

CanCham 

The Canadian Chamber of Commerce in Vietnam
La Chambre de Commerce du Canada au Vietnam
Hiệp hội Doanh nghiệp Canada tại Việt Nam



CANCHAM INTERNATIONAL BUSINESS LUNCHEON

“Global Guerrilla Marketing: Reaching Across the Cultural Divide to Increase Profitability”

Wednesday March 19, 2008

Venue: New World Hotel Saigon, 76 Le Lai, Q.1, HCMC

Cost: \$30 USD- Members and Co-Hosting Members

\$35 USD – Non-Members

Time: *Registration:* 11:30am ; *Luncheon:* 12:00 Noon

GUEST SPEAKER:

Alexa Ronngren– Global Guerrilla Marketing Coach



Alexa Ronngren is an international and global marketing consultant with 17 years of experience in marketing, sales and administration. She considers herself a global citizen as she has lived in 13 countries on five continents and is fluent in English, Portuguese, and Spanish. Her professional background includes working with multinational organizations, such as Compaq Computers and AIG. In 2007, she founded Aldeia Global Marketing and became a certified Guerrilla Marketing Coach. Through Aldeia, she has worked with many small businesses to enable them to compete against larger and better funded rivals.

Alexa will be presenting *Global Guerrilla Marketing: Reaching across the cultural divide to increase profitability*. The interactive presentation will examine how communication styles differ across cultures and the top three ways to overcome barriers. In addition, this speech will include the top ten ways to reach global markets with a small budget.