



*Magazines enrich your world*

## 36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

### WELCOME TO BEIJING



Zhang Bohai, Chairman of China  
Periodicals Association,  
introduces creative foreign magazine  
advertising experiences to Chinese  
publishers

#### **Zhang Bohai:**

*Chairman of China Periodicals Association  
Member of the FIPP Management Board  
Working at China Periodicals Association for 15  
years and providing organizing, supporting service  
for Chinese periodical industry*

#### **Dear Friends and Colleagues,**

I was invited to give a speech on the development of China's magazine industry on the 31th World Magazine Congress held in Tokyo in 1997. At that time, people knew little about magazine publishing in China. After my speech, responses like "wonderful" were resonant through the conference hall, for people were amazed by the rapid development of China's magazine industry.

A decade later, the World Magazine Congress comes back to Asia. The 36th World Magazine Congress in 2007 will be held in Beijing by the suggestion of FIPP. This signifies that China's

growing magazine industry has gained considerable understanding and trust from the international magazine circle which shows its apparent attention to the prominent development of Asia's magazine industry. To make the 36th magazine congress a successful one is of great importance in promoting the solidarity and cooperation of China, Asia and the world's magazine industry. We have started the preparing working of this Beijing congress with enormous care, for this is the first time for Chinese magazine circle to be the host of such a large-scale international event of magazine industry. For nearly one year, with the great support from Chinese government and Chinese magazine circle, as well as the help from international magazine circle, especially FIPP, our preparing work, including the arrangement of congress venues, discussing theme and topics, cultural activities, fund raising as well as promotion and registration, has all gone smoothly. The theme of this Beijing congress is "Magazines Enrich Your World"! We are still designating the keynote speakers. The congress, which will take place from 5/13/2007 to 5/15/2007, is planned to host over one thousand people. The blue print of a one-thousand-people gathering becomes clearer and clearer in our minds. Certainly, great efforts are required to give birth to such a wonderful plan. We will spare no efforts to make this Beijing congress a successful gathering where the solidarity and cooperation of the world magazine circle would be promoted and strengthened; and a powerful and profound forum where people could explore the future of the world's magazine industry. At the same time, we would carefully arrange various cultural activities and travelling schedules, so as to offer our foreign friends a precious opportunity to experience Chinese traditional culture and to appreciate the beautiful landscapes of China. We warmly welcome your arrival next May!  
Welcome to Beijing!  
Welcome to China!

#### Principal Organizers:

General Administration of Press and  
Publications  
Beijing Municipal Government  
International Federation of the Periodical  
Press (FIPP)

#### Executive Organizers:

China Periodicals Association  
Beijing Municipal Bureau of Press and Publication



*Magazines enrich your world*

## 36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

### CONGRESS PROGRAM

**Saturday, 12 May 2007**

**Sunday, 13 May 2007**

9:00-17:00

19:00-22:00

**Monday, 14 May 2007**

7:30

8:30

10:00

10:30

11:00

12:00

13:30

14:00

15:00

15:30-16:45

17:00

17:00-20:00

Optional pre-congress tour to the Great Wall of China and the Ming Tombs

Optional pre-congress city tour to the Forbidden City and the Temple of Heaven

**China World Hotel** Registration

**Summer Palace** Welcome Reception & Dinner Sponsored by UPM

**China World Hotel**

Registration and Coffee

**Opening Ceremonies** including welcoming speeches from VIPs and brief cultural presentations

**Keynote speech 1: Long Xinmin, Director of GAPP**

Coffee break

**Panel 1: Digital Strategies for Magazines Part 1: Existing Technologies**

Lunch

**Keynote speech 2: Pat McGovern, IDG-International Data Group (USA)**

**Panel 2: Business and Professional Media: Transition from Publishing to Media Services**

**Moderator: Claus Wustenhagen, CEO of Vogel Medien (Germany)**

Coffee break

**Concurrent breakout sessions (choice of 4, simultaneous):**

**Concurrent breakout 1: Magazines in Developing Markets: China**

**Moderator: Zhang Bohai, Chairman of China Periodicals Association (China),  
and Hugo Shong, President of IDG China (China)**

**Concurrent breakout 2: Magazines in Developing Markets: Eastern Europe and Russia**

**Moderator: Pierre Lamuniere, Chairman of Edipresse (Switzerland) and Vice Chairman of FIPP**

**Concurrent breakout 3: Expanding Sales Outlets for Magazines and Getting More Efficient Distribution**

**Moderator: Ian Locks, CEO of PPA (UK)**

**Concurrent breakout 4: Business and Professional Media**

**Bus departure from China World Hotel to:**

**Capital Museum Reception**

International Federation of  
the Periodical Press (FIPP)

Querns House,  
55-56 Lincoln Inn Fields,  
London,  
WC2A 3LJ,  
UK  
Tel: +44 (0)20 7404 4165  
Fax: +44 (0)20 7404 4170

36th FIPP World Magazine Congress  
Executive Committee Office

Room 603  
South Building Longji Plaza,  
No. 97 Jinfan Street,  
Dongcheng District,  
Beijing 100005,  
China  
Tel: (86 10) 6432 1111 ext. 176  
Fax: (86 10) 6432 1106  
E-mail: [info@fipp36china.com](mailto:info@fipp36china.com)

Online Registration:  
[www.fipp36china.com](http://www.fipp36china.com)



Magazines enrich your world

## 36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

### CONGRESS PROGRAM

**Tuesday, 15 May 2007**

**China World Hotel**

8:00

Coffee

9:00

**Keynote speech 3**

9:30

**Panel 3: Increasing Magazines' Share of the Advertising Market**

10:30

Coffee break

11:00

**Panel 4: Keeping Up with Changing Consumer Tastes and Reading Habits**

12:00

Lunch

13:30

**Keynote speech 4**

14:00

**Panel 5: Digital Strategies for Magazine Publishers Part 2: New Media Technologies on the Horizon**

15:00

Coffee break

15:15

Concurrent breakout sessions (choice of 3, simultaneous):

Concurrent breakout 5: Magazines in Developing Markets: Southeast Asia, India and Middle East  
Moderator: George Green, President of Hearst Magazines International (USA)

Concurrent breakout 6: Magazines in Developing Markets: Audited Circulation and Readership Measurement

Concurrent breakout 7: Magazines and Search Engines: Threat or Opportunity?

16:30

**Closing keynote speech 5**

17:00-17:15

**Closing Ceremonies and Invitation to 2009 Congress**

19:00-22:00

**The Great Hall of the People Closing Reception & Dinner**

**Wednesday, 16 May 2007**

Optional visits to magazine publishing companies in Beijing

**Optional Shanghai Tour**

**Thursday, 17 May 2007**

Welcome reception dinner at **Shanghai Grand Theater** by the Shanghai Municipal Bureau of Press & Publication ( free )

**Friday, 18 May 2007**

Visits to publishing companies in Shanghai ( free ) / One-day sightseeing in Shanghai ( additional registration fee )

**19, 20 May 2007**

Two-day sightseeing Suzhou-Zhouzhuang tour / Two-day sightseeing Hangzhou-Wuzhen tour ( additional registration fee )

Delegates should arrange their own travel to and hotel accommodations in Shanghai ( approximately 2-hour flight from Beijing )

International Federation of  
the Periodical Press (FIPP)

Queens House,  
85-88 Lincoln Inn Fields,  
London,  
WC2A 3LJ,  
UK

Tel: +44 (0) 20 7404 4169  
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress  
Executive Committee Office

Room 603  
South Building Longji Plaza,  
No.67 Jiefang Street,  
Dangcheng District,  
Beijing 100005,  
China

Tel: (86 10) 6432 1111 ext. 176  
Fax: (86 10) 6439 1908  
E-mail: [info@fipp36china.com](mailto:info@fipp36china.com)

Online Registration:  
[www.fipp36china.com](http://www.fipp36china.com)



*Magazines enrich your world*

## **36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007**

### **SOCIAL EVENTS**

#### **Welcome Reception & Dinner**

##### **The Summer Palace**

**Sunday, 13 May 2007**

The Summer Palace is an extensive complex of buildings, gardens, and lakes, built in 1750 and finished in 1764. It has a land area of 290 acres with 75% of the surface covered by water. The Summer Palace is a perfect example of Chinese gardening arts, with delicately structured architecture embracing various types of pavilions, palaces and gateways, decorated with harmonious combinations of mountains, water, bridges and boats. The beautiful Kunming Lake is flanked by Longevity Hill on the north. The most characteristic site of the Summer Palace is the Long Corridor which extends more than 700 metres and is lined with scenes from Chinese history and mythology. The opening reception will be a informal networking opportunity incorporating cocktails and a Chinese buffet in the tranquil surroundings of the Summer Palace. ( Price: included in the delegate's registration fee )

#### **Evening Tour & Reception**

##### **Capital Museum**

**Monday, 14 May 2007**

The permanent "Brief History of Beijing" exhibition traces Beijing's 3,000-year history with a display of more than 1,000 objects.

The exhibition presents the city's history in six sections: the development of an organized community from ancient settlements; historical remains of the former cities of Yan and Ji; gradual development as an important northern center; the capital of half of China during the Liao and Jin dynasties; the world renowned Yuan Dynasty capital of Dadu; and the political center of the Ming and Qing dynasties.

( Price: included in the delegate's registration fee )

#### **Closing Reception & Dinner**

##### **Great Hall of the People**

**Tuesday, 15 May 2007**

The Great Hall of the People is located on the west side of the Tiananmen Square in Beijing. Housing the National People's Congress, it was completed in 1959. The shape of the building is representation of the Chinese character for "mountain" and it stretches 336 meters from south to north and 206 meters from east to west with a total coverage area of 15 acres. There are more than 30 halls named after Chinese provinces and decorated in appropriate regional styles. The closing ceremony and gala dinner will feature traditional cultural music and entertainment. ( Price: included in the delegate's registration fee )

International Federation of  
the Periodical Press (FIPP)

Queens House,  
55-56 Lincoln Inn Fields,  
London,  
WC2A 3LJ,  
UK

Tel: +44 (0) 20 7404 4160  
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress  
Executive Committee Office

Room 803  
Seals Building Longji Plaza,  
No.87 Jinhao Street,  
Dongcheng District,  
Beijing 100005,  
China

Tel: (86 10) 6462 1111 ext. 176  
Fax: (86 10) 6430 1108  
E-mail: [info@fipp36china.com](mailto:info@fipp36china.com)

Online Registration:  
[www.fipp36china.com](http://www.fipp36china.com)



*Magazines enrich your world*

## **36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007**

### **OPTIONAL SOCIAL EVENTS**

International Federation of  
the Periodical Press (FIPP)

Queens House,  
55-58 Lincoln Inn Fields,  
London,  
WC2A 3LJ,  
UK  
Tel: +44 (0) 20 7404 4180  
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress  
Executive Committee Office

Room 802  
South Building Longji Plaza,  
No.67 Jinhao Street,  
Dongcheng District,  
Beijing 100005,  
China  
Tel: (86 10) 6422 1111 ext. 170  
Fax: (86 10) 6422 1100  
E-mail: [china@fipp36china.com](mailto:china@fipp36china.com)

Online Registration:  
[www.fipp36china.com](http://www.fipp36china.com)

#### **PRE-CONGRESS TOURS**

##### **BEIJING & SURROUNDING AREA TOURS**

Tours will be organized on Saturday, 12 May to the Great Wall and the Ming Tombs outside Beijing and on Sunday, 13 May to the Forbidden City and the Temple of Heaven in Beijing. All tours will depart from the China World Hotel. This is subject to minimum attendance.

Price: \$70 per day per head, lunch included

##### **ACCOMPANYING GUEST / SPOUSE PROGRAM**

Tours for accompanying guests/spouses will be organized on Monday, 14 May and Tuesday, 15 May. Itinerary to be confirmed and is subject to minimum attendance. Registered accompanying guests and spouses are welcome to attend the Congress' formal social events for free.

Price: included in the spouse registration fee

#### **POST-CONGRESS EVENTS**

##### **VISITS TO MAGAZINE PUBLISHING COMPANIES IN BEIJING**

Informal visits to several magazine publishing companies based in Beijing will be organized on Wednesday, 16 May. Itinerary to be confirmed and subject to minimum attendance.

Price: free

#### **POST-CONGRESS TOUR TO SHANGHAI**

Thursday, 17 May 2007 Welcome reception dinner at Shanghai Grand Theater by the Shanghai Municipal Bureau of Press & Publication ( free )

Friday, 18 May 2007 Visits to publishing companies in Shanghai ( free ) / One-day city tour in Shanghai ( additional registration fee )

19, 20 May 2007 Two-day Suzhou-Zhouzhuang tour / Two-day Hangzhou-Wuzhen tour ( additional registration fee )

- One-day tour in Shanghai: Yuyuan Garden, Jade Buddha Temple, Shanghai Museum and Xintiandi. (\$45 per head, lunch included)
- Two-day Suzhou-Zhouzhuang tour: The Master of Nets Garden, Tiger Hill, Silk Science Research Institute and Zhouzhuang. (\$125 per head, 3 meals and 1 night hotel accommodations included)
- Two-day Hangzhou-Wuzhen tour: Ling Yin Temple, West Lake, Fish from Flowery, Harbor, Su Causeway and Paradise of Longjing Tea Connoisseurs. (\$130 per head, 3 meals and 1 night hotel accommodations included)

Delegates are responsible for their own travel to and hotel accommodations in Shanghai ( approximately 2-hour flight from Beijing ).



Magazines enrich your world

## 36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

### CONFERENCE REGISTRATION FORM

*Online registration is available from 31 August 2006. Please visit [www.fipp36china.com](http://www.fipp36china.com).*

*Deadline of online registration will be on 31 March 2007.*

**ATTENDEE INFORMATION** ( please complete all information accurately as this will be used in the program and on badge )

*Note: A Visa is required for all participants to enter the People's Republic of China. It is the responsibility of the delegates to obtain their visa from their local Chinese embassy or consulate. The Executive Office will issue an invitation letter to each registrant 24 hours after the confirmation of payment.*

#### REGISTRATION FEES

*For additional delegates, please complete a separate form.*

#### EARLY REGISTRATION

on or before 15 January 2007  
(per delegate)

In US\$ only

- \$2,250 Member
- \$2,500 Non-Member
- 1,395 Spouse/
- Accompanying Person

#### REGULAR RATE

After 15 January 2007  
(per delegate)

In US\$ only

- \$2,500 Member
- \$2,750 Non-Member
- \$1,395 Spouse/
- Accompanying Person

Please confirm if your  
company is a member of

FIPP

- YES
- NO

Title ( Mr./Mrs./Miss. ) \_\_\_\_\_

Family Name / Surname \_\_\_\_\_ First Name \_\_\_\_\_

Company Name \_\_\_\_\_ Job Title \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone ( include country & city code ) \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Dietary Requirements ( if any ) \_\_\_\_\_

#### ACCOMPANYING PERSON / SPOUSE INFORMATION ( if any )

*Accompanying person/spouse are welcome to take part in all social events and general sessions included in the Congress program plus an optional schedule of programs during the day including a city tour ( details to be confirmed ).*

Title ( Mr./Mrs./Miss. ) \_\_\_\_\_

Family Name / Surname \_\_\_\_\_ First Name \_\_\_\_\_

*Please fax this form to (86 10) 6430 1108 or email to [rinaliu@fipp36china.com](mailto:rinaliu@fipp36china.com).*

*For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.*



Magazines enrich your world

# 36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

## OPTIONAL TOUR REGISTRATION FORM

### ATTENDEE INFORMATION

Title ( Mr./Mrs./Miss. ) \_\_\_\_\_

Family Name / Surname \_\_\_\_\_ First Name \_\_\_\_\_

Accompanying Person / Spouse \_\_\_\_\_

*Please select which you would like to confirm:*

Saturday, May 12

Great Wall of China / Ming Tombs

\*May be cancelled if no. of participants is less than 20

No. of Persons

Price

\_\_\_\_\_

\$70 each

Sunday, May 13

Forbidden City / Temple of Heaven

\*May be cancelled if no. of participants is less than 20

\_\_\_\_\_

\$70 each

Wednesday, May 16

Visits to magazine publishing companies in Beijing

\_\_\_\_\_

Free

Post-Congress Shanghai Tours

Reception Dinner at **Shanghai Grand Theater**

Visits to magazine publishing companies in Shanghai

\* Transportation to Shanghai and hotel accommodations are the responsibility of the participants.

\_\_\_\_\_

\_\_\_\_\_

Free

Free

Travel in and around Shanghai

One-day sightseeing tour in Shanghai

Two-day sightseeing tour to Suzhou-Zhouzhuang

Two-day sightseeing tour to Hangzhou-Wuzhen

\* Payment for this tour will not be made now. Instead, it will be made upon arrival in Shanghai.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

( For detailed price information, please check "Optional Social Events". )

Please fax this form to (86 10) 6430 1108 or email to [rinaliu@fipp36china.com](mailto:rinaliu@fipp36china.com).

For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.

International Federation of  
the Periodical Press (FIPP)

Queen's House,  
66-68 Lincoln Inn Fields,  
London,  
WC2A 3LJ,  
UK

Tel: +44 (0)20 7404 4169  
Fax: +44 (0)20 7404 4170

36th FIPP World Magazine Congress  
Executive Committee Office

Room 803  
South Building Longji Plaza,  
No.67 Jinhao Street,  
Dongcheng District,  
Beijing 100045,  
China

Tel: (86 10) 6430 1111 ext. 178  
Fax: (86 10) 6430 9104  
E-mail: [rinaliu@fipp36china.com](mailto:rinaliu@fipp36china.com)

Online Registration:  
[www.fipp36china.com](http://www.fipp36china.com)

