

eurobrandforum

JUNE 16th 2015 | BUCHAREST



INVITATION EXCLUSIVE PRESENTATION

Global Trends on
Brand Management and Brand Evaluation

„Europe’s future is based on valuable brands“

Dr. Gerhard Hrebicek, President European Brand Institute

The European Brand Institute is Europe's leading institute, for **research and evaluation** of intangible assets, especially trademarks, brands and patents.

We create awareness for brand values through the annual brand value ranking "**eurobrand GLOBAL TOP 100**", regular **events** around the topic of brand value and **awards** for brand value creating personalities.

Through our participation in international standardization of patent and brand valuation, brand and patent valuations and consulting services, we **contribute to the sustainable development of Europe.**



www.europeanbrandinstitute.com

PROGRAM

TUESDAY, JUNE 16, 2015

19:00 – 19:30 **WELCOME DRINK**

19:30 – 19:50 **WELCOME & INTRODUCTORY REMARKS**

Flavia **Teodosiu**
Advocate, Bucharest Lawyer's Association
Felix **Tataru**,
Senior Vice President IAA Worldwide

19:50 – 20:30 **EXCLUSIVE PRESENTATION**
Global Trends on Brand Management and Brand Evaluation

Dr. Gerhard **Hrebicek**
President European Brand Institute
Chairman of the Global ISO Brand Evaluation Standard
Development Committee

The Presentation will cover :

- Purpose of an International Standard
- Affected Stakeholders
- Fundamentals and Principles of Brand Evaluation
- Brand Evaluation Process
- Timing and Pilot Projects

Q & A

20:30 **RECEPTION & NETWORKING**
wine tasting organized by LacertA Winery

VENUE: Cabinetul de avocat "Flavia Teodosiu"
Strada Frumoasa 49, București, Romania

MODERATION: Dr. Alex Todericiu

REGISTRATION: forum@eurobrand.cc
Please register until June 2nd 2015

in cooperation with the Austrian Business Club

eurobrand is the exclusive valuation partner of European Brand Institute with two decades of proven experience in the field of brand and IP valuation.



We are Europe's number one address for innovative, tailor made structures in the areas of corporate finance, balance sheet activation of brands & IP and increasing brand & IP efficiency.

In building brand- and IP-oriented company structures, eurobrand supports the European economy and guides also small and medium-sized companies to maximize brand & IP value and sustainability.

eurobrand proves and enlarges its competence continuously through independent brand & IP valuation and research and its contribution to national and international standardization.

eurobrand

the independent brand & patent valuation experts and consultancy

Brand & IP license valuation

Brand & IP Valuation & reports

Brand & IP balance sheet activation

Value optimized organizational structures

Global benchmarking database in all industries

www.eurobrand.cc

eurobrand 
GLOBAL TOP 100
BRAND CORPORATIONS