



## MEDIA CONTACT

Mai Asia Limited

Phone: +852 2519 4436

E-mail: [www.maiasia.com](http://www.maiasia.com)

**INVITATION (for release on August 25, 2010)**

## Mai Asia Delivers Presentation to Chicago-Area Businesses

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# The Incubator

820 Davis Street Evanston Illinois 60201

The Technology Innovation Center

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For business owners interested in developing their brands and exploring international markets:

**Berthold Heinemann** will give a presentation on "**Building Brand Value**" for small to mid-sized businesses at the Incubator this **Thursday, August 26 at 4:00 PM.**

**His presentation will focus on:**

1. Pre-IPO brand development and valuation
2. Expanding the reach of brands into Asia



**Berthold Heinemann** has over 25 years of experience in global marketing. He is currently Managing Director of [Mai Asia](#), an independent firm primarily active in South and Central Asia, with clients in Western and Asian markets.

**Mai Asia's** aim is to effectively manage the value of its clients' brands.

This includes:

- Developing a brand, particularly with a focus on brand cues that allow a brand to gain value.
- Measuring and maintaining brand value



- Pre-empting brand damage
- Measuring brand damage / brand defense
- Allowing firms to achieve 'added brand value' in foreign markets, particularly Asia

**Berthold Heinemann** holds an MBA from the Kellogg School of Management and began his career in 1985 at **Procter & Gamble Germany**. He was responsible for brand management across what was then a 10-nation EU. In 1987, he joined **Grey Worldwide**, one of the world's largest marketing communication companies. He joined **Mai Asia** in 1999. His experience covers numerous industries as well as geographical markets in Asia, Europe and the USA. Berthold Heinemann is a frequent speaker and has appeared in South Asian media numerous times.

RSVP to Tim Lavengood at: [t-lavengood@theincubator.com](mailto:t-lavengood@theincubator.com)

The presentation will be held in the Incubator at 820 Davis Street, Suite 151 (The Incubator Main Office). Join us for snacks and refreshments afterwards during FTF (Face to Face) from 5:00 to 7:00 PM.

[Technology Innovation Center](#) | 820 Davis Street, Suite 151 | Evanston, IL 60201



This email was sent to:  
[b.heinemann@MaiAsia.com](mailto:b.heinemann@MaiAsia.com)

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