

DEVELOPING BRANDING

Brands were originally developed as labels of ownership in the form of names, terms, designs or symbols. Today, however, it is what brands do for people, companies, corporations or conglomerates that matters, how brands reflect, engage and define aspirations. Powerful brands are the organization's most valuable asset, portraying success.

Branding is an important feature to a company engaging in exports, otherwise the product will only be seen as a commodity. In economic terms, the 'brand' is a device to create a monopoly so that the brand owner can obtain some of the benefits which accrue to a monopoly. Most branding is established by promotional means and it is essential that the brand name and trademark are protected by all means available.

To assist the timber industry in further enhancing the marketability of their products overseas via branding and to update the industry on the various incentives/grants provided by the government, MTIB is organizing a half-day seminar on **7 May 2008 (Wednesday) at Dewan Persidangan MTIB, 13 Floor, Menara PGRM, Kuala Lumpur. Admission is free.**

The objective is to raise awareness on the strategies for branding and the various incentives/grants available.

Who should attend

Key players from the timber industry as well as representatives from the timber associations

PROGRAMME

- 08.30 am – 09.00 am : Registration
- 09.00 am – 09.15 am : Welcoming Remarks by
Y. Bhg. Dato' Mohd Nazuri Hashim Shah,
Director General of MTIB
- 09.15 am – 10.30 am : Branding by Dr Paul Temporal,
Temporal Brand Consulting Sdn. Bhd.
- 10.30 am – 11.15 am : Branding for Export by Fella Design Sdn. Bhd.
- 11.15 am – 11.45 am : Coffee Break
- 11.45 am – 12.30 pm : Incentives/Grants for Branding
- Cik Aida Zureen Arifin,
Brand Promotion Grant Unit,
MATRADE
 - Encik Mohd Zaki Ismail,
Marketing Development Grant Unit,
MATRADE
- 12.30 pm – 01.00 pm : Q & A
- 01.00 pm : End of Seminar Session