



Brand Finance
Institute

Presents the Inaugural

Brand Finance Asia Pacific Forum

“Making Successful Brand Acquisitions
In Asia Pacific”

Friday, 28th March 2008
Singapore Management University

In collaboration with:



Media Partner:



In association with:



SVCA Singapore Venture Capital
& Private Equity Association



The Brand Finance Institute is the education and training division of Brand Finance plc.

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Brand Finance Institute



Making Successful Brand Acquisitions in Asia Pacific

Friday 28th March 2008

Singapore Management University • School of Accountancy / Law • Ngee Ann Kongsi Auditorium

The inaugural Brand Finance Asia Pacific Forum is an event at which leading edge thinkers in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

Previous Brand Finance Forums were met with resounding success, with the latest BF Forums 2006 and 2007 held at the London Stock Exchange, Paternoster Square. The 2007 Forum featured the theme of 'Understanding the value of nation and location branding', and was attended by more than 130 participants from more than 20 countries around the world. Distinguished speakers featured included Visa, HSBC, Club Med, and Lenovo amongst many others.

This year, we are bringing Brand Finance Forum to Asia Pacific we have a first class list of speakers who will share their thoughts about "Making Successful Brand Acquisitions", with issues ranging from pre-deal identification of target opportunities to post-deal exit strategies.

If understanding the issues of brand acquisitions is important, if you want to hear world leading experts, if you want to network with your peers and discuss practical issues with them then come to the Brand Finance Asia Pacific Forum 2008.

David Haigh, CEO, Brand Finance plc

Who should attend?

This is a forum for CEOs, CMOs and CFOs who are interested in issues on brand acquisitions.

"Brand Finance is establishing business capability in the developing economies"

Professor Atul Tandon, Dean, MICA Business School, India

"Brand Finance has delivered great value to us on our journey"

Raoul Pinnell, Ex-Chairman Shell Brands International, Switzerland

"Brand Finance can help fill the serious gaps in financial statements and build a complete picture of complete picture of intangible assets"

David Cairns, International Financial Reporting Limited

Featuring inspirational speakers from:



lenovo



PRICEWATERHOUSECOOPERS

MAKARA CAPITAL

AMICA LAW LLC

This program is correct at the time of going to print. Brand Finance reserves the right to change any aspect of the conference program.



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8.00—8.30	Registration	
8.30—8.45	Welcome Address	David Haigh Chief Executive Officer Brand Finance plc
8.45—9.00	Keynote Address	Ho Kwon Ping Chairman Banyan Tree Group
9.00—9.45	Pre-Deal: The Brand Investigation Process <i>"How to identify underperforming brands?"</i>	David Haigh Chief Executive Officer Brand Finance plc
9.45—10.30	Pre-Deal: The Search for M&A Opportunities <i>"How to identify M&A opportunities in emerging markets?"</i>	Sam Bedi Executive Director Makara Capital ; Ex-Director of Strategy, Kraft Foods Asia Pacific
10.30—11.00	Refreshment Break	
11.00—11.30	IP Issues in Brand Acquisitions <i>"What are the key IP issues to be considered in a deal?"</i>	Elaine Tan Associate Director Amica Law LLC
11.30—12.00	Deal Preparation: Pricing & Valuation <i>"Are you paying too much or too little?"</i>	Lucy Gwee Managing Director Brand Finance Singapore
12.00—12.30	Deal Preparation: Tax Implications <i>"How to maximize tax opportunities in brand acquisitions?"</i>	Jack Wong Associate Director PricewaterhouseCoopers
12.30—13.30	Lunch	
13.30—14.00	Best Practices for Strategic Brand Leadership <i>"Invaluable lessons from select Asian and global companies"</i>	John Davis Practice Assoc Prof of Marketing SMU
14.00—14.45	Post-M&A Brand Architecture <i>"Should we keep, abort or grow the brands?"</i>	Peter Lee Chief Financial Officer OSIM
14.45—15.30	Making it Pay Off <i>"How is Lenovo creating a culture, crafting its message and building its brand to win in the marketplace?"</i>	David Shaw Director, Brand Marketing & Integrated Marketing Communications Lenovo Asia-Pacific
15.30—16.00	Refreshment Break	
16.00—16.40	Exit Strategy: Brand Divestiture <i>"How to extract optimum return from brand divestitures"</i>	Rupert Purser Managing Director Terramillem Capital
16.40—17.30	Panel Discussion <i>"Expert views on challenges and opportunities in managing brand acquisitions"</i>	
17.30	End of Forum	



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How to book:

Call +65 6336 8691

Fax completed form to +65 6337 1209

Direct Debit to Standard Chartered Bank

(Swift Code SCBLSGSG. Account No. 01-0-202117-1)

Email bfs@brandfinance.com for further details

Post form and payment to Brand Finance Consultancy (Singapore) Pte Ltd

One North Bridge Road, Level 6 Unit 34, Singapore 179094

Cheque made payable to "Brand Finance Consultancy (Singapore) Pte Ltd"

Delegate Rates

Cancellation & Transfers

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Forum. A refund less S\$150.00 administration charge will be made for cancellation received in writing on or before 21 March 2007. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

Brand Finance reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control. In the unlikely event of programme cancellation by Brand Finance, then a full refund of the fee payment will be made out but Brand Finance disclaims any further liability.

	Book & Pay after 10 March 2008	Book & Pay before 10 March 2008	Endorsing Partner's Rate
1 day Forum	S\$600.00	S\$390.00	S\$390.00

Your Details: **Mr/Mrs/Ms/Miss/Dr/Other**

Name: _____

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Signature: _____ Date: _____