

Event Note:

Lead Partners:

European Brand Institute
1010 Vienna - Austria
www.eurobrand.cc

Hungarian Patent Office
1370 Budapest - Hungary
www.hpo.hu

Location:

Magyar Tudományos Akadémia
Hungarian Academy of Science
Roosevelt tér 9, H-1051 Budapest

Time: 13:00 - 20:00 h
Language: English

Registration:

The participation is free of charge. Registration required.
Please register per phone, fax or e-mail by no later than 8 September 2008.

phone: (+36-1) 474-5774, fax: (+36-1) 331-6596
e-mail: monika.sipos@hpo.hu
Registration: <http://symposium.eurobrand.cc>

Program subject to change

INVITATION

eurobrandsymposium

brand-asset with future



10 September 2008
Hungarian Academy of Science | Magyar Tudományos Akadémia

symposium.eurobrand.cc

Partners:





Hungarian Patent Office

The Hungarian Patent Office is the government office for the protection of intellectual property that was established in 1896 by virtue of Article 23 of Act XXXVII of 1895 on Patents for Inventions.

The HPO's functions and competence include: official examinations and procedures in the field of industrial property; performance of certain tasks in connection with copyright and rights related to copyright; central governmental information and documentation activities in the field of intellectual property; participation in the preparation of intellectual property legislation; preparation and implementation of the Government's strategy for the protection of intellectual property, initiation and execution of governmental measures required for this purpose; performance of professional tasks of international and European co-operation in the field of intellectual property protection.



The European Brand Institute

The European Brand Institute is the independent European Institute for brand valuation. It is Europe's number one address for innovative, tailor made solutions in the areas of corporate finance and increasing brand efficiency. Furthermore, the European Brand Institute focuses on value based management taking into consideration the intangible asset "brand".

The institute's key areas are the development or optimization of brand-management strategies and the development of suitable brand-evaluation methods, such as brand-balance sheets, tailored specifically to the brand in question. In building brand-oriented company structures, the European Brand Institute supports the European economy and guides small and medium-sized companies to maximize brand value and sustainability.

PROGRAM

13.00 – 13.20: **Welcome and Opening Remarks**

Dr. Miklós Bendzsel, President Hungarian Patent Office
Dr. Friedrich Rödler, President Austrian Patent Office
DI Dr. Gerhard Hrebicek, MBA, Executive Director,
European Brand Institute

13.20 – 15.00: **Lectures: "Branding ingredients"**

Speakers: **„Status Quo Hungary's leading brands"**
Wolfgang Zankl, Chief Brand Analyst,
European Brand Institute

„International status of brand valuation"
DI Dr. Gerhard Hrebicek, Executive Director,
European Brand Institute

„Legal options for brand building"
Dr. Mihály Ficsor, Vice-President Hungarian Patent Office

„Brand Management"
Dr. Zsófia Lendvai, Richter Gedeon Ltd.

Moderator: **Dr. Péter Csiky**, Head of Trademark Department,
Hungarian Patent Office

15.00 – 15.30: Break

15.30 – 17.30: **Panel Discussion:**
**"The impact of branding on business development
in Hungary"**

Speakers: **Representative OTP Bank** (tba)
Representative MOL (tba)
Dr. Imre Gonda, Deputy-Head of Department,
Hungarian Patent Office
Dr. Gerhard Hrebicek, Executive Director,
European Brand Institute
Rita Davidson, Executive Partner, maX communication GmbH

Moderator: **Péter Káldos**, Hungarian Patent Office

17.30 – 18.00: Break

18.00 – 20.00: Reception

Language: English

