Eastweek* magazine, *Teddy Boy* comics, Jackie Chan management group Jackie & Willie Productions, and Media Asia, the world's largest library of Chinese cinema. The creation of SCGL will allow eSun and its group of companies to participate directly in CM's Internet initiatives, and bolsters their Internet entertainment hub catering to the Asian community.

An example of the new opportunities the venture represents is shown in the

Best Restaurants websites, which are totally interactive. Each restaurant listed can constantly tailor information on their specials of the day, menus, and opening hours, etc. They can also place ads. Customers can even book reservations through the websites.

The directors of CM believe the joint-venture to be an excellent opportunity to expand their well-known print magazines online. Leveraging the respective expertise of both parties will allow the company to develop one of the best bilingual (English-Chinese) multimedia portals in Asia.



Quotables

As authorities on society, fashion, beauty, home decor and business, the editors of *Hong Kong Tatler*, *EVE*, *Home Journal* and *Hong Kong Business* are always being quoted in the media:

"We no longer want to be a social bible covering the children of heirs. These [Internet up-and-comers] are the new millionaires." Megan Pickett, *Hong Kong Tatler*. From 'Lifestyles of the Rich and Geeky' in *The Asian Wall Street Journal*.

"We believe it's incredibly important to be more than just a pretty face." Rosemary Hamilton, *EVE*. From 'So young, so gifted and . . . how we envy them!' in *Hong Kong iMail*.

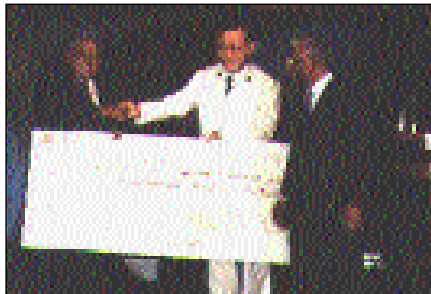
"Naturally, the girls were out in force, the tai-tais and those who aspired to be... My tai-tai tour guides, *Hong Kong Tatler* Managing Editor Andrew Glenn and Social Editor Cristina Kuok, air-kissed the usual suspects." From '21st - Century Concubines' in *The Asian Wall Street Journal*

"Mr Glenn and Ms Kuok point out that feminism is making some inroads among the younger generation, most of whom hold jobs of their own in fields like investment banking or public relations and turn up their noses at the tai-tai moniker, describing themselves instead as a 'public-relations dynamo', for example." From '21st - Century Concubines'.

Singapore Sizzles

Party Partners

One of *Singapore Tatler's* major aims this year is to increase its visibility through joint promotional ventures with clients. By organising up to six such events each month, we can not only maintain a high public profile, but also benefit from shared databases. And there's one other compelling reason why joint promotions appeal – this is *Tatler*, and we do love a party.

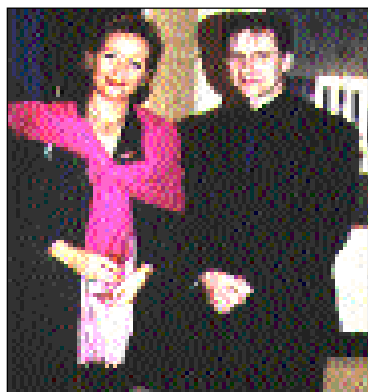


Guest of honour Pres SR Nathan presents the event's proceeds to Peacehaven Home

Over the last few months *Singapore Tatler* has been involved in a number of different events. At the top end, we joined forces with the Salvation

Army for its inaugural charity gala dinner at the Shangri-La hotel (in aid of The Salvation Army Peacehaven Nursing Home for the Aged). President SR Nathan was guest-of-honour and the theme for the

evening was 'Hollywood Glamour', which saw renowned artistes from the region perform popular music from the silver screen.



Swiss Ambassador's wife Carol Loretan chats with watchmaker Michel Parmigiani

Still in a formal mood, we teamed up to help launch Yafriro, a local name in the luxury watch industry, when it threw a lavish gala dinner at the new Fullerton Hotel. *Singapore Tatler* was the official magazine for the night and sponsored goodie bags for all the guests.

To our delight we were back at the Fullerton Hotel soon afterwards – everybody's having their event there – in a joint-venture with the Alliance Francaise for its fund-raising ball. The theme this time was 'Spring Fever' and tables were decorated with bright yellow tulips and white daisies. The evening included an auction of three paintings by renowned local artist Dr Earl Lu, and guests were then treated to a fashion show by our clients,



Philanthropist Della Lee and Francophile Lai HYoung Lawrence

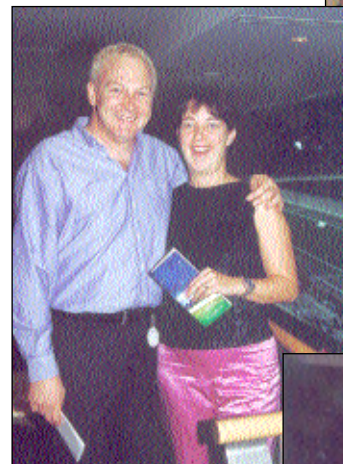
Cartier, with clothes provided by The Link boutique.



Y Chin Lit, Paul Ma and Anthonia Hui

There was more art – over S\$2 millions' worth – at The Grand Copthorne Hotel's Italian Pontini restaurant when we co-hosted a joint-event with Credit Suisse. The evening gave us a splendid opportunity to hobnob with our readers and a select group of the bank's clients, as well as acting as a showcase for a forthcoming Sotheby's auction.

Moving effortlessly from art to sport, we attended the races for the monthly Ladies' Night at the Singapore Turf Club. This event provided the springboard for *Singapore Tatler's* first-ever collaboration with Singapore Airlines. For the affair, the airline invited 60 female members of its exclusive PPS (Passenger Priority Service) Club, together with their partners. *Singapore*



Gary and Alison Wilkinson

Tatler co-hosted the evening – held at the elegant Casuarina Room – and served as its official magazine.



Viola Barry, Teo Ser Lee and Stella Suter



Esther Seet and Suzanne Chern



Agnes Shum, Celine & Jason Ang

We have also been involved in more casual daytime events. We teamed up with Oser Studio, which specialises in Italian couture furniture, to hold an exclusive presentation including afternoon tea for a select group of VIPs at Oser's swanky showroom. The company flew in its director, Ms Guisi Salvade, as guest speaker for the event.



Ana Wong



Defying superstition, April Fool's Day saw *Singapore Tatler* and the Ritz-Carlton draw a large turnout of lovestruck couples for the hotel's annual Bridal Fair. The

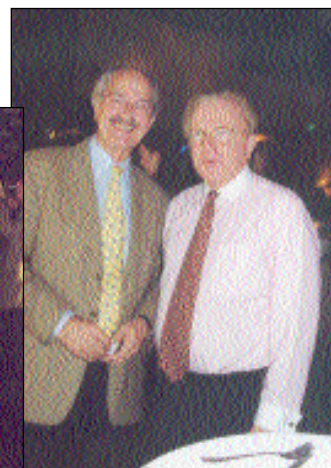
extensive event included a bridal gown fashion show and a spectacular display of all things nuptial in the ballroom – everything from tasty samples of the Ritz-Carlton's wedding catering, to watches, jewellery, tableware and flowers.

Occasionally, it helps to go for a softer sell. The arrival in Singapore of *Buddy The Musical* from the UK gave us a chance to introduce some of our major advertisers to the pleasures of the new 8 on the Bay restaurant. *Singapore Tatler* organised cocktails and a light buffet together with a display of Raymond Weil timepieces, before accompanying guests across the road to the Kallang Theatre

for a couple of hours of foot-tapping rock 'n' roll.



Jayanthi Sanelli & Min Wong



Pieter Bronsma & Ken Patteson

Malaysia Shines

Tatler & Martell Host Dinner & Fashion Show



Ms Martell



Mr & Mrs James Leong, George Gerald Philip, Anne Raj, and Mr & Mrs Haris Sangha

Malaysia Tatler and Martell jointly hosted a dinner and fashion show recently at Passion Road in Kuala Lumpur to welcome Ms Martell, ambassador for Martell liquor.

The Martell group also used the affair as an opportunity to thank its regular supporters. Guests were all given gift copies of *Malaysia Tatler*, *Couture* and *MenMode* to take home with them.

The Hour of Love Dinner

Romance was the order of the day when the Hour Glass and *Malaysia Tatler* presented a pre-Valentine's dinner the Cilantro Restaurant, MiCasa Hotel and Apartment in Kuala Lumpur.

Both a celebration of St

Valentine's Day and a heartfelt thank-you to Hour Glass clients for their support, all attendees were given a special discount for Gerald Genta watch and an entry in *Malaysia Tatler*-sponsored lucky draw for a new Ericsson T20 mobile

phone.

Even those who didn't win the phone went home happy, each clutching a copy of *Malaysia Tatler* and a one-year complimentary subscription.



Ms Lim Wei Ling, Mr Yohan Rajan



Ms Tereece Lee, Ms Farah Lai Abdullah

La Prairie and Malaysia Tatler: Beauty with Brains

The latest luxury skin-care line from La Prairie was unveiled in Malaysia during a luncheon at the Shangri-La Hotel in Kuala Lumpur, co-hosted by *Malaysia Tatler*.

Part of the Exquisite Caviar Collection, the new Skin Caviar Luxe Body Cream and Skin Caviar Revitalising Eye Mask proved a hit with various VIP guests and society fig-

ures at the event. Fittingly, caviar figured large on the menu of the day as well.

Each guest went home with a special gift from *Malaysia Tatler*, and five lucky draw-

Show & Tell in Kuala Lumpur

Ferragamo's spring-summer 2001 collection launch in Malaysia was a glittering affair at the Hilton Kuala Lumpur, jointly hosted by the renowned footwear brand and *Malaysia Tatler*. Many regular clients and selected socialites were invited to view the latest range of shoes and leatherwear. Each attendee also received a gift courtesy of *Malaysia Tatler* as well as a three-month complimentary subscription.



Ms Lim Wei Ling



Ms CS Fan, Ms Michelle Ng, Ms Jasminder Bhutani and Ms Jaclyn Ng



Ms Victoria Tan, Ms Ivy Lee, Ms Connie Lim, Ms Molly Ng, Ms Susi A, Ms Esther Poh and Mrs. Florence Hooi

winners additionally came away with complimentary one-year subscriptions to the magazine.



Mrs Florence Hooi, Ms Ruby Eu

Thailand Grows

Thailand Tatler Turns 10

In collaboration with Howard Miller, *Thailand Tatler* celebrated its 10th Anniversary at the Grand Hyatt Erawan Bangkok. As the Kingdom's foremost English-language lifestyle and society magazine, the event attracted many of Thailand's most prominent socialites, diplomats and entrepreneurs. Another highlight of the event was the launch of the magazine's highly anticipated 'Thailand Tatler Awards', which met with the firm approval of all and had many guests already looking forward to meeting next year's winners.

Advertiser of the Year	Chopard
Best Dressed Woman of the Year	Nita Boonyachinda
Best Dressed Man of the Year	Paramy Swangrut
Most Eligible Woman of the Year	Pattriya na Nakorn
Most Eligible Man of the Year	Choak Bulakul
Couple of the Year	Kaewkwan and Thanpuying Phensri Vajarodaya
Person of the Year	Priyangsri Watanakun



Front: Khunying Vichandra Boonnak, Thanpuying Poonsapaya Navawong, Kaewkwan and Thanpuying Phensri Vajarodaya, Priyangsri Watanakun
Back: Udom Pathananithi, Choak Bulkul, Paramy Swangrut, Pattriya na Nakorn, Nita Boonyachinda, Khunying Pornthip Narongdej, Princess Kokaew Prakayakavil na Chiengmai, Kritsnaraj Jindavong

Best Restaurants in Thailand Launched

The fourth iteration of *Tatler's* famous annual *Best Restaurants Guides* in Southeast Asia was launched for 2001 in Thailand. The others are in Hong Kong, Singapore and Malaysia. As with its sister publications in Hong Kong, Singapore and Malaysia, Thailand's *Best Restaurants*

is a recognised leader in its field, offering an unparalleled combination of over 120 detailed restaurant reviews with commentary on dining trends and tips from some of the local food and beverage industry's most well-known experts.



Front: Sipang Boontaeng, Phasuk Thomya, Danita Roongsri, Napalai Areesorn, Darunee Kritboonyalai, Vichien Chansevikul, Nuchareekorn Kornhirati, Kritsnaraj Jindavong
Back: Tassin Boontaeng, Sudarat Burapachaisri, Krisda Buakerd, Andrew Hiransomboon, Holly Amarananda, Kannaporn Poonsiriwong, Ratanavadee Senadisai, Beverly Chang

The Talk of Jakarta: Indonesia Tatler Launches

November 6, 2000 marked a major milestone for Indonesia and Communication Management/PT Dayakomunikasi Mandiri with the launch of the latest addition to the *Tatler* family, the *Indonesia Tatler*.

Coinciding with a splendid cocktail party in the Dharmawangsa Hotel, the unveiling of the inaugural issue became a major highlight in the diary of many of Jakarta's most elite personalities. A chamber orchestra played popular classical selections as more than 600 guests mingled and viewed an exhibition of magnificent watches from Harry Winston. Celebrity emcee Koes

Hendratmo later introduced the management and staff of the new magazine before the traditional cutting of a *tumpeng robyong* to mark the occasion. Bureau chief Maria Lukito handed over the first slice to Mario Alisjahbana, following a speech from Millie Stephanie

A charity auction conducted by Christie's saw the event double as a fundraiser for the Rano Karno Children's Foundation and the Aussi Foundation. Finally, guests rose to dance the rest of the night away, the floor kept in a lively state thanks to the antics of the emcee and the tireless efforts of the band.

The night of glamour and fun would not have been possible without the participation of Harry Winston Rave Timepieces, Credit Suisse, Christie's, Mondial, The Dharmawangsa Jakarta, Millennium Card, Image Communications and Pinpoint Publications, among others.

Communication Management extends its thanks to all who attended, and to all our readers whose continuing support will ensure that *Indonesia Tatler* will continue to grow.

Ms Dewi Santoso, Mr Harry Darsono, Ms Deborah Iskandar



Ms Millie Stephanie and the Indonesia Tatler team



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CM NEWS
Published by



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