



INVITATION BRAND GLOBAL FORUM BOSTON

December 9th 2019 | 5 - 8 p.m.
InterContinental Boston
510 Atlantic Ave, Boston, MA 02210

www.brandglobal.org



Dr. Gerhard Hrebicek
President European Brand Institute,
Chairman ISO 20671, Partner of UNIDO

The motto BRANDS CREATE VALUE, GROWTH AND PROSPERITY highlights the impact of brands today and even more in the future.

Brands- if proactively managed and measured- create value for companies and associations, cities, regions and national economies.

We will discuss how brands contribute to competitiveness and sustainable growth, show case studies and success stories, introduce alternative financing opportunities for brands to enable strategic transformation for sustainable development.



Dr. Stephan Unger
Director European Brand Institute USA
Professor for Finance at
Saint Anselm College, NH, USA.

The management of a brand is a very important aspect in sustainable value creation.

Brand management enables easier access to capital by attracting investors who care about the proper management of a company's brand.

We show how companies which manage their brands outperform their peer groups and how they can create a competitive advantage.

INFORMATION & REGISTRATION: office@europeanbrandinstitute.com

BRANDS CREATE VALUE, GROWTH AND PROSPERITY

5.00 p.m. **WELCOME & OPENING REMARKS**

5.15 p.m. **BRAND VALUE IMPROVEMENT, EVALUATION, CERTIFICATION, BASED ON ISO 20671**

Dr. Gerhard Hrebicek, President European Brand Institute

- Introduction of developments and trends background of brand value
- Latest international programs - e.g in cooperation with UNIDO
- Benefits and potentials for companies regions/cities, organizations & stakeholders

THE ADVANTAGES OF BRAND VALUE INVESTING

Dr. Stephan Unger, Director European Brand Institute USA

- Value enhancement through brand management- approaches, performance and company value increase, benchmark analysis, selection process
- Brand certification process- survey, audit, training & consulting
- Solutions for financial investors, available financial vehicles, instruments, fund issuance

7.15 p.m. **PRACTICAL QUESTIONS**

Around the implementation, benefits and potentials for companies, regions/cities, organizations & stakeholders



VALUE TO BRANDS



ABOUT EUROPEAN BRAND INSTITUTE



The European Brand Institute is an independent and leading institute for the evaluation of intangible assets. Our key activities emphasize around brand value.

BRAND
INVEST



We promote brand value awareness, support global brand management, engage actively in brand value research, standards development and the implementation of such global standards.



In cooperation with our partner UNIDO we develop regional initiatives to create awareness and assist organizations to communicate and improve the business and societal value of brands.

BRAND
VALUATION

www.europeanbrandinstitute.com