

BUSINESS LUNCHEON 'BRANDING'

**Monday 29 October 2007 - 12 noon - 2.00pm
at Park Hyatt, 2 Lam Son Square, D1, HCMC**



Tom Tobin is currently President and CEO of HSBC Vietnam. Tom is a seasoned banking executive with extensive experience in emerging markets having worked in corporate and institutional banking, securities, personal financial services and general management. He has lived and worked in Asia for many years in Hong Kong, Sri Lanka, Brunei and Singapore.

Tom will speak on the following topics:

- how HSBC had climbed the brand charts from a collection of local, regional brands to a single powerful global brand
- stories of how the various acquisitions made by the Group in recent history got re-branded to HSBC
- the evolution of the "world's local bank" platform

Through presentation, gain inspiration on how to turn your company into a global brand!

\$28 for member, \$35 for non-member

Contact Jakki or Uyen for more information on BBGV,
25 Le Duan, Dist.1, HCMC, Tel: 829 8430
Email: membership@bbgv.org
or you can register online at www.bbgv.org

Co-hosts:



*Cancellations accepted up to 24 hrs before the event,
after which 'no show' will be charged.*