



Special sponsor:



EuroCham Business Luncheon

HOW TO LEVERAGE MARKET RESEARCH AND BUILD YOUR BRAND WITH IMPACT

With a challenging economic outlook and fierce competition, only the strongest brands will survive across Vietnam. How will your brand understand this changing consumer landscape, react and attract your customers?

Join this Eurocham session for the latest Vietnamese consumer trends and 'how-to' steps to fully leverage your market research knowledge and build your brand for maximum impact.

Chris Elkin – Managing Director, red brand builders

A UK Chartered Marketer and based in S.E. Asia for 11 years, Chris has helped to build many famous brands throughout the UK, USA and S.E. Asia. Chris has held a number of regional multinational brand agency roles, with in-market experience ranging from Japan and Hong Kong to Singapore, Malaysia and Indonesia. Chris came to Vietnam in 2005 and has since co-founded the brand consultancy and marketing agency red brand builders with a focus in creating, re-positioning and expressing brand brands to create impact.

Mr. Colin Kinghorn - Country Head, Synovate Business Consulting

Colin has over 20 years management experience, the last 13 of which has been in senior roles. Originally from the UK, Colin has worked in Ireland, Spain, Australia, Laos and Thailand. He is also a former member of the Board of Directors of a UK Housing Company as well as a past Chairman of the Institute of Internal Auditors. Educated in Edinburgh, Colin graduated from Napier University. As Head of Business Consulting, Thailand, Colin will take responsibility for overseeing the quality of our work for you, working closely with the team to ensure that our work is delivered on time and addresses the agreed scope in full.

AGENDA:

- 11.45 – 12.00: Registration
- 12.00 – 12.05: Welcome remarks
- 12.05 – 13.00: Presentations
- 13.00 – 13.30: Q&A
- 13.35: Closing remarks

Date & time: 11.45am - 1.30pm, Thursday, 08th September 2011

Venue: Caravelle Hotel Saigon, 19 Lam Son Square, District 1, Ho Chi Minh City

Fee: Member & Co-host: VND 650,000; Non-member: VND 950,000

For registration, please contact Ms. Nhung
on events-hcmc@eurochamvn.org or call 3827 2715

Co-hosts:



All cancellations must be made 24 hours prior to the event otherwise no show will be charged due to obligations with venue.