



BRANDING IN CHINA

WORLD TRADE WEEK NYC GLOBAL BRANDING EVENT

“China is like a child that has had no toys. Then suddenly the world's biggest Toys R Us opens up round the corner. There's a tendency to overdose at the moment, but they are learning fast. The consumer is becoming more demanding and brands must be able to meet their desires”

~ Joseph Wang, Ogilvy & Mather, Beijing

AIGA Center for Cross-Cultural Design, in partnership with the Center on Global Brand Leadership at Columbia Business School are pleased to invite you to attend “Branding in China,” the World Trade Week NYC Global Branding Event. The evening will include a networking reception with hors d'oeuvres and cocktails, a slide show of branding design from China and a panel discussion with experts in branding and marketing in China.

PANELISTS:

Bernd Schmitt, director, Center on Global Brand Leadership at Columbia Business School

Don Sexton, professor, Columbia Business School

LiAnne Yu, strategic director/ethnographic researcher, Cheskin

MODERATOR:

Christopher Liechty, president, AIGA Center for Cross-Cultural Design and principal, Meyer & Liechty, Inc.

PANEL DISCUSSION TOPICS:

- > How Chinese consumers perceive foreign and domestic brands
- > Why branding in China is not different from other countries
- > How China should rebrand itself
- > Translation of brand names into Chinese
- > Competition between the U.S. and the E.U. for relationship with China

MAY 19, 2005

6:00 – 7:00 p.m. Cocktail Reception

7:00 – 9:00 p.m. Panel Discussion
and Slide Show

HARMONIE CLUB OF NEW YORK

4 East 60th Street, (5th Avenue & 60th)
New York City

REGISTRATION:

On or before May 11

Members: \$60 (AIGA and CGBL members)

Non-members: \$80

After May 11

Members: \$75

Non-members: \$100

To register, visit:

www.worldtradeweeknyc.org/wtw_landing/wtwlanding.shtml

BIOGRAPHIES:

BERND SCHMITT is the Robert D. Calkins Professor of International Business at Columbia Business School in New York, where he directs the Center on Global Brand Leadership, the leading global forum on branding issues for researchers and executives.

Schmitt has done research, teaching and consulting in China since 1991. He has taught marketing and business courses to hundreds of Chinese students. He was the Head of Marketing of the China-Europe International Business School (CEIBS) from 1996 - 2000. His best-selling books, *Experiential Marketing* and *Customer Experience Management* have been translated into Chinese.

Schmitt has consulted and developed brand and experience strategies for clients in consumer package goods, automobile, electronics, software, financial services, pharmaceuticals, beauty and cosmetics, hospitality, and media industries. His consulting and seminar clients have included more than 50 companies in both consumer and B2B markets, including Ericsson, Estee Lauder, Henkel, Hilton Hotels, LVMH, McKinsey & Co., Microsoft, Motorola, Philip Morris, Pfizer, Procter and Gamble, SAP, Siemens, Sony, Telefonica, Unilever, Vodafone, and Volkswagen.

He is a frequent keynote speaker at conferences worldwide. He has been profiled on CNNfn's "Business Unusual" show and in several articles in business journals around the world. He appeared on BBC, CNBC, CNBC-Asia, CNN, NHK, and on the Daily Night Show with Jon Stewart. He has contributed articles on business issues to the New York Times, the Asian Wall Street Journal, and the Financial Times.

DONALD E. SEXTON is professor of business at Columbia University. Don received his Ph.D. and M.B.A. from the University of Chicago and his B.A. from Wesleyan University, all in the fields of economics and mathematics. He has been teaching for more than thirty-five years at Columbia in the areas of marketing, international business, and operations management and is a recipient of the Business School's Distinguished Teaching Award.

Don served as a visiting professor at INSEAD for several years and has also taught at the Beijing Management Institute, the Shanghai University of Finance, the Australian Graduate School of Management, the University of Tehran, Jagiellonian University (Krakow), the U.S. Business School in Prague, and the China Europe International Business School (Shanghai).

His articles have appeared in numerous journals such as the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Business*. His research concerns branding and marketing return on investment. He is the founder and president of The Arrow Group, Ltd., a firm that provides consulting and training services in the areas of marketing and branding.

LIANNE YU is a Strategic Director in Cheskin's Technology Studio, and brings more than a decade of experience in anthropological research and design ethnography to Cheskin. LiAnne specializes in designing user experiences and brand positioning based on deep understandings of the cultural, emotional, and technical needs of people in their everyday contexts. Her clients include Microsoft and Hewlett Packard.

Prior to joining Cheskin, she was Field Research Manager at Ricoh Innovations, where she worked with the engineering team to innovate and prototype multimedia applications. As Senior Ethnographer at both Point Forward and GVO, she managed a myriad of mobile wireless technology projects with clients such as Ericsson and France Telecom, focusing on Asian and teen markets. LiAnne has conducted design research in China, Japan, Vietnam, Singapore, Hong Kong, and across the U.S. and Europe. LiAnne speaks Mandarin fluently, along with conversational Vietnamese and Japanese.

LiAnne received her doctoral training in anthropology from UC San Diego after graduating magna cum laude from UC Berkeley.

ABOUT THE MODERATOR:

CHRISTOPHER LIECHTY is president of the AIGA Center for Cross-Cultural Design and principal/creative director of Meyer & Liechty, Inc. a global branding and strategy firm. A recognized expert in cross-cultural design and marketing, Liechty contributes an energetic vision on the creation of powerful and global integrated marketing communications, positioning and branding strategies. Liechty leads a responsive, client-driven creative process and has a deep understanding of strategic business objectives. Meyer & Liechty has done cross-cultural research, consulting and brand design with some campaigns reaching more than 30 languages and 200 markets worldwide.

ABOUT THE AIGA CENTER FOR CROSS-CULTURAL DESIGN:

The intersection of design and culture is a place where both the local and the global have a voice. The AIGA Center for Cross-Cultural Design has been established to foster more effective communication across cultures as well as to better understand the interwoven experience of design and culture in our lives. Technology, mass media, and a global economy have made the world smaller and the scope of cross-cultural audiences bigger. This applies for businesses, non-profit organizations, and anyone who must communicate to audiences across the world. It is imperative for communicators to think beyond their national and cultural borders in order to create visual communication that is responsive to the diverse audiences of today.

The American Institute of Graphic Arts (AIGA) is the oldest and largest membership association for professionals engaged in the discipline, practice, and culture of designing. Founded as the American Institute of Graphic Arts in 1914 as a small, exclusive club, AIGA now represents more than 16,000 designers through national activities and local programs developed by 48 chapters and more than 150 student groups.

Icograda, the International Council of Graphic Design Associations, with members in 50 countries, facilitates AIGA's international network.

ABOUT THE CENTER ON GLOBAL BRAND LEADERSHIP AT COLUMBIA BUSINESS SCHOOL:

The Center on Global Brand Leadership is a partnership of leading business schools in the US, Europe, and Asia that promotes new solutions to branding in a global economy and innovative ideas for business organizations.

The mission of the Center is to bring together brand leaders from the world's leading corporations, business schools, and brand consultancies in order to stimulate new research and foster new dialogue to find solutions to the challenges of branding and innovation.

For more information, contact:

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