LOOKING FORWARD, LOOKING BACK: DRAWING ON THE PAST TO SHAPE THE FUTURE OF MARKETING

Co-Hosted Events

14th November, 2014

Also Featuring

GLOBAL MARKETING EXCELLENCE AWARDS

14th November, 2014

Congress Chairman

S. P. SHUKLA
President - Group Strategy, Defense Sector, and Chief Brand Officer
Mahindra & Mahindra Ltd.
**SPEAKERS**

**ERIK SAELENS**
Executive Strategy Director
Brandhome

**Topic:** The Story Wars: how brand stories beat advertising tales (An inspirational and practical view on the revival of the oldest form of brand marketing)

The Story Wars: how brand stories beat advertising tales. An inspirational and practical view on the revival of the oldest form of brand marketing. Today’s consumers don’t take anything for granted anymore, because no one has to anymore. For brands there is a rapidly growing need to adapt to that and become Triple-A brands. Brands need to have more than a promise. They need to have a story. A story that is true, real, authentic and is directing every move. The question now is: How are we going to create the right image? The question now is: How are we going to make people trust us?

Authenticity, Accountability and Activation are the three crucial elements any brand will have to work at to stand a chance in this open and transparent society, where the power of knowledge has shifted into the consumer’s hands. Brands cannot afford to hide behind a pretty image, they have to be solid and true to their word. Authenticity, Accountability and Activation should be the cornerstone of any brand’s communication strategy.

Saeiens created a thorough and effective storytelling approach: story mining, storylining, storytelling, story selling and story building. These steps are the building blocks for the continuous effort that is needed to really connect with consumers and turn them into loyal followers of your company or brand. He will take you through the steps and show you when and how to apply them. He will also explain why it is essential for Triple-A brands to work with these steps, as they form a secure guideline for authentic, identity- and brand-based communication.

Saeiens will take you through the way to actively start storytelling and how to keep your story alive to earn and build the trust from people that any brand will need to win the Story War.

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**JOESCHER CHEE**
Founder & Principal Brand Consultant
Joescher + Adhaus

**Topic:** Brand Transformation start with Culture Transformation

Joescher Chee started his entrepreneur journey at age 23, was trained in international agencies, where he didn’t enjoy the culture of the agency, but loves the industry very much. Therefore, he decided to start his own company, with the passion to make a difference in the industry and touch lives with the brands he builds. Founded Joescher + Adhaus, a 4A’s Accredited Brand Building Firm. Over the past 8 years, he has worked with more than 100 brands, across 23 industries. From national security, building material manufacturer to entertainment, insurance, telco, fashion retail, property developer, food & beverages, animal welfare, baby wellness and many more.

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**PAUL GALESLOOT**
Global Chief Operating Officer
Cowan

**Topic:** Building a global brand in India

Paul is Global Chief Operating Officer for global brand design consultancy Cowan. Paul joined Cowan as Strategy Director in Australia. Since then he has been Managing Director China and recently global COO based in Singapore. Prior to Cowan Paul developed advertising for Unilever and Coca-cola and worked in sports marketing in London. He lived in six countries on three continents. Moreover he is a loving husband, devoted father and average football player.

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**SUE MIZER**
Managing Director
Young & Rubicam Business Consultants
Group Geneva

**Topic:** East & West. 10 Critical Steps to Successfully Migrating Brands Across the Globe

Sue Mizera is Director of Young & Rubicam Business Consultants, a division of Young & Rubicam Group, Geneva, which she created. A 26 year veteran of Young & Rubicam, Sue has extensive experience with international business across many industry sectors. The focus of Sue’s work with all her clients is the creation, management and amplification of their brands. In Geneva (1991-present), clients have numbered DuPont, Microsoft Business Dynamics, Medtronic, Caterpillar, Galderma, SGS, Stryker, Areta (T&D), Simirin (Rolecen Telecom) and Swagelok as well as numerous UN/NGOs. At Y&R in New York (1996-91) her clients numbered Disney, Kraft and Colgate Palmolive.

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**TOM SITATI**
Managing Partner
Brand Integrated Consulting

**Topic:** Culture as the Key to Unlocking Customer Value: An African Perspective

Tom Sitati is the Managing Partner of Brand Integrated Consulting, a Nairobi based brand and business advisory firm. He holds a masters degree in New Media from the University of Leicester. Tom has written extensively on branding and is the author of two books; It’s a Brandied World and Brandly Speaking. He is a past chairman of the Marketing Society of Kenya and currently sits on the global advisory board of the World Brand Congress.
DELANIE WEST
Vise President Product Development - Creativity Center
Faber-Castell, USA

Faber-Castell creative executive specializing in creative direction, brand and product development, graphics and brilliant aesthetics. West (@delaniewest) is an award winning creative director & product development executive with a career emphasis on product and brand development for creative consumer products. Delanie has over 17 years experience in creative design and product development. Delanie was previously Creative Director at Black Girls RUN, SDI Technologies (Home) and was Vice President & General Manager of Creative and Product Development at EK Success / Wilton Brands, where she specialized in international product sourcing, key account & manufacturer relations, product, brand, art & design development, color forecasting & trend spotting.

ZAHEER NOORUDDIN
Regional VP - Digital (APAC)
Waggener Edstrom

Topic: The New Dynamic of Marketing is Brand Storytelling

As the head of Studio D, Waggener Edstrom Worldwide’s digital operations, in Asia Pacific, Zaheer Nooruddin is responsible for leading and expanding the agency’s digital business across the region. Zaheer works closely with the APAC Leadership Team and Studio D leads in each market to formulate and deliver an aggressive and innovative digital strategy that compliments the agency’s fast-growing footprint in the region. Additionally, Zaheer is responsible for nurturing and developing the agency’s digital skills in the region. Zaheer joined Waggener Edstrom after serving as APAC regional lead digital strategist at Burson-Marsteller, where he led the strategic development of an integrated digital offering for the region, built a digital strategist bench in APAC, and managed regional new business development opportunities that required digital consultancy. During his time there, Zaheer co-authored the international book, “The Social Media MBA”, as well as numerous digital white papers and thought-leadership articles on the emerging trends of mobile, social, and analytics in marketing and communications across Asia Pacific. Before taking on his role at Burson-Marsteller in Hong Kong, Zaheer was the head of Edelman Digital for China at Edelman Public Relations, where he launched and built the firm’s digital practice from Beijing. Zaheer has also worked at top digital marketing services agencies, including Ogilvy One in China, Proximity Worldwide/BBDO in Dubai, and Wunderman. A truly global citizen, Zaheer has worked in diverse and dynamic markets including India, South East Asia, Greater China, Korea, Japan, and across the Middle East & North Africa. He began his career in a marketing role with a multi-media publishing company in New York City. He is presently based in Singapore.

“Be undeniably good. No marketing effort or social media buzzword can be a substitute for that.”
- Anthony Volodkin

DONOVAN NEALE-MAY
Executive Director
Chief Marketing Officer (CMO) Council

Neale-May, 59, is the founder and executive director of the Chief Marketing Officer (CMO) Council (www.cmo.council.org), a global affinity network of more than 6,000 senior marketing and branding executives, who collectively control more than $200 billion in annual marketing spend. Neale-May is also the founder and executive director of the Business Performance Innovation (BPI) Network (www.bpinetwork.org), a global management community dedicated to identifying, exploring and sharing emerging trends and transformational ideas and practices that are reshaping world markets and competitive landscapes.

Neale-May serves as president and managing partner of GlobalFluency Inc., the leader in Intelligent Market Engagement™, with 70 offices in over 40 countries. Collectively, GlobalFluency (www.globalfluency.com) member firms have annual billings of $50 million and employ 450 professionals servicing scores of clients across the Americas, Europe, Asia-Pacific, Africa and the Middle East. He has been managing and running his respected multi-channel marketing and perception management business since 1987, operating from Silicon Valley and New York offices.

Previously, Neale-May held senior positions with marketing, promotions and PR agencies, including Ogilvy & Mather, in Silicon Valley, New York, London and Los Angeles. During his 35 years as an international marketing and branding strategist, Neale-May has consulted with over 300 leading multi-national, new venture starts and emerging growth companies. Neale-May is listed as one of the Top 100 Most Influential B2B Marketers in North America by B2B Magazine. He serves on the board of directors for Travelzoo (NASDAQ: TRZD) and is a member of the Rhodes University Board of Governors in South Africa. He is also an adjunct professor at Seoul National University in South Korea.

ZIA PATEL
Director
Wolff Olins, India

Zia Patel has over 10 years of experience in the New York and London offices, she is now helping shape the Dubai office.

Having studied design at Parsons School of Design and then business at Harvard Business School, she believes in using creativity and design-thinking to solve business and branding problems. She is a regular speaker on branding in India on platforms such as Goa AdFest, World Brand Congress, Designnomics and Kycouris and most recently, Zia was guest lecturer at NYU, IIM Lucknow and the IAA India Chapter.

As Director for Wolff Olins, India Zia leads cross functional client teams and project teams. She operates across different industries and across different geographies. Her clients include Cylent, Arest, PiwC, GE, Adani, Telenor, Etisalat, Hero Motocorp and Tata to name a few.

INVITED SPEAKERS

- DIPANJAN CHATTERJEE
  Senior Vice President, Global Director of Brand Strategy
  BAV Consulting

- DELANIE WEST
  Vice President of Product Development Creativity Center
  Faber-Castell

And Many More...
Alex Batchelor
Chief Operating Officer
BrainJuicer®


Alex started his career at Unilever and knows more about your hair and your armpit than normal people. After 7 years there he moved to the agency side and was a Planning Director at Saatchi & Saatchi and then moved to run the Brand Valuation practice at Interbrand, becoming Managing Director at a time of phenomenal growth. A regular on the media and conference circuit, Alex thought he should see if he could actually manage brands rather than just talk about them, so returned to the client side as Vice President Global Brand at Orange (launching the brand in 12 countries), Marketing Director at Royal Mail (as it faced competition for the first time in its 350 year history) and Chief Marketing Officer at TomTom. He joined BrainJuicer® as the Chief Operating Officer in 2010. He is the former Chairman of the Marketing Society in the UK and was a member of its management board from 2003 - 2012. He is also a member of the American Marketing Society. Outside work his main interests are rugby, golf and acting as a figure of fun to his wife and 4 children.

Piyush Mathur
President, India Region, Nielsen

Piyush Mathur is President, India Region for Nielsen. He is in charge of Nielsen India, Bangladesh, Sri Lanka and Nepal, heading a multi-divisional multi-cultural organization with over 3000 employees. Mr. Mathur has spent almost 20 years with Nielsen serving on their leadership team and in their regional boards that span over 50 countries. He is a passionate corporate entrepreneur who is always looking at understanding consumers and their emerging demand at a local and regional level. He has personally been involved in advising clients in devising their strategies and has been instrumental in the success of several brands and companies in Asia, Middle East and Africa region.

He truly believes that it takes teamwork to make the dream work and continues to work hard to unlock the potential of the talent in Nielsen and in the Consumer Insights & Analytics industry. He believes that talent is the raw material as well as finished product for the industry and what companies need to do in the middle is ‘Magic’! He has an MBA and holds a degree in Mechanical Engineering.

Jaideep Mehta
Vice President and General Manager - South Asia
IDC

Jaideep Mehta leads IDC South Asia. He joined the company in early 2011 to set up IDC’s wholly owned subsidiary operations in India, and subsequently in South Asia. He is a thought leader and international conference speaker. Aside from India, he has presented to business leaders and technology leaders in Europe, USA and Japan. From macro-economic trends to technology disruptions, and market and industry analysis, he has blogged, written and presented on a wide range of topics. Prior to his current role, he was based in London, UK and worked at Gartner for over 5 years where he was Regional VP, Sales Operations – EMEA. Before Gartner, he spent more than 2 and a half years in the Indian outsourcing sector, most notably at Zinpar Technologies where he spearheaded the set up of their Financial Services practice in Europe. During the late nineties, he was the Co-Founder and CEO of a software products company based in New Delhi which successfully launched Asia’s first Guest Relationship Management product for luxury hotels. The company was sold to the partners of a private equity firm. Jaideep is a graduate from the Shriram College of Commerce, Delhi University. He then completed an MBA degree from IIM, Bangalore and the Manchester Business School, UK. He enjoys reading, the occasional game of tennis and driving to remote parts of India.

Fatima El-Khatib
Regional Manager AMEA
Haystack International

Fatima is the Regional Manager at haystack International. Fatima handles haystack PLLC (Dubai office) & is responsible for developing & servicing clients in AMEA region. During her work at haystack International’s headquarters in Belgium, Fatima initiated R&D of neuromarketing tools. She spent more than two years developing haystack neuromarketing unit. She recently worked on the partnership with several media agencies in MENA region for effective testing of TV programs with neuromarketing tools and traditional research disciplines. Fatima has recently completed several neuromarketing tests with leading broadcasting channels in the MENA region. Fatima holds a MBA from Leipzig Graduate School of Management (HHL) in Germany and successfully completed several trainings at Esomar and NMSBA on the theoretical background and practical use of neuromarketing. She started her career in market research in 2006 at TNS Middle East & Africa, before moving on to Nestle Middle East. 1) ESOMAR MENAP 2013, Dubai, UAE: Getting into the real world of shoppers by using a multi mode research approach. 2)BAQMcR, FebeMar & ESOMAR Research Arena 2012, Brussels, Belgium: Neuro Sensory research: neuro research beyond TV copies. 3)BAQMcR Conference 2011, Ghent, Belgium: It is all about Emotions!

Sandeep Arora
Sr. Vice President & Global Head (Research & Analytics Solutions)
Datamatics Global Services Limited

Tadeusz Żórawski
Chief Executive Officer
UM Poland

• Aarti Bharadwaj, Vice President - Analytics Centre of Excellence, Starcom MediaVest Group
• Sumeli Chatterjee, Head of Marketing, Media & Insights, MTV Viacom18
• Leonie Vorster, CEO, SAMRA - The South African Marketing Research Association
MOBILE AND DIGITAL MARKETING SUMMIT

PRAMOD PRATAP
Global Marketing Lead - Life Sciences & Services Industries
Infosys Limited

Pramod Pratap has over a decade of rich and varied experience in marketing & digital communications - spanning across both corporate houses & digital agencies. Pramod drives digital marketing at Infosys with a mandate across its website & social channels, operations and outreach programs for the organization’s Corporate Services and Product portfolios. He joined Infosys in its Finance/Produto division as digital marketing manager, and over his three-year stint in the company, he moved to lead digital marketing roles for all products, successfully launching over 200 products, before being promoted to his current role. Before joining Infosys, Pramod served as Program Manager at Dell’s Global Online Division driving online programs for SMB sector and prior to that was with Satyam Computers (now Mahindra Satyam) in their Global Marketing Communications department and also helped set up its first foray into digital marketing initiatives.

Pramod describes himself as a “Marketeer (with digital bias), biriyani lover (hails from Hyderabad), golfer (handicapped), event organizer & MC (unpaid).” Currently tennis and running keeps his adrenaline going, during the ‘after hours’.

SIDDHARTH LAL
Managing Director
Bruce Clay India

Siddharth has been leading Bruce Clay India for almost 5 years. His passion for digital marketing is unmatched and he leads a team of highly skilled specialists serving the Indian market. Siddharth is a speaker at various industry SEO forums such as: Ad-Tech, SES and Cellstrat. He is also a Guest lecturer at National Institute of Advertising.

His skill set includes:
- SEO (Search Engine Optimization)
- SEO Site Audits
- Google Penalty Assessments
- Google Adwords, FPC (Pay Per Click)
- SEO Web Design
- Google Analytics

Qualification, Training, Certifications:
- B. Com specializing in Marketing, University of Western Sydney (Graduated with Distinction, 1996).
- Completed multiple SEO related trainings in the Bruce Clay Inc head office in California.
- Bruce Clay SEO Toolset Training every year for the last 6 years (2008 to 2014)
- International conferences on Digital Marketing - SMX (Seattle), Adtech (Sydney, New Delhi), Search Engine Room (Sydney) etc.

In February 2014 CMO Asia presented Siddharth Lal with the "Most Talented Social Media Professional in India" award, at the 8th edition of the Global Youth Marketing Forum. This iconic award was conferred on Mr. Siddharth Lal for his social media initiatives, campaigns, Internet Marketing & Search Engine Optimization (SEO) skills.

Bruce Clay Inc, one of the most renowned Internet Marketing Agencies in the world since 1996. Recently Bruce Clay India was ranked the #1 Enterprise SEO Company in India by an independent authority on search vendors.

SHEHAN SELVANAYAGAM
Chief Executive Officer
Loop Solutions, Sri Lanka

Shehan Selvanayagam has over 10 years of experience in the E-Commerce in Sri Lanka and was involved in setting up the largest online shopping merchant in Sri Lanka which is Sri Lankan Airlines. He is currently the CEO of Loop Solutions which is the largest Social Media / online company in Sri Lanka working with over 40 brands across all industry sectors as well as clients in Australia and the Middle East. Through his experience at Loop Solutions he has gained understanding of how the online market works in Sri Lanka and has been instrumental in helping brands maximise their presence on the web. In past Shohan had worked at SriLankan Airlines in the E-Commerce Department and was instrumental in setting up the E-Commerce Division for the airline and taking it to a $30 million a month revenue for the brand within 2 years. Worked at Nations Trust Bank and was responsible for the Automated Banking channels and promoting usage as well as ATM, Online Banking, SMS Banking and more. He also set up an innovative Healthy Food Business called Healthy Living and is providing Healthy Meals across Colombo to people who need it the most. Set up a Creative Advertising Agency called Me Ideas; a Media Buying Agency called 7 Media which is currently buying Media on Traditional mediums such as TV, Press and Radio. He is also the Director of a Public Listed Company Orally Holdings which is the holding company for Unity Plaza in Colombo.

C.V.V.S KRISHNA
President
Sirez Group

An out and out entrepreneur, Krishna has over 15 years of experience in web & mobile technology. He had earlier founded GooRapid India, a web development company. He later formed Sirez Group (a Digital Marketing Network), which now includes Sirez (Digital Agency), Kontent Café (Content Marketing company), SampleAndTry.com (Online Sampling Portal), MRP Digital (Digital Media Training & Consulting) and Squarecoins (a Mobile based Loyalty platform). He has also served as a solutions architect with MFino Inc. (Mobile Financial Services Platform), Krishna holds a Bachelor of Arts degree from Delhi University and is a master in the nuances of information technology, especially technology that drives the Digital Communications.

OTHER SPEAKERS

- GABRIEL TAN
  Vice President APAC, airpush, Inc.
  Data-Driven Mobile Advertising

- EVA SOPUTAN
  Country Manager
  Vespa.mobi/Indonesia

- VIJAY CHANDER
  CEO
  Decisive Analytical Systems Pvt. Ltd.

- SUNIL KUMAR
  Chief Technology Officer, Web & Technology Initiatives,
  Balmar & Lawrie Limited

- PAVAN KUMAR. V
  Head - Product Marketing
  Decisive Analytical Systems Pvt. Ltd.

- SHRIAM RAVI
  Head, Digital Marketing & eCommerce
  Hasbro Clothing

- GAURAV PRAKASH
  Founder & CEO, WLS Solutions Pvt. Ltd.

- AMIT KHEMCHANDANI
  Founder & Chief Executive Officer
  Add altruism

- KAMALAKANNAN JOTHI
  Head - Mobile, MTV - Digital
  Vivacom 18 Media Private Limited

- NISHAD RAMACHANDRAN
  Vice President - Digital Experience
  Hansa Customer Equity

- PRASHANT CHAUHAN
  Head - Media, Digital Marketing & Alliances
  HomeShop18

- SHAKIR ALI
  Managing Director
  e-Merchant Digital Solutions Pvt. Ltd.
AWARD CATEGORIES

DEVICES:
- Best Mobile Phone / Smartphone
- Best Low Cost Smartphone
- Best Tablet
- Best Data Device / WiFi access stick
- Best Mobile Accessory
- Best Mobile Industrial Device
- Best Bluetooth Device
- Best Point of Sale (POS) Device / Best Near Field Communication Device (NFC)

MARKETING & ADVERTISING:
- Best Mobile Marketing Campaign
- Best Multi-Channel Integrated Marketing Campaign
- Best use of Mobile in Marketing
- Best use of Mobile Media in Advertising
- Best Brand Marketing Campaign
- Best Digital Marketing Campaign
- Digital Application of the Year
- Best Use of Social Media in Marketing / Advertising
- Best Use of Digital Media in Marketing / Advertising
- Best Use of Mobile / Digital Media in CSR / Cause Marketing
- Best Digital Team of the Year
- Best Progressive Digital Marketing Company
- Stand-out Digital Agency of the Year

INNOVATION IN THE MOBILE INDUSTRY:
- Best Audience Migration to Mobile Technology
- Best Mobile Expanded Service or Application
- Best New Service or Application
- Best Mobile Identity, Safeguards & Security Solutions / Products
- Best Mobile Innovation
- Outstanding Mobile Technology - Overall

BEST APPLICATIONS / CONTENT DEVELOPMENT PLATFORMS:
- iOS
- Android
- BlackBerry
- Windows 7
- Mobile Web
- WebOS
- Other Platforms

BEST MOBILE APPLICATION / CONTENT IN:
- Entertainment: Sports, Gambling, Music, TV, Performances, Nightlife
- Lifestyle: Shopping, Fashion, Cooking
- Information: News, Weather, Utilities
- Education: Secondary & Tertiary, Govt Services, Not-For-Profit
- Health: Wellbeing; Fitness, Nutrition, Medical
- Travel: Flight Trackers, Booking Apps, Navigation, Travel Guides
- Business: Banking, Mobile Trading Platforms, Financial Information - Currency Converter, Loan Calculator
- Games: Action, Adventure, Board, Card, Dice, Casino, Puzzle, Educational, Family, Kids, Sports, Simulation, Role Playing, Strategy, Trivia, Word

INDIVIDUAL:
- Mobile Ambassador
- Best Mobile Industry Professional of the Year
- Best Mobile Media Professional of the Year
- Mobile Marketing Professional of the Year
- Mobile Marketing Academic Of The Year
- Greatest Individual Contribution to Mobile Marketing
- Outstanding Individual Achievement In Mobile Marketing
- Digital Entrepreneur of the Year
- Digital Marketing Professional of the Year
- Best Social Media Professional of the Year
- Young Achiever Award: Mobile / Digital / Social Media

14th November, 2014

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Co - Featuring Awards

Corporate Excellence Awards
13th November, 2014

ABP Presents
BE Award Excellence 2014
14th November, 2014

MASTER BRAND
14th November, 2014

50 Best Digital Marketing Professionals
14th November, 2014

BIG Data & Business Analytics Awards
13th November, 2014

100 Most Talented Global Marketing Leaders
14th November, 2014

mobbos
14th November, 2014

DESIGN OMICS Awards 2014
15th November, 2014

Silver Supporter
Co - Supporters
Associate Supporter
Official Logistic Partner

JOHNSON
Redefining Lifestyles, Worldwide.
Canon
Delighting You Always
YES BANK
Blue Dart

Lunch Supporters
Powered by
Endorsed by

Nutrela
CMO Council
Dentco

Mahindra
Global Sustain

UNICOM

Cheque / DD should be Drawn in Favour of “CMO ASIA”, Payable at Mumbai. International Entries can initiate a Bank Transfer.

Payment Structure

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Early Bird Registration (Before Sep 30, 2014)

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In case of International Bank Transfers, please add the bank charges to the delegate fee amount. We will not bear any bank charges at our end.

Co-ordination Office: 402, Savoy Chambers, Dattatraya Road, Santacruz Jrn., Santacruz (West), Mumbai - 400 054.
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Fax: +91-22-2660 2500
E-mail: raymond.rogers@worldmarketingcongress.org / aalok.pandit@cmoasia.org
Website: www.worldmarketingcongress.org

Entries once sent cannot be withdrawn under any circumstances. The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever.
The Program is correct at the time of going to the press. The Organizers will have the final say and reserve a right to alter/change the program design without assigning any reason whatsoever.