

Bangladesh Brand Forum in association with Cannes Lions launches today the Communication Summit 2011 at Westin Dhaka. Global and local advertising professionals will come up with insightful lectures on effective communications strategies, marketing dynamics and brand evolution at the summit. Star Business sits with Allein G Moore, a founder of Creative Circle Singapore, and Manfred Abraham, head of Brand Strategy of Interbrand Global, UK, in exclusive interviews. Both Moore and Abraham are now in Dhaka to attend the summit. We also bring out a write-up by Nirvik Singh, chairman and CEO of Grey Asia Pacific, on this occasion.

MD FAZLUR RAHMAN

A portrait of a man with short, dark hair and a light beard, wearing a white dress shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a textured, light-colored wall.

Manfred Abraham

He said branding helps a company establish a strong presence in the market and reach more customers. "It actually manages the value of the company substantially. It ensures the long-term growth."

The Interbrand official also said communication and marketing play an important role in building a strong brand. "They are actually an integral part of branding. They help change perception."

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Allein G Moore

SUMAN SAHA

Moore urges the advertising sector people in Bangladesh to take initiatives like brand forum. "We need to highlight the sector. We need to educate marketing directors and brand managers on the importance of the brand."

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NIRVIK SINGH


Changes that are happening:
Communication professionals are experiencing changes in terms of 'how communication happens and works'. The biggest change is that for the first time, the consumer has a lot of power. Today, one can communicate with con-

We would term our work on Bangla-



Nirvik Singh

The writer is the chairman and chief executive of Grey Asia Pacific.



The IDLC Group warmly congratulates

Mr Rubel Aziz

Director & Chairman
of the IDLC Executive Committee

on being elected as
Chairman of the Board of Directors of The City Bank Ltd.

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