Press Release:
Baltic Brand Conference

Brands Beyond Borders

27.12.2010. The first Baltic Brand Conference focuses on management, design and strategy for brands in the Baltic area, thus strengthening the international exchange of knowledge between experts in what is a highly dynamic economic region.

On 16 February 2011, the first Baltic Brand Conference will be held in Riga, the Latvian capital. Under the title “From Local Jewels to Global Brands”, experts from the Baltic States and Germany will be gathering to present their strategies and solution-focused approaches for more brand success. The conference is being initiated and organised by Markenbüro Hamburg and international law group bnt. Supporting Organisations are Stockholm School of Economics in Riga, the German-Baltic Chamber of Commerce, the Swedish Chamber of Commerce in Latvia and the Baltic Sea Forum.

The Baltic Brand Conference sees itself as a forum for the international transfer of expertise between attendees and speakers from academic, design, consulting and management circles. “Riga is an excellent venue for the conference: as well as being the most important city in the Baltic states with a long Hanseatic trading tradition, it is also a hub for the economy of the entire Baltic region,” says Theis Klauberg, a partner at law firm bnt in Riga.

“Well-managed brands are the key to commercial success, even in hotly disputed markets,” says Christian Prill, managing director of Markenbüro Hamburg: “Examples can be found in every sector, and a look beyond geographic borders can often prove inspiring.”

Depending on how it is defined, between 50 and 85 million people live in the Baltic area. From the Øresund region and the Baltic states with their liberal business environment all the way to Russia and Finland, the Baltic region offers a rich spectrum of commercial perspectives. The Baltic Brand Conference will therefore present strategies and solution-focused approaches for brand success on a local, regional and international scale.
Speakers (confirmed):

• **Prof. Dr. Andrea Zirm** from the Hochschule für Angewandte Wissenschaften Hamburg (HAW/ Hamburg University of Applied Sciences) will speak about the management of “local jewels” and “global brands”.

• **Marc Schmettau**, Managing Director of Bodum Germany on the famous Danish lifestyle brand.

• **Olaf Stein**, a partner at Factor Design AG, will explain how good design can help create brand equity.

• **Christian Prill**, managing director of Markenbüro Hamburg, will show how to identify brand drivers and use them for communications.

• **Theis Klauberg**, a partner at law firm bnt Riga, will give a lecture on the possibilities of legal protection for a brand.

• **Dimitri Agishev**, Head of Communications, PR and Marketing, Deutsche Bank, Moscow

• **Andris Ozols**, director of the Latvian Investment and Development Agency, will be speaking as Guest of Honour.

• **Diana Civle**, Director Planning Committee Riga 2014 on Cultural Capitals as a possibility to strengthen destination brands.

• **Leitti Mändmets**, Director Marketing and Communications of Enterprise Estonia on a Brand Concept for Estonia.

For further information go to:  
Press Release: Baltic Brand Conference, 29.10.2010

Hosts

bnt
MARKENBÜRO HAMBURG

Supporting Organisations

Deutsch-Baltische Handelskammer in Estland, Lettland, Litauen
German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania

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