



UNIDO and European Brand Institute sign a Memorandum of Understanding on cooperation

VIENNA, 16 March 2020 –The Director General of the United Nations Industrial Development Organization (UNIDO), LI Yong, and the President of the European Brand Institute (EBI), Gerhard Hrebicek signed a Memorandum of Understanding (MOU), today. The MOU reiterates their intention to expand the existing partnership to realize the 2030 Agenda for Sustainable Development.

By signing the MoU, UNIDO and EBI are aiming to develop a long-term relationship that will further promote the potential of branding as a tool for Inclusive and Sustainable Industrial Development (ISID), to assist developing countries and countries with economies in transition. Cooperation with EBI, whose mission is to assist SMEs in maximizing value and sustainability through sound and innovative brand management, is also in line with UNIDO's stance on leveraging partnerships with the private sector to enhance the impact of its industrial development interventions.

“UNIDO and EBI enjoy a successful track record of cooperation promoting branding as driver of improved competitiveness, value-added and market share among SMEs. Building on the strong foundation laid by the previous joint initiatives, we will continue to identify possibilities for enhanced cooperation aimed at advancing sustainable and inclusive economic development by providing innovative branding solutions within UNIDO technical assistance projects,” stated Director General LI Yong.



EBI's mission is to guide companies of all sizes in maximizing value and sustainability through sound and innovative brand management. Its objectives complement that of UNIDO in this regard.



“Our 25 years of experience in research and evaluation of intangible assets, especially brands, and participation in international standardization prove that brands are the key to sustainable economic growth, improved competitiveness and essential if we are to achieve the objectives of the United Nations 2030 Agenda for Sustainable Development and its 17 development goals (SDGs). Therefore, we are honored and appreciate the successful joint programme and fruitful partnership with UNIDO to further improve the contribution of valuable brands globally,” EBI president Gerhard Hrebicek pointed out.

Currently, as part of joint efforts to provide a holistic branding approach tailored to the specific needs of local SMEs, UNIDO and EBI have jointly developed an innovative service module titled "Branding for competitiveness and sustainable growth" (B4C) offering direct support to UNIDO Member States for enhanced sustainability, productivity and international competitiveness based on a higher value added.

In April 2019, UNIDO and EBI jointly organized the 15th “ICONVIENNA - Brand Global Summit” on the theme “Brands Create Prosperity”, which served as a platform for exchange of innovative branding practices and provided an opportunity to present a series of pilot success story projects from Armenia, Montenegro and Tajikistan, generated by the B4C module. “B4C” has helped to establish umbrella brands that have enhanced productivity, competitiveness and market-access of the local SMEs thereby making a significant contribution to the socio-economic development, jobs and export generation in these countries.



This year on 29-30 June 2020, UNIDO and EBI will jointly hold the “Brand Global Summit - 2020” on “Brands for Sustainability” that will leverage the power of branding as a tool to foster Inclusive and Sustainable Industrial Development and to achieving the Sustainable Development Goals (SDGs). The major themes of this year’s summit are destination, city and region branding, corporate branding, brand investments for sustainability, brand funds, brands for competitiveness and sustainable growth, brand for innovation and entrepreneurship. The event will be an excellent opportunity to showcase success stories and to share experiences about utilization of branding as an effective solution to support regions to improve the quality of their products, to achieve higher productivity, to diversify and to attract investments.

For more information, please contact us:

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About UNIDO

<https://www.unido.org/>

United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability in

As of 1 April 2019, 170 States are Members of UNIDO. They regularly discuss and decide UNIDO's guiding principles and policies in the sessions of the Policymaking Organs.

About EUROPEAN BRAND INSTITUTE

<https://www.europeanbrandinstitute.com/>

The European Brand Institute (EBI) is Europe's leading institute for the evaluation of intangible assets. The key activities emphasize on brand value and patent value.

Through the research and participation in the international standardization of brand and patent valuation and especially the ISO standards on brand evaluation, as well as advisory and consulting services, EBI contributes to a sustainable development in Europe and globally.