



INVITATION

EXCLUSIVE INTRODUCTION

eurobrandforum

21 January 2014, Bucharest

Austrian Embassy Romania

Commercial Section



„Europe’s future is based on valuable brands“

KR Dr. Gerhard Hrebicek, President



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.**



eurobrandforum



www.europeanbrandinstitute.com

PROGRAM

eurobrandforum

Bucharest

Tuesday, 21 January 2014

Austrian Embassy - Commercial Section

Strada Logofat Luca Stroici 15, 020581 București, Romania

18:30 – 19:00 **Welcome Cocktail**

19:00 – 20:00 **Welcome & Introductory remarks**

Mag. Rudolf **Lukavsky**,

Commercial Counselor Austrian Embassy, Romania



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

KR Dr. Gerhard **Hrebicek**,

President European Brand Institute



Importance of brands and their value for international business development

Mag. Manfred **Lepuschitz**,

Vice President Global Marketing Fashion TV International

Board Member European Brand Institute



Relevance of brands for balance sheets and financial success

Prof. Teo **Teaha**,

Managing Director Teaha Management Consulting



20:00

Reception and Networking



eurobrand

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

www.eurobrand.cc

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