

INVITATION

EXCLUSIVE INTRODUCTION

eurobrandforum

21 January 2014, Bucharest
Austrian Embassy Romania
Commercial Section



eurobrand



Speaker



- **KommR DI Dr. Gerhard Hrebicek, MBA**
President European Brand Institute
- **Mag. Rudolf Lukavsky**
Commercial Counselor Austrian Embassy, Romania
- **Mag. Manfred Lepuschitz**
Vice President Global Marketing Fashion TV International
- **Prof. Teo Teaha**
Managing Director Teaha Management Consulting



Presentation of the brand initiative for Romania and a global perspective on brand value for companies and economies

KR DR. Gerhard Hrebicek

President European Brand Institute



About us



ADVISORY BOARD



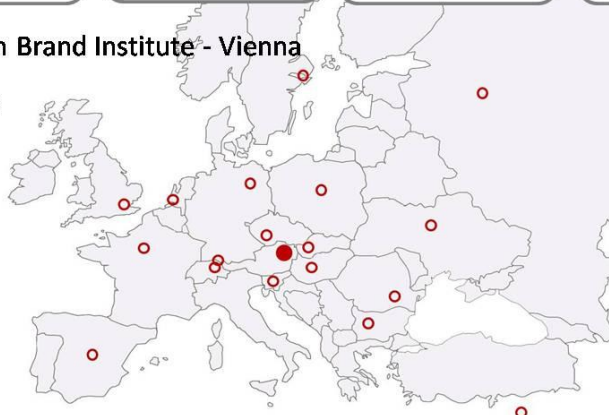
„Europe’s future is based on valuable brands“

KR Dr. Gerhard Hrebicek, President



● European Brand Institute - Vienna

○ Experten



© European Brand Institute 2010



eurobrand - the independent brand and patent valuation experts and management consultancy.

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.



Services Portfolio

- Brand & IP Valuation and reports
- Brand and patent licenses valuation
- Brand & IP balance activation and organizational structures
- Analysis and reporting tools
- Brand & IP oriented top executive events: eurobrand forum and eurobrand symposiums
- Benchmarking database of more than 3.500 brand companies within 24 countries and 16 industries

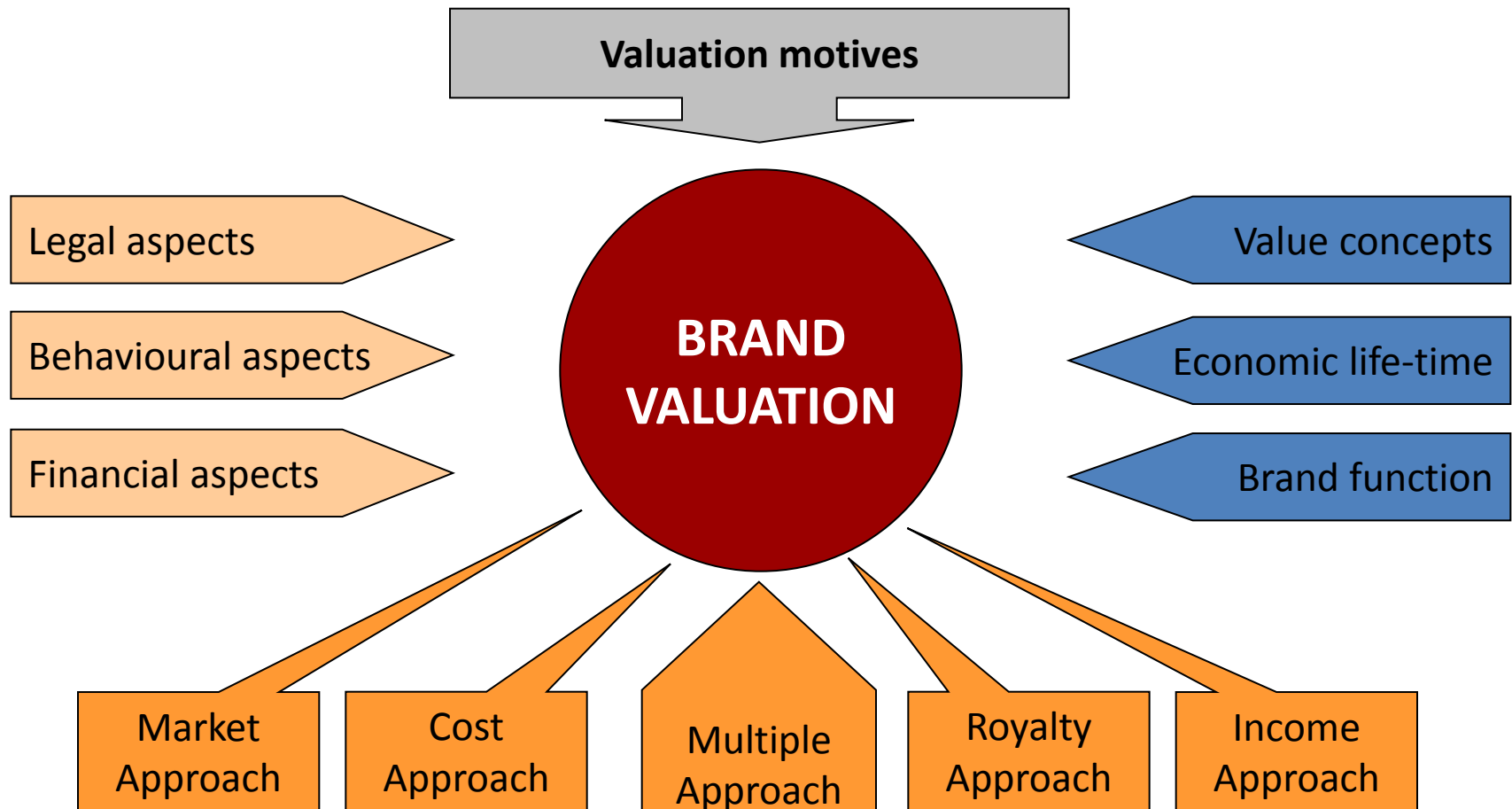
Application

- Sales of Brands and Patents
- Contributions in kind
- Mergers and Akquisitions
- Balance sheet activation of Brands and Patents
- Collateral for the protection of loans
- Definition of License fees
- Definition of the value in litigation
- Claims for compensation
- Liquidation of pledged Brands & Patents

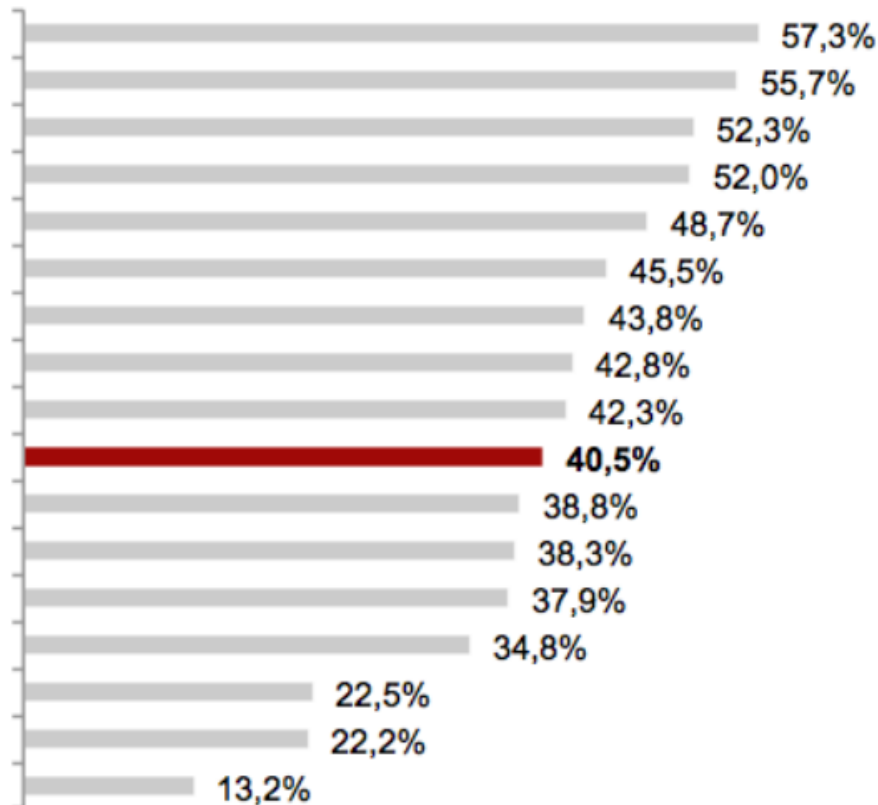
VALUATION PRINCIPLES



International
Organization for
Standardization



Average Share of Brand Value / Company Value Europe

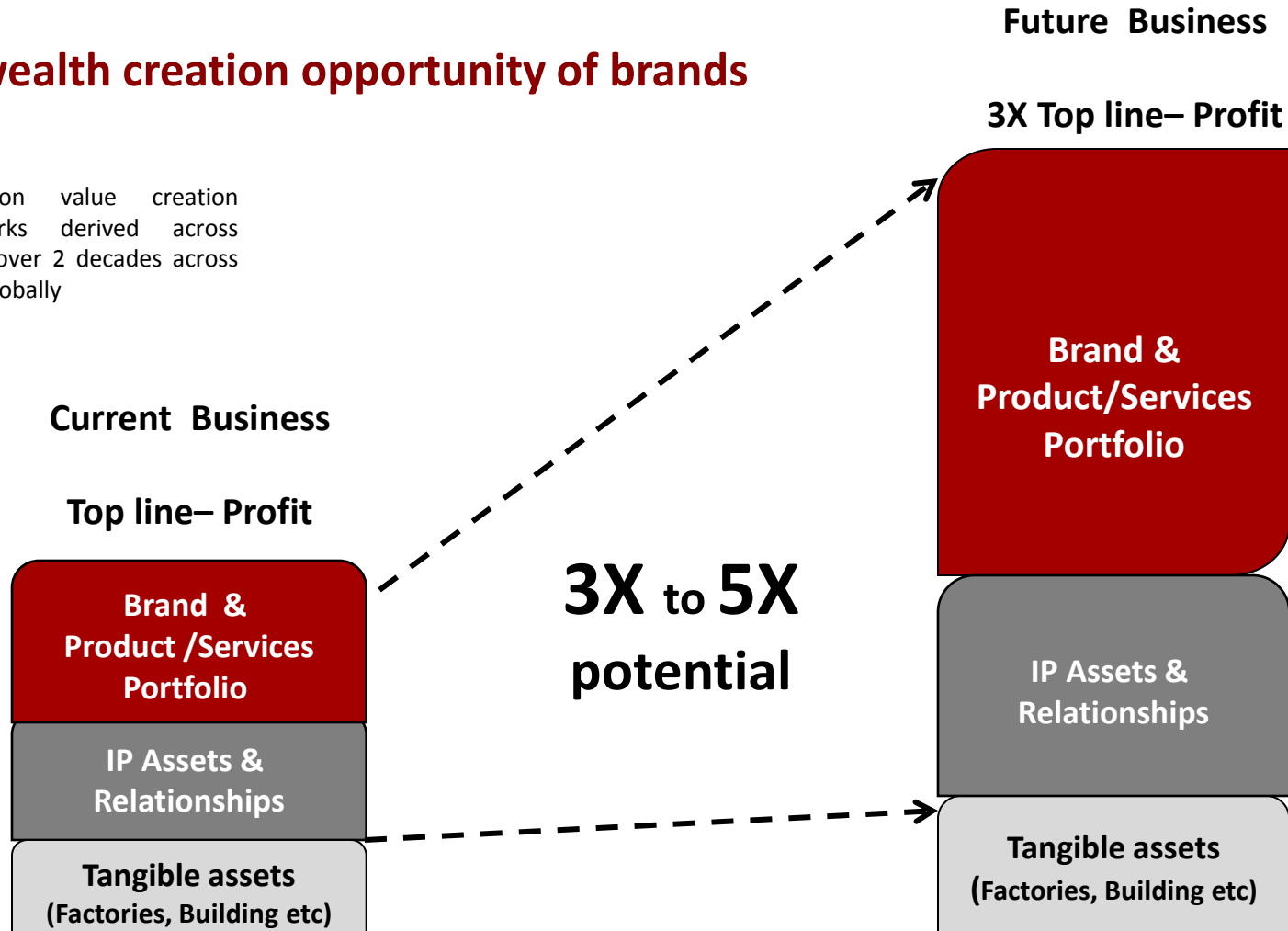


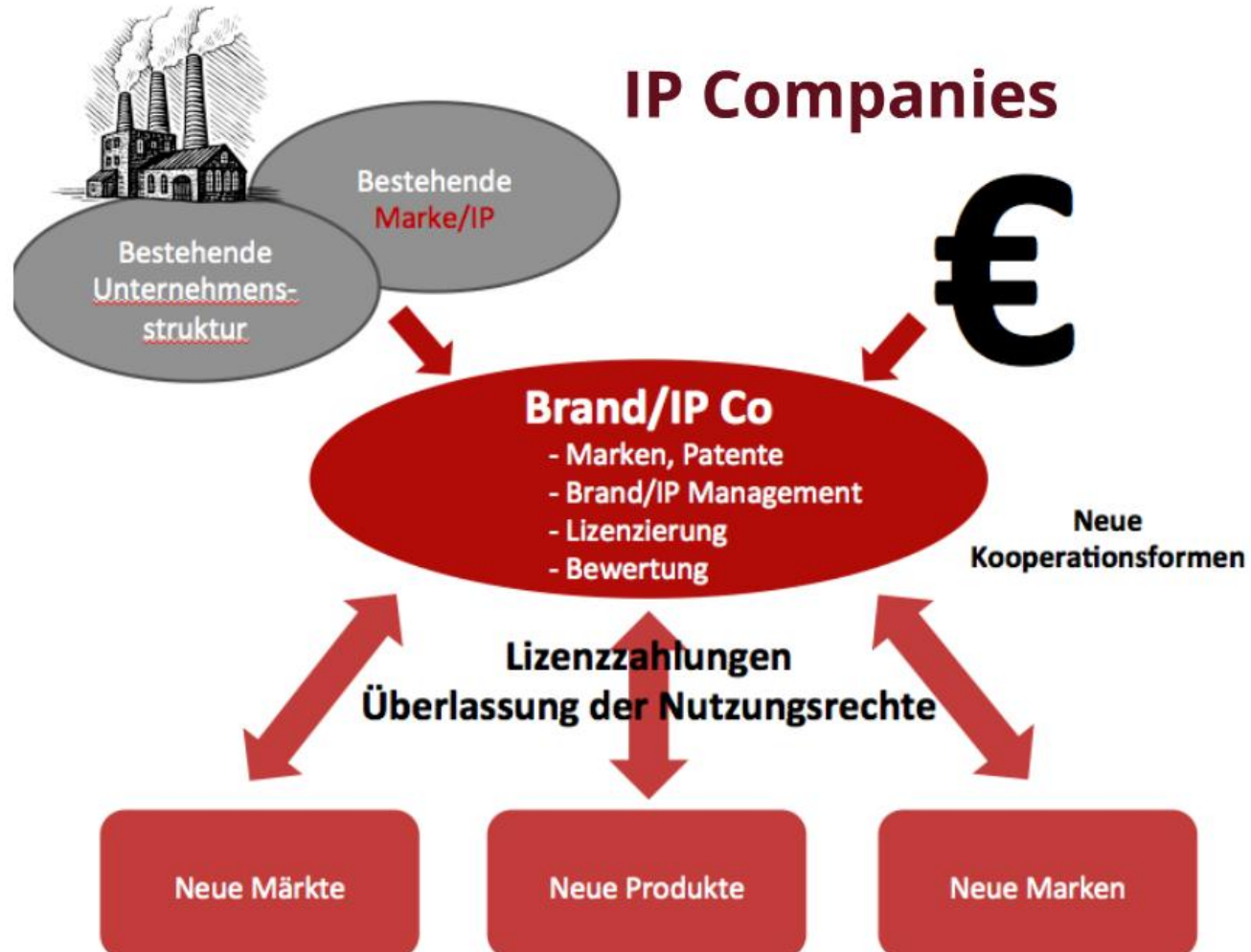
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Benchmark Datenbank
3000 Unternehmen,
2007-2012

The wealth creation opportunity of brands

Based on value creation benchmarks derived across projects over 2 decades across sectors globally





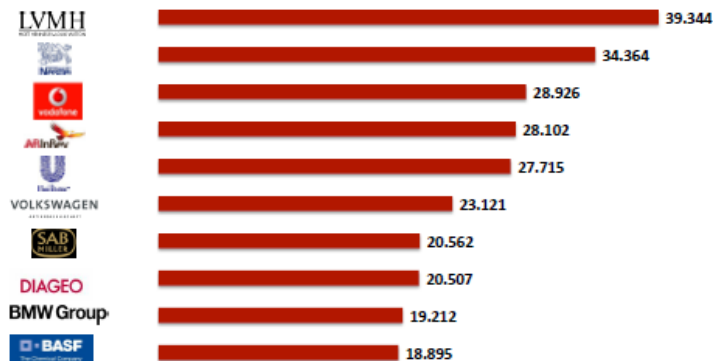
Comparison

GLOBAL TOP 100 BRAND CORPORATIONS 2013

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TOP 10 – Brand Corporations Europe

Brand Value in Mio. €



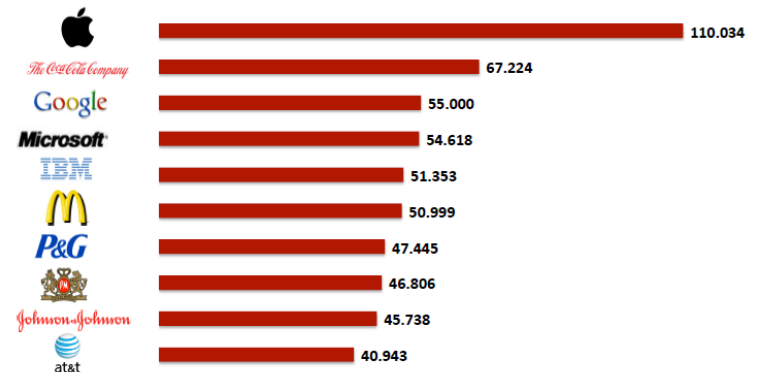
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GLOBAL TOP 100 BRAND CORPORATIONS 2013

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TOP 10 – Brand Corporations America

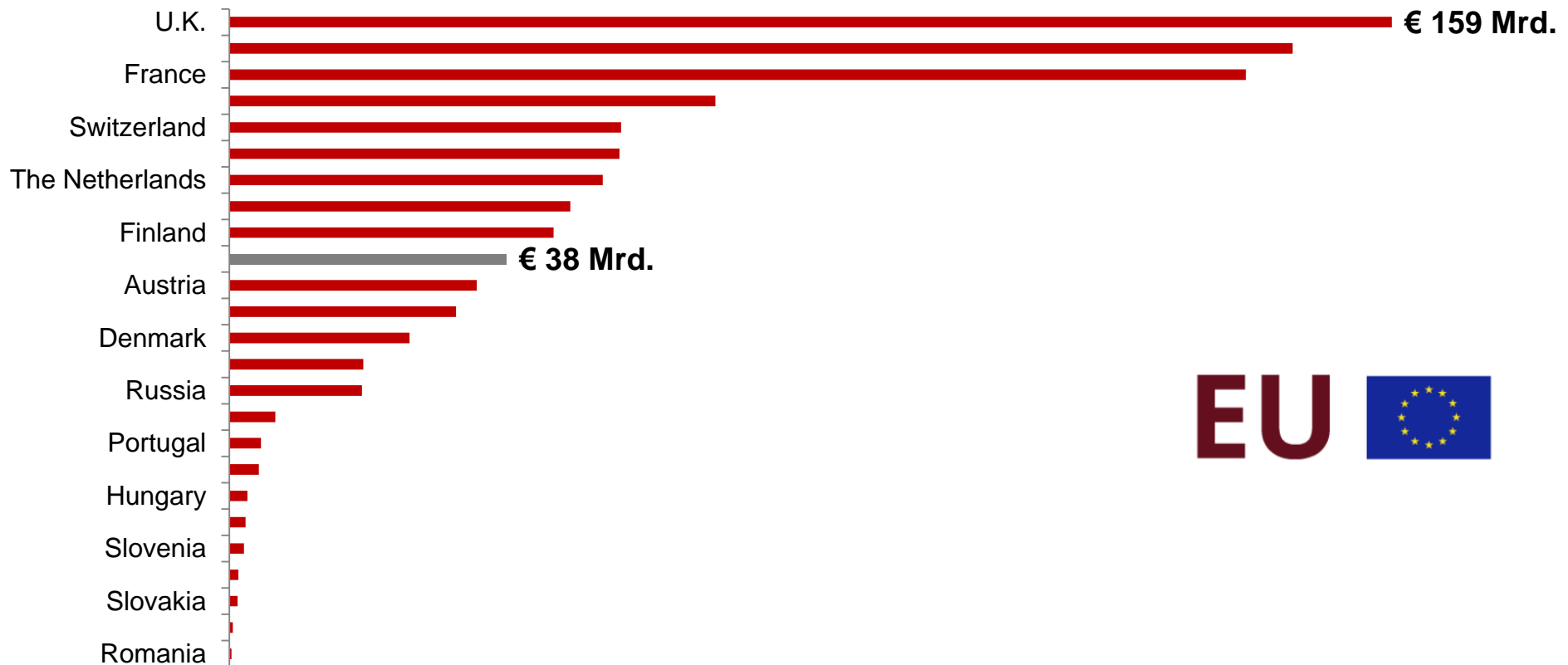
Brand Value in Mio. €



© eurobrand 2013

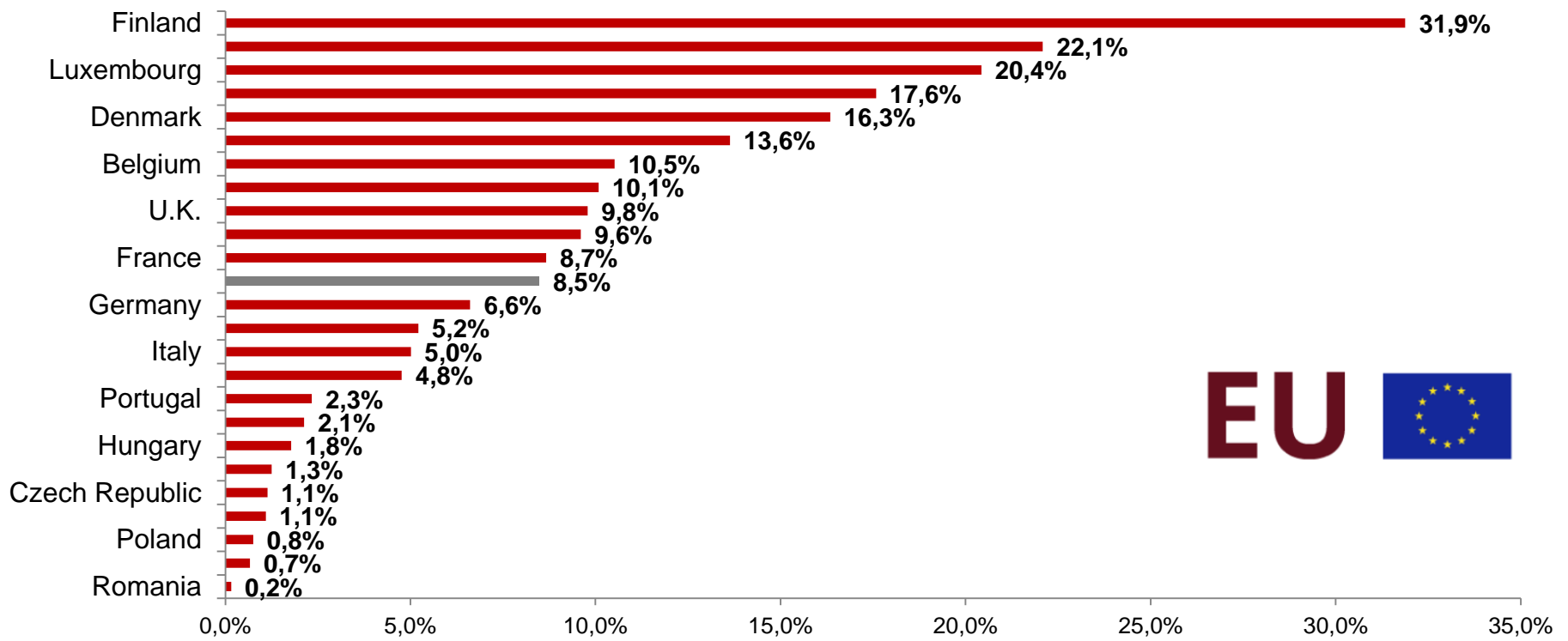
Brands create wealthy economies

Top 10 brand values per country

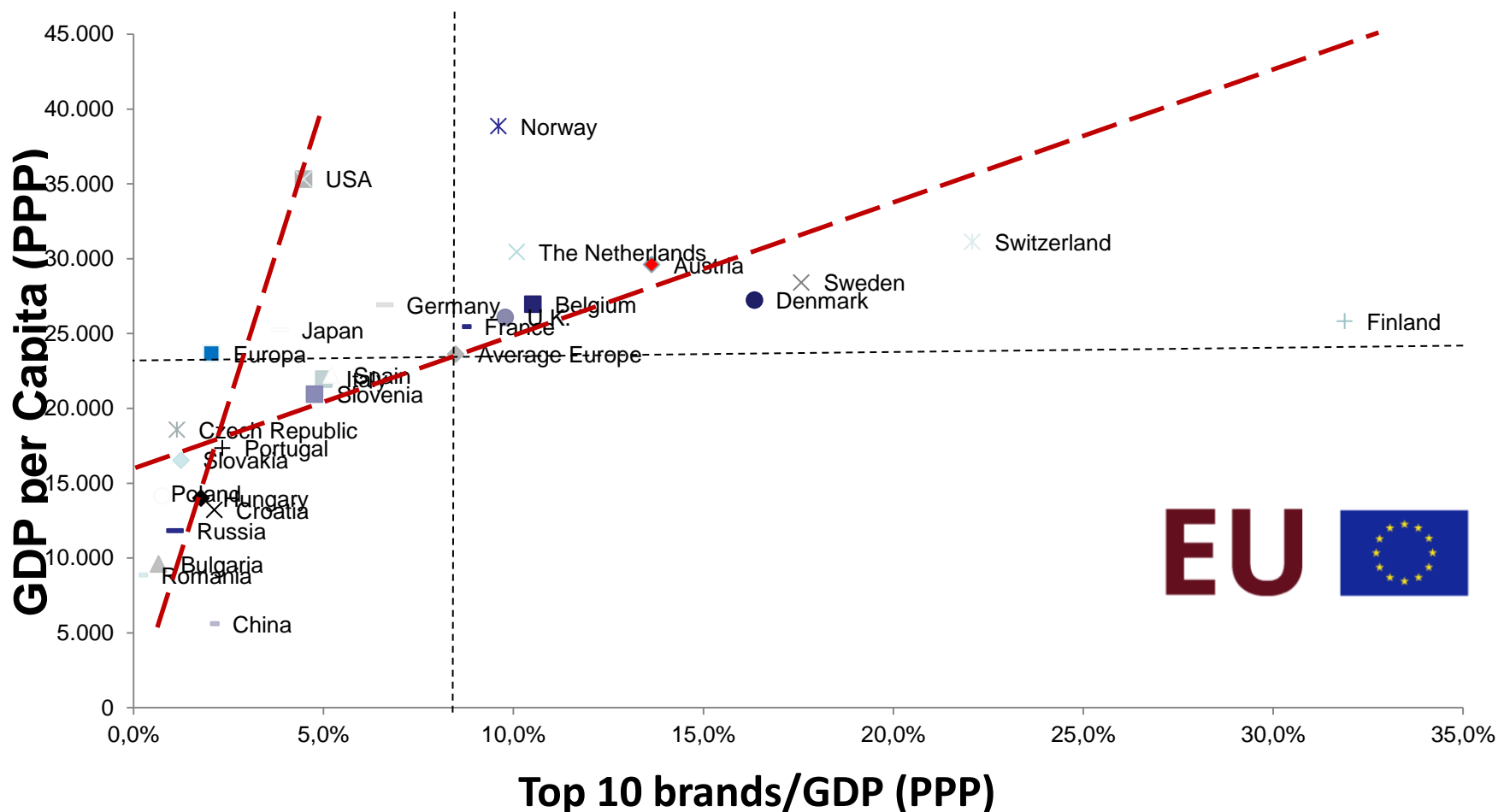


Brands create wealthy economies

Top 10 brand values / GDP (PPP)



Brands create wealthy economies



The value of brands in Europe

WEST EU concentration of brand competence

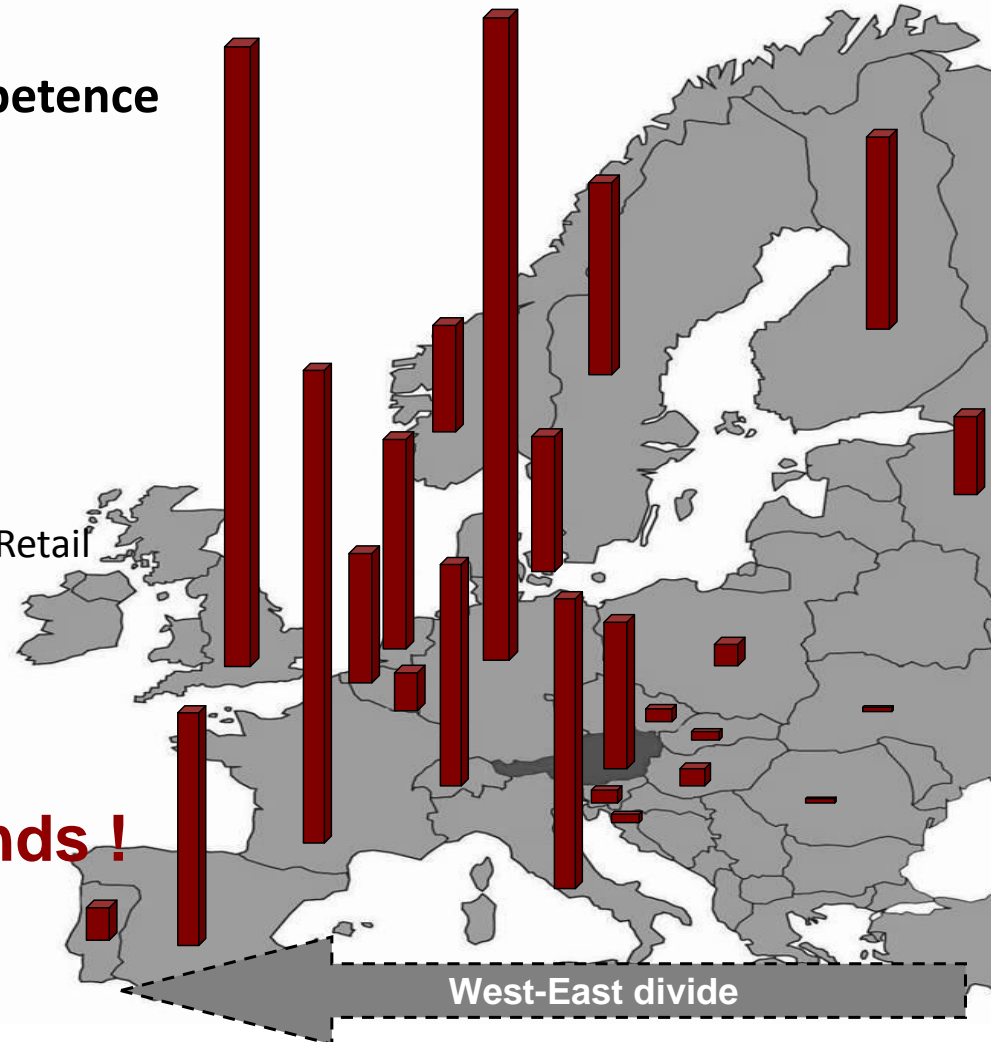
- Western countries dominate brand landscape

Huge potential for Eastern Europe

- Possibilities to develop national brands
- Foreign dominance in
Financial Services, Consumer Goods, Telco und Retail

Potential

to develop Romania's brands !



The Romanian Initiative



- eurobrandforum in June 2014

eurobrandforum

in cooperation with



- Romanian Brand Rating and Award 2015



- Brand valuation projects

Partnership



in cooperation with



TOPICS e.g.

Strengthen Brand Management in Romania

- Mechanisms of a brand, best practice
- Increase the perception of brands & IP
- Brand oriented company structures
- Brand efficiency – best practices
- Licensing, Tax, Balance sheet activation

Duration: 1/2 day

Target group:

CEOs, CFOs, CMOs,
Brand Manager, Media,
Attorneys & Tax Consultants,
PR- & Advertising-Agencies

PARTNERSHIP OPPORTUNITIES:

Co-Organization, Fund raising, Sponsoring, Know-How Transfer
Positions you with competence and leadership, creates high PR Values

eurobrand Romania



Romania's first brand value study

- **Rating of 100 Brands**
- **Analysis in 16 industries**
- **Publication of Romania's TOP 10 most valuable brand corporations**
- **Industry Analyses for publication**
- **Detailed Reports for participants**



BRAND [LIFE] AWARD Romania



AWARD CEREMONY – PR-Event as a part of eurobrand forum

- to honor a **personality**,
who **dedicated its life** to build a unique brand
- to tribute **leadership, continuity** and **sustainability**
- to acknowledge **personal efforts** and **passion**

AN EMOTIONAL LINK TO BRAND VALUE CREATION



BRAND [LIFE] AWARD

Partnership



BRAND VALUATION PROJECTS

PROJECT COOPERATION

- to provide **valid figures** for transactions, M&As, balance sheet activation, etc.
- to **identify** brand value **drivers for growth**
- to implement **value based brand management & reporting**
- to **set up** brand oriented company **structures**
- to foster **tax planning** and compliance



In search for partnerships



PARTNERS in following AREAS

Forum

- Co-Organization, Fund raising, Sponsoring, Know-How Transfer
- Organization Committee
- Media Partners

Valuation

- to provide valid figures, communicate with clients, etc.

“Europe`s future is based on strong brands and IP Rights!”

KEEP ON BRANDING!



www.europeanbrandinstitute.com
www.eurobrand.cc