

***WELCOME TO THE 2011/2012 SMG NEWSLETTER!***

*SMG is excited to share with you the latest news on our events and projects.  
All of our upcoming events and projects are open for collaboration opportunities for  
product(s), brand(s) and organization(s).*

***TURNING A NEW LEAF WITH ITS VISUAL BRANDING.  
SMG PROUDLY INTRODUCES ITS NEW LOGO THIS AUTUMN!***

The New...



The Old...



## OUR EVENT DETAILS

### 1. “ENCHANTED LIGHT by PAT FOK” Exhibition

A charity sale of photographic work “ENCHANTED LIGHT BY PAT FOK”, for Suicide Prevention Services, was held at the ifc Mall 22 February – 01 March 2011. The exhibition showcased 20 of the most impressive, never-been-seen photos from the new book “*Enchanted Light*” by internationally renowned photographer Pat Fok.

These enchanting light photographs represent a distinct change from Pat's previous work and were selected through the auspices of Creative Director and Founder of SMG, Richard Kwang.



Exhibition Overview



Martin Lee, friend, Lee Chau Kee, Pat Fok, Ian Fok, Walter Kwok, Mrs. Ian Fok



Pat Fok, Richard Kwang

For holding similar events, please contact Alan Yeung: [alan@smg-asia.com](mailto:alan@smg-asia.com)



## 2. 5<sup>th</sup> Asian Films Awards

SMG was proud to be the official PR and Media Agency for the 5th Asian Film Awards. In this role we were responsible for overall PR and media relations management, strategic alliance development, sponsorship solicitation, press centre and press junkets management, on-site media reception, red carpet coordination and post-event media management.



Celebrities on red carpet

Press Junket

For holding similar Awards and red carpet occasion events, please contact: [alan@smg-asia.com](mailto:alan@smg-asia.com)

## 3. CLARINS - Macau Opening

The Clarins opening at "New Yaohan" in Macau on was organized by SMG and attended by special guests Christian Courtin-Clarins, Chairman of Clarins Group, with Laurent Lautier, Regional President, and Damien Tonneau, Hong Kong & Macau President on hand to celebrate the opening. They were joined by celebrity models Mandy Lieu, Marie Zhuge and Alice B who travelled to Macau especially for this grand opening ceremony.

Please contact Elsie Sit for more information: [elsie@smg-asia.com](mailto:elsie@smg-asia.com)



Ms. Alice B, Ms. Mandy Lieu, Ms. Marie Zhuge



Founder of CLARINS Mr. Christian Courtin-Clarins and guests

#### 4. The 4<sup>th</sup> Hong Kong Yogathon 2011

In 2008 SMG created a meaningful and challenging charity fundraising event – Hong Kong Yogathon – the prime objective of which is to promote health awareness among Hong Kong citizens via yoga practice, and is fully supported by the Yoga Federation of India and Yoga Federation of Hong Kong.

The first three(3) Hong Kong Yogathon raised funds for the Hong Kong Hereditary & High Risk Breast Cancer Programme.

This year the 4<sup>th</sup> Hong Kong Yogathon was held on Sunday 10 April 2011 at Happy Valley Racecourse to raise funds, for the first time, for the Hong Kong Breast Cancer Foundation.

For more information, please contact Alan Yeung: [alan@smg-asia.com](mailto:alan@smg-asia.com) or visit: <http://www.hkyogathon.com>



Mass yoga workout



2011 Hong Kong Yogathon at Happy Valley Racecourse



Event Ambassador Ms. Vincy Chan

#### 5. Sorella Print & TVC Campaign Development

SMG was proud to participate in the development of the Sorella lingerie advertising campaign for Singapore and Malaysia which featured TVB popular actress Tavia Yeung as their spokesperson and is equally proud to have had the opportunity of working with distinguished photographer, Wing Shya, the Creative Director for the campaign.



Ms. Tavia Yeung



Mr. Wing Shya

For more information, please contact Elsie Sit: [elsie@smg-asia.com](mailto:elsie@smg-asia.com)

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## 6. 1010 Quintessentially “Sparkles of Life” Champagne Pairing Party

The staging of the first-ever pairing of champagnes with the finest quality canapés was held in *French Window* at ifc on 09 June 2011. Existing 1010 Quintessentially members and their prestigious friends attended the party where they also enjoyed “Time Pieces on Parade” presented by Audemars Piguet – the renowned luxury brand.



Mr. Mark Liversidge of 1010 and  
Mr. David von Gunten of Audemars Piguet with guests



"Sparkles of Life" Party venue



Parade of Audemars Piguet Time Pieces

Interested in holding a similar event for your company? Please contact: [elsie@smg-asia.com](mailto:elsie@smg-asia.com).

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## 7. Audemars Piguet Royal Oak Offshore 44mm Product Launch Party

*Royal Oak Offshore* Chronographs were launched at the AP Summer Chic Cocktail Party held at the Island Shangri-la's Waterside Terrace on 21 July 2011.

The new timepieces in the *Royal Oak Offshore* collection were demonstrated by top model couple Anthony and Jocelyn whilst celebrity and special guests were being treated to an impressive array of fine food and champagne.



Models wearing Royal Oak Offshore 44mm



"Summer Chic" Party venue



Mr. David von Gunten with guests

Please contact Michelle Yeung for more information: [michelle@smg-asia.com](mailto:michelle@smg-asia.com)



## 10. The 3<sup>rd</sup> Hong Kong Dance Marathon 2011

In 2009, SMG created and developed the Hong Kong Dance Marathon, an event to benefit Suicide Prevention Services (SPS) and to promote their ethos that a positive way of life and community spirit reinforces the message that life is worth living.

The 3<sup>rd</sup> Dance Marathon will be held in November this year.

The successful turnout in 2009 and 2010 produced great media coverage from major newspapers, popular magazines and online platforms along with RoadShow's massive bus fleet and Convey outdoor TV.

A star-studded celebrity line up will attend the event this year to show their support.



Founder and Creator



William Chan, Sherman Chung, Sunny Wong and guests



MegaBox - Mega Ice



Convey outdoor advertisement

For this year's sponsorship opportunities, please contact Alan Yeung: [alan@smg-asia.com](mailto:alan@smg-asia.com) or visit: <http://www.hkdancemarathon.com>

## 11. The Racing Club at Hong Kong Jockey Club



The Racing Club is the Hong Kong Jockey Club's new membership category that aims to cater to young professionals who enjoy fine dining with a difference.

SMG continued its collaboration with the Racing Club through strategic alliance formation to allow upwardly mobile professionals to experience the facilities, ambience and buzz of the Racing Club on race nights. Together with the Jockey Club, SMG are promoting horseracing as a fun and interesting alternative form of evening entertainment.

Read more on the new membership: <http://racingclub.hkjc.com/>

For more details, please contact Michelle Yeung: [michelle@smg-asia.com](mailto:michelle@smg-asia.com)



## **2011/2012 Event Highlights....**

	<b>Project</b>	<b>Date</b>
1	"ENCHANTED LIGHT by PAT FOK" Exhibition	22 February – 01 March 2011
2	5 <sup>th</sup> Asian Films Awards	March 2011
3	CLARINS - Macau Opening	26 March 2011
4	The 4 <sup>th</sup> Hong Kong Yogathon 2011	10 April 2011
5	Sorella Print & TVC Campaign Development	19 May 2011
6	1O1O Quintessentially "Sparkles of Life" Champagne Pairing Party	09 June 2011
7	Audemars Piguet Royal Oak Offshore 44mm Product Launch Party	21 July 2011
8	1O1O Flagship Store Opening	18 August 2011
9	Jue Yao CD Release Campaign	September 2011
10	1O1O Quintessentially Lifestyle Event	September 2011
11	Master Movie Channel	October 2011
12	The 3 <sup>rd</sup> Hong Kong Dance Marathon 2011	November 2011
13	Jue Yao in Concert	December 2011
14	Richard X Zawitz Infinity Art One Man Show Exhibition	January / February 2012
15	Movie Marathon	March / April 2012
16	The 5 <sup>th</sup> Hong Kong Yogathon 2012	April 2012
17	The Racing Club at Hong Kong Jockey Club	On-going

**More to come ...**

For information & enquires, please contact: [alan@smg-asia.com](mailto:alan@smg-asia.com)  
or visit: [www.smg-asia.com](http://www.smg-asia.com)