



Dear Members and contacts,

The BLBG kindly invites you to its next breakfast talk:

**Date**

Friday, 8<sup>th</sup> June 2010, 8.20 am till 10.15 am

## How to build successful Asian Brands – A New Paradigm

Case study: Nespresso: marketing strategy in Asia

Presented by:

Mr Martin Roll, Business & Brand Strategist, and author of the book "Asian Brand Strategy"

Mrs Krishna Shyam Mohan & Lydia Lim, from Nespresso

### **Martin Roll**

The face of business in Asia is changing faster than one can blink one's eyes. A rapid changing landscape will emerge in Asia over the next 5-10 years, where the opportunities for Asian companies and therefore Asia will benefit from better and stronger competitive positions than ever before.

Martin Roll will provide case stories on Asian brands, and illustrate how the Asian company can employ branding as successful catalysts for leadership and long-term performance to grow new markets.

Martin Roll will define The 10 Leadership Principles that will drive breakout success, sustain profitability and financial impact for Asia in this century.

**Krishna Shyam Mohan**, Brand Manager at Nespresso Singapore & **Lydia Lim**, **B to C Commercial Manager at Nespresso**, will share insights around the following points:

- Implementing a global strategy for a premium brand like Nespresso
- Managing the customer experience (Boutiques/Customer Relationship Centers/Internet)
- Implementing Nespresso in Asia/Singapore: challenges & opportunities, and differences with other continents
- Challenges and next steps

**Location:** **Shangri-La Hotel, Hibiscus Room, 22 Orange Grove Road**

**Participation fee** (full breakfast included)

BLBG Members	45 SGD
Non members	65 SGD

## Registration

1. Please register, before Friday 4<sup>th</sup> of June, by sending back the attached participants list, with the required contact details to:  
info@blbg.org.sg
2. Send your cheque, addressed to BLAS, to: Mr Bing Houw Tan, Qbian, 10, Raeburn Park #01-04, Singapore 088702.  
Please mention: Breakfast Talk Branding

*Cancellations must be in written and received 48h before the event. No shows will be billed.*

## Programme

08:20 am	Registration and Breakfast Buffet
08:45 am	Presentations
09:45 am	Q&A
10:15 am	End

## Profile of the speakers

**Martin Roll** is a world-renowned thought-leader on value creation through brand equity driven by tremendous global experience and insights.

Martin Roll delivers the combined value of an experienced international business strategist and senior advisor to corporate boards and marketing executives of the world's largest companies including many corporations in Asia. He brings more than 20 years of management experience. Martin Roll holds an MBA from INSEAD.

He is a frequent guest lecturer at INSEAD, Nanyang Business School, CEIBS and several other global business schools.

Asian Brand Strategy is a very compelling book of frameworks for Asian branding and the winning formula for any boardroom. Asian Brand Strategy was named "Best Global Business Book" by Strategy+Business magazine. Martin Roll is currently writing two new global management books.

[www.martinroll.com](http://www.martinroll.com)

**Krishna Shyam Mohan** is Brand Manager at Nespresso Singapore.

**Lim Lydia** is B to C Commercial Manager at Nespresso.

## For more information

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