



The Hong Kong-Canada Business Association

proudly presents

KEYNOTE ADDRESS LUNCHEON

featuring

VIVECA CHAN

Chairman & CEO of WE Marketing Group

“Breaking the Chinese Cultural Code: Lessons Learned in Marketing in China”



Viveca Chan, is the Chairman & CEO, and also the founder of WE Marketing Group. The WE Marketing Group was established in October 2005, and it has already established a list of blue chip international and local clientele with over US \$35 million in billings. WE has offices in Shanghai, Beijing, Guangzhou, Nanjing and Hong Kong. WE Marketing Group combines global best practices, a global and local network, and proven China marketing communication expertise. Viveca helped numerous multinational and local clients build premier brands in the China market such as Pantene, Volkswagen, Haier, Wrigley, Danone, Contac, Vanke, Kangshifu and others, becoming one of the largest winners of marketing and advertising effectiveness awards.

In her presentation to HKCBA, Viveca will share her extensive experience and provide numerous tips on how best to approach the China market. She will also provide insights into the Mainland China market and how to successfully build a brand in China.

About the Speaker: Viveca was formerly the Group Chairman and CEO of Grey Global Group China/Hong Kong, one of the top 10 advertising agencies in the World. Viveca joined Grey in 1979 when it was first founded and was instrumental in building Grey from an advertising agency to a leading integrated communications group which functions included: strategic planning, media, design, interactive marketing, healthcare, events, and customer relationship marketing. During her tenure, Viveca established Grey as a leading agency in Beijing, Shanghai, Guangzhou and Hong Kong with over 400 staff. Continuing to play an active role in the industry, she is Council Member of HK Management Assoc., Member of HK Trade Development Council Services Promotion Committee and AMCHAM Marketing Communications Committee, Adjunct Professor of HK Polytechnic University & Nanjing Economic University. Viveca serves on the advisory board of a number of marketing & advertising institutes such as the Shanghai Brand Development Centre, HK Institute of Marketing, HKU Space, University of Wisconsin-Madison Dean of International Studies etc. Viveca was also past chairman of the HK4As and Deputy Director of China Advertising Association. Viveca is recognized as a business leader and a thought leader in the industry. **She was named one of the 17 global “Women Breaking Barriers” by Ad Age, Top 100 Entrepreneurs in China, Top 10 Advertising Executives by Modern Advertising, one of 10 “The Most Successful Women 2004” by Jessica Magazine, “Special Contribution Award to 25 years of China Advertising” and 2005 “Professional of the Year” from American Chamber of Commerce.**

Date: Friday, May 23, 2008

Time: Registration: 11:30 a.m. Luncheon & Program: 12:15 – 1:30 p.m.

Venue: Four Seasons Hotel, Le Pavillon, 791 West Georgia Street, Vancouver, BC

Cost: Members of HKCBA: \$45 pp; Regular: \$55 pp;

Corporate table of 10: Members \$450; Regular: \$550 (Prices INCLUDED GST, GST# R 123914244)

PRE-REGISTRATION FORM

Please fill in and **FAX to (604) 684-6208** or **email: vancouver@hkcbacom** to register. Enquiry Hotline: **(604) 684-2410**. Reservations and cancellation will be accepted up to May 16, 2008. *No shows will be billed. Substitutes welcome.*

Name _____ Title _____

Company _____

Address _____ Postal Code _____

Tel () _____ Fax _____ Email _____

PAYMENT OPTIONS (_____ Seats reserved at \$ _____ per person = Amount \$ _____)

(Please choose one from below) **(\$45/member, \$55/regular; \$450/Member’s table of 10, \$550/regular table – INCLUDING 5% GST)**

Cheque to be mailed / enclosed made payable to The HKCBA – address below

Charge my VISA MasterCard American Express # _____ Exp. ___/___

Signature _____ Date _____ [] Member of _____

THE HONG KONG-CANADA BUSINESS ASSOCIATION, VANCOUVER SECTION

Suite 220 – 1050 West Pender Street, Vancouver, B.C. V6E 3S7

Tel: (604) 684-2410

Fax: (604) 684-6208

Email: vancouver@hkcbacom

Official Airline:



CATHAY PACIFIC