

Brand and Image in the History of European Business



The ICCA 2007 Workshop
19/20 March
Warsaw, Poland

The Institute for Corporate Culture Affairs (ICCA) invites you to our 2007 workshop discovering "**Brand and Image in the History of European Business**".

Date: 19th - 20th March ICCA Workshop
Including Reception Dinner on the evening of 19th March
At the Altrium Restaurant at the Kozminski Academy

Venue: Leon Kozminski Academy of Entrepreneurship and Management,
Warsaw, Poland

Organisers: Prof. Luciano Segreto, Prof. Hubert Bonin

Major international companies such as **Fiat, Philips, Siemens, Nokia** or **Michelin** will be represented. As well as renowned academics including:

Luciano Segreto, University of Florence, Italy

Hubert Bonin, Bordeaux Political Science Institute, France

Dominique Barjot, Sorbonne University, France

Mariusz Jastrzab, Poland

The workshop will include case studies exploring the history and development of brands from luxury goods and fashion to industrial products and automobiles and their significance in today's world.

The Leon Kozminski Academy

The Leon Kozminski Academy is an internationally renowned private business school offering business management and finance degrees of the highest international standard. For more information please visit www.kozminski.edu.pl



AGENDA

ICCA Workshop at the Kozminski Academy

**Leon Kozminski Academy
of Entrepreneurship and Management**

ul. Jagiellońska 59

03-301 Warszawa

Tel: +48 22 519-21-00

Fax: +48 22 814-11-56

Academic Directors:

Professor Luciano Segreto, University of Florence

Professor Hubert Bonin, University of Bordeaux

Monday, 19th March 2007

09:30 – 10:30 Registration with coffee and refreshments

10:30 – 10:50 ***Opening***

Prof. Andrzej Kozminski

Rector, Leon Kozminski Academy

Prof. Manfred Pohl

Founder and CEO, ICCA

10:50 – 12:45

Session I – Fashion

Session Chair: Prof. Hubert Bonin, France

Italian Fashion

Prof. Elisabetta Merlo, Italy

Camper

Prof. Jaume Garau Taberner, Spain

French Luxury Goods

Prof. Hubert Bonin, France

Zara

Prof. Xoán Carmona Badía, Spain

Panel discussion

Lunch Break

Lunch will be provided at the Kozminski Academy

14:15 – 15:15

Session II – Industrial Products (1)

Session Chair: Prof. Peter Miskell, UK

Bibendum (Michelin)

Prof. Dominique Barjot, France

& Dr. Francesca Tesi, Italy

Nokia

Prof. Martti Häikiö, Finland

Existence of Brands in the Communist Period

Dr. Mariusz Jastrzab, Poland

15:15 – 15:30

Coffee Break

15.30 – 16.30

Session II – Industrial Products (2)

FIAT & Alfa Romeo

Enrico Pavoni, Poland

Panel discussion

Including Industry Guest: Anna Tascher, Siemens, Poland

16:30

Guest Speaker

Haruo Funabashi, Japan

18.00 - 21.00

***Dinner Reception
at the Kozminski Academy***

Including speech by Prof. Kozminski at **18.30**

Tuesday, 20th March 2007

10:00 – 10:10

Opening

Prof. Andrzej Kozminski

Rector, Leon Kozminski Academy

10:10 – 12:00

Session III– Food

Session Chair: Prof. Luciano Segreto, Italy

Suchard

Prof. Laurent Tissot, Switzerland

Brand and Image Making at Unilever

Prof. Peter Miskell, United Kingdom

Branding Strategy of Champagne Producers

Prof. Claire Desbois-Thibault, France

Panel discussion

Including Guest speech on Marketing Ethics

Prof. Wojciech Gasparski, Poland

12:00 – 12:20

Closing Speech

Prof. Luciano Segreto, Italy

For further information on this event please contact ICCA Managing Director Nick Tolhurst or Katja Böhmer referring to the contact details below or e-mail us at:

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k.boehmer@cca-institute.org