

Corporate Calendar

First Quarter

- SCMP and the Hong Kong Institute of Human Resource Management hold a conference on **"Human Capital Management in Greater China: Maintaining Competitive Advantage and Adding Value to the Pearl River Delta"** attended by some 200 delegates



- SCMP and Standard and Poor's co-sponsor the 14th annual **"Fund Manager of the Year Awards"**
- Classified Post and Jiu Jik generate over 3,000 registrations at the Education and Career Expo to further solidify SCMP's market leading position in the recruitment industry
- SCMP reinforces its community engagement with sponsorship of the Hong Kong Arts Festival, the Man Hong Kong International Literary Festival and the Rugby Sevens World Cup
- Cosmopolitan becomes the first women's title to launch a pocket sized edition in Hong Kong



- Classified Post creates high visibility with brand advertisements on 100 buses and a customized tram station in Admiralty
- scmp.com launches a subscriber renewal campaign to coincide with a subscription fee increase

Second Quarter

- SCMP relaunches its Life pages in the popular City section. A promotion runs in print, at point of sale and online to generate a database of over 14,000 respondents
- Classified Post, SCMP, scmp.com and Hewitt Associates organize the **Best Employer Awards** to recognize the top 10 best companies to work for in Hong Kong
- scmp.com becomes the first news website in Asia to launch podcasts
- SCMP and Hewitt Associates hold an HR conference on **"Attracting and Retaining Talent in a Growing Economy"** attended by 350 delegates
- SCMP holds the fifth and the sixth seminars (Electricity Sector Reform and Healthcare Funding Reform) as part of the **SCMP-HKU-Citigroup Business and Economic Policy Seminar Series** and attracts over 500 delegates
- Young Post's Young Reporters programme concludes with an exhibition of the winning entries at the Central Library and the British Council



Third Quarter

- SCMP holds the 31st annual “**Student of the Year Award**” with the Secretary for Education and Manpower Professor Arthur Li as guest of honour and judge
- Young Post holds a forum attended by over 400 secondary school teachers to discuss English language learning
- Jiu Jik becomes the exclusive media partner in a giant job fair organized by The Hongkong Federation of Youth Groups that attracts over 5,000 visitors
- Classified Post organizes a seminar entitled “**How to Survive the Corporate Jungle**” and receives over 1,000 registrations
- SCMP and the Hong Kong General Chamber of Commerce hold the fourth Pearl River Delta Conference on “**Growth and its Consequences**” in Guangzhou. More than 500 business leaders and government officials from Hong Kong and China attend the event
- Classified Post’s brand campaign generates interest with a creative ad execution on 130 taxis
- SCMP launches China Business, a monthly supplement devoted to in-depth, sector-by-sector analysis of the mainland business scene



Fourth Quarter

- scmp.com launches Greater China Outlook (see chinaoutlook.scmp.com), a daily digest of Hong Kong and China news in simplified and traditional Chinese

- scmp.com becomes the first in Hong Kong to launch citizen journalism in December 2005 to coincide with the World Trade Organization conference in Hong Kong
- SCMP launches the “**Financial Planner Awards 2005**”, co-organized with the Institute of Financial Planners of Hong Kong, to acknowledge individuals from the banking, insurance and financial advisory industries
- SCMP, in association with the International Newspaper Marketing Association and the Association of Accredited Advertising Agents of Hong Kong, holds a conference on “**The Role of Print in the Marketing Mix**” with over 200 media professionals in attendance
- Classified Post becomes the official media partner in a comprehensive survey of employee attitudes in Hong Kong conducted by Watson Wyatt, a leading global human capital and financial management consultant
- For the 16th consecutive year, SCMP and DHL promote the “**Hong Kong Business Awards**” to recognize outstanding individuals and companies
- SCMP presents the final three seminars of the SCMP-HKU-Citigroup Business and Economic Policy Seminar Series, attracting over 700 delegates
- **Operation Santa Claus**, the SCMP’s annual charity campaign raises a record HK\$12.2 million in cash, goods and services for 12 charities. This is the first time the campaign breaks HK\$10 million in its 18-year history

