

EVENT OPPORTUNITIES 2012

Aligning to Asia's major events

Art Stage Singapore

ART / LUXURY

JANUARY 12 – 15 / SINGAPORE

Art Stage Singapore is Asia's premier international art fair. It is a rendezvous point for the movers and shakers of the Asian Art market. Focused on quality through stringent selection, it provides an avenue for dynamic dialogue between collectors, artists, curators, galleries and art aficionados. Art Stage embraces Singapore's unique position as a bridge between the East and the West in a celebration of both emerging new regional artists and international superstar names.

<http://www.artstagesingapore.com/>

Estimated copies of The Wall Street Journal Asia: 2,000 (500 per day)

Estimated copies of WSJ. Magazine: 800 (200 per day)



Asian Financial Forum 2012

FINANCE

JANUARY 16 – 17 / HONG KONG

The Asian Financial Forum (AFF) brings together some of the most influential members of the global financial and business community to discuss developments and trends in the dynamic markets of Asia. The fourth AFF, in January 2011, attracted close to 1,800 participants and 461 journalists from 32 countries and regions to hear about the latest opportunities and challenges in Asia from more than 70 internationally respected leaders in government, financial and business sectors.

<http://www.asianfinancialforum.com/>

Estimated copies of The Wall Street Journal Asia: 600 (300 per day)



Singapore Air Show

AVIATION

FEBRUARY 14 – 19 / SINGAPORE

The Singapore Airshow, among the world's Top 3 aviation events, is the largest aerospace and defense event in Asia. Singapore Airshow serves as a global marketplace and networking powerhouse for the world's aviation community and has always been greeted with tremendous support from industry players. It brings together heads of the international aviation community, including key political and military leaders. For 2010, the Airshow again closed on a high note with deals and announcements worth about US\$10 billion in spite of a recovering economy.

<http://www.singaporeairshow.com/>



Special Advertising Section – Aerospace

In this section, published to coincide with the Singapore Air Show, we will profile the Asian aviation market, especially China and India. We will assess the likely impact of the new generation of Chinese-built short-haul airliners about to be unveiled. And we will look at innovations from the region's long-haul airlines in setting new standards in passenger comfort, connectivity and entertainment. We will also profile new automated technologies pioneered in the region, which allow aircraft to fly safer and more efficient routes. And we will assess the emergence in the region of global centers for aircraft maintenance and support. Finally, we will review the development of new military aerospace capabilities in the region.

Estimated copies of The Wall Street Journal Asia: 3,600 (600 per day)

For more information please contact your Journal sales representative.

Boao Forum for Asia Annual Conference

FINANCE

APRIL 1 – 3 / HAINAN, CHINA

As a non-government, non-profit international organization, Boao Forum For Asia (BFA) is the most prestigious and premier forum for leaders in government, business and academia in Asia and other continents to share visions on the most pressing issues in this dynamic region and the world at large.

The Forum is committed to promoting regional economic integration and bringing Asian countries even closer to their development goals. Countries across the region have responded with strong support and great enthusiasm, and the world has listened attentively to the voice coming from a tiny, quiet and scenic island at the southernmost part of China – Boao, the permanent site of the Annual Conference of the Forum since 2002.

<http://english.boaoforum.org/>

Estimated copies of The Wall Street Journal Asia: 3,000 (1,000 per day)



Hainan Rendez-Vous 2012

LUXURY

APRIL 5 – 8 / HAINAN, CHINA

Following the success of the two previous editions and only two years after the Beijing government announced its intention to transform Hainan into a global luxury destination, the Hainan Rendez-Vous (HRV), China's leading superyacht and business jet show, is propelling Hainan to the very center of the international lifestyle scene. The show is becoming a landmark event for China's affluent and influential decision makers, providing them with a platform for top level communication and collaboration. Over 15,000 visitors attended the event last year, which was heavily covered in both domestic and international media.

<http://hainanrendezvous.com/en/>

Estimated copies of WSJ. Magazine: 2,000 (500 per day)



Auto China 2012

AUTO / LUXURY

APRIL 23 – 29 / BEIJING, CHINA

Auto China, jointly founded by the China National Automotive Industry Corporation (CNAIC) and China Council for the promotion of International Trade, is the leading auto and auto parts exhibition in China. Established in 1990, Auto China is now the dominant auto show in China with positive impact to the global automotive and exhibition industry. It plays an active role in strengthening the exchanges and cooperation between Chinese and foreign automotive circles and in enhancing the development of the automotive industry of China.

<http://www.china-autoshow.com/2010bjx/en/>

Estimated copies of The Wall Street Journal Asia: 1,400 (200 per day)

Estimated copies of WSJ. Magazine: 700 (100 per day)



Hong Kong International Art Fair

ART / LUXURY

MAY 17 – 20 / HONG KONG

ART HK is the leading art fair in Asia and a key fixture on the international art calendar. In 2011 ART HK welcomed 260 of the world's leading galleries from 38 countries and brought an attendance of 63,000 (up 38% on 2010). With more billionaires in Asia than in Europe, the art world recognizes the significant market potential in the region, and the role ART HK plays in accessing that potential. Widely acknowledged as an important platform for networking in the international art community, ART HK brings together collectors, curators, artists and galleries from across Asia and the rest of the world.

<http://www.hongkongartfair.com/>

Estimated copies of The Wall Street Journal Asia: 2,000 (500 per day)

Estimated copies of WSJ. Magazine: 2,000 (500 per day)



For more information please contact your Journal sales representative.

Computex 2012

TECHNOLOGY

JUNE 5 – 9 / TAIPEI, TAIWAN

COMPUTEX TAIPEI has become the largest computer exhibition in Asia and the second largest in the world, next to CeBIT in Germany. Each year, key global businesses come to this event to launch their new products. Since a large portion of the businesses in the world have research and deployment centers or production facilities in Taiwan, this exhibition attracts observers, analysts, and journalists of computer and information industries from all over the world to discover and report the latest technologies, developments, and trends.



<http://www.computextaipei.com.tw/>

Estimated copies of The Wall Street Journal Asia: 2,500 (500 per day)

CommunicAsia 2012

TECHNOLOGY

JUNE 19 – 22 / SINGAPORE

CommunicAsia is Asia's largest integrated ICT platform, where key executives from the industry congregate to network, create business opportunities, and shape industry trends. CommunicAsia2011 attracted 27,682 industry professionals of which around 49% were from overseas. A total of 49 buyer group delegations attended the event to source and network with the large selection of exhibitors. Visitors were treated with a galore of global innovations which debuted at the event from Huawei's MediaPad to Nokia's new N9 smartphone and their latest suite of mobile devices and services. Mobile application developers, satellite companies and cloud services were also a major hit with visitors. CommunicAsia2011 had 1,312 exhibitors from 51 countries / regions. Occupying 3 levels of the exhibition centre, exhibitors and 26 group pavilions showcased their latest in ICT products and solutions, wowing trade visitors both internationally and locally.



<http://www.communicasia.com/>

Special Advertising Section – Digital Life

Timed to coincide with CommunicAsia 2012, this section focuses on trends and innovations at the forefront of Asia's information and communication technology (ICT) industry. This sector influences every aspect of business, improving the speed, reliability and security with which companies communicate, share information and increase brand awareness. From cloud computing, smartphones and the use of apps to next-generation mobile broadband, we focus on the latest products and services devised to enhance all business in this sector. We will also explore the key business issues in areas such as network security, technological convergence, satellite communications and mobile marketing.

Estimated copies of The Wall Street Journal Asia: 40,000 (10,000 per day to the event and hotels)

Mobile Asia Expo

TECHNOLOGY

JUNE 20 – 22 / SHANGHAI, CHINA

The inaugural Mobile Asia Expo in 2012 will be held in the heart of Shanghai in the state-of-the-art Shanghai New International Expo Centre (SNIIEC) and is expected to draw approximately 20,000 attendees. The Mobile Asia Expo, which builds upon the success of the GSMA's previous Mobile Asia Congress events, will continue to attract the leaders of the mobile industry, and also executives from other sectors such as consumer electronics, automotive, healthcare and utilities from China, throughout Asia and around the world. The Mobile Asia Expo will also address the Shanghai consumer market, welcoming mobile-passionate consumers seeking the latest in mobile technologies, products and services.



<http://www.mobileasiaexpo.com/>

Estimated copies of The Wall Street Journal Asia: 3,000 (1,000 per day)

For more information please contact your Journal sales representative.

Tianjin Rendez Vous 2012

LUXURY

JUNE / TIANJIN, CHINA

Following the success of the two previous editions of Hainan Rendez-Vous, the Tianjin Rendez-Vous will be held in Tianjin, the Deauville of Beijing. Located at only 150km from Beijing and facing the Bohai Sea, Tianjin has a great potential to become the next exclusive luxury destination. Organized by the creator of the renowned Hainan Rendez-Vous, Tianjin Rendez-Vous will be the next exciting event associating a selection of high-end luxury yachts, cars and products.

[Details TBC](#)

Details TBC

World MBA Tour

EDUCATION

AUGUST, NOVEMBER / VARIOUS CITIES IN ASIA

The QS World MBA Tour is the most prestigious MBA fair in the world and is perfect for anybody looking to begin studying an MBA. The QS World MBA Tour provides an outstanding opportunity for candidates to meet representatives of the world's leading business schools face to face. It is an unparalleled opportunity to help candidates make informed education and career choices, while giving participating business schools the chance to meet a highly targeted audience of the world's brightest young professionals.



<http://www.topmba.com/>

Estimated copies of The Wall Street Journal Asia: 6,000 (300 per day)

Social Media World Forum Asia

DIGITAL

SEPTEMBER / SINGAPORE

Social Media World Forum is the leading social media marketing event that connects marketers, digital brand managers, agencies, monitoring, pr, gaming, tv, mobile and many other practitioners and sectors embracing social media marketing. Running in London, New York, Cape Town, Dubai & Singapore, the SWMF event covers key areas such as building your social media marketing plan, social crm, social shopping, social search, monitoring & measurement, B2B social media, location based marketing, social tv, social reputation, community building, crisis management, gaming & virtual currencies, mobile social media and much more. A fully packed agenda looking into how brands can use social media as a marketing tool, the latest tips and tricks, how brands are moderating and measuring their conversations and results, and how the major social networks are positioning themselves within the market.



<http://www.socialmedia-forum.com/asia/>

Estimated copies of The Wall Street Journal Asia: 600 (300 per day)

Shanghai ATP Masters

SPORTS

OCTOBER / SHANGHAI, CHINA

Since 2002, Shanghai hosted the Tennis Masters Cup five times, captivating the sporting world with excellent organization, splendid matches and wonderful service and hospitality. In 2007, the ATP World Tour and Shanghai sealed the deal that awarded Shanghai ownership of the only ATP Masters 1000 tournament outside of Europe and North America. The city hosted the first edition of this tournament in 2009, known as Shanghai ATP Masters 1000 presented by Rolex. This important tournament achieved huge success and was honored by being named ATP Masters 1000 Tournament of the Year in 2009. This is the first tournament ever at the highest level on the ATP World Tour to be awarded this prestigious trophy in its inaugural year.



<http://www.shanghairolexmasters.com>

Estimated copies of The Wall Street Journal Asia: 4,500 (500 per day)

For more information please contact your Journal sales representative.

Airshow China 2012

AVIATION

NOVEMBER 13 – 18 / ZHUHAI, CHINA

China International Aviation & Aerospace Exhibition (namely Airshow China) is the only international aerospace trade show in China that is endorsed by the Chinese central government. It features the display of real-size products, trade talks, technological exchange and flying display. Since 1996, the show has been successfully held in Zhuhai in every even-number year for eight sessions.

<http://www.airshow.com.cn/en/>



Special Advertising Section – Aerospace

In this section we focus on one of the world's top aviation markets—China—where a dynamic approach is attracting big investment from passenger and freight airlines around the globe.

China is also making its mark in manufacturing airliners and, with air traffic increasing, is home to a rapidly growing number of airports, including national and regional hubs.

Today, so much depends on efficient, cost-effective air transport: in this section we explore the ways in which companies', individuals' and societies' needs are met with the latest products, developments and services in both passenger and freight aviation. From the latest aircraft to the implementation of new aerospace technologies, this section covers all the key factors.

Estimated copies of The Wall Street Journal Asia: 3,000 (500 per day)

For more information please contact your Journal sales representative.