



Ready for a heady mix of French  
**luxury, perfume & cuisine?**

Or perhaps for the  
**start-up-to-Unicorn story.**

How did cricket get popular  
**outside England?**

Where will India be **after 25 years?**

Why is **Branding of Places** important?

**Come, register  
as a Delegate**

and learn from  
stimulating discussions.



**IAA Global Summit  
on Nations as Brands.**

**5<sup>th</sup> and 6<sup>th</sup> Sept, 2022  
Taj Palace, New Delhi**

To register  
[www.nationsasbrands.org](http://www.nationsasbrands.org)



**It doesn't  
get bigger  
than this!**

**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

The Global Compass  
of Marketing  
Communications



INTERNATIONAL ADVERTISING ASSOCIATION

The International Advertising Association is the world's most influential network of marketing and marketing communications professionals. Established in 1938, it is the only association that represents the marketing and marketing communications industry in totality, unlike other bodies which defend only the interests of the sector they represent.

For over eighty years the IAA has played a stellar role in supporting key industry issues like freedom of commercial speech, self-regulation, responsible advertising, education and professional development. The IAA has over 4,000 individual and corporate members spanning marketing, advertising, media, IT communications and academic sectors and is present across 56 countries through Chapters and education affiliates.

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Spread over two days the Summit on Nations as Brands will bring to life how certain nations are synonymous with certain categories of products and brands. Keynote addresses and panel discussions will demonstrate the cause and importance of nations' role in brand building in various categories.

This apart, India has emerged as a strong brand and the Summit will showcase how this brand has been built through interesting sessions by some eminent speakers.

# IAA Global Summit September 5-6, 2022



10:00 am - 11:00 am  
Inaugural Session



**Megha Tata**  
President India Chapter  
*Welcome Address*



**Srinivasan K Swamy**  
Convenor  
IAA Global Summit  
*About the Summit*



**Joel Nettey**  
IAA Chairman & World President  
*IAA World  
President Address*



**Hon'ble Tony Abbott**  
Former PM of Australia  
*Inaugural Address*

11:00 am - 11:30 am - Coffee / Tea Break

11:30 am - 12:15 pm  
Competitiveness  
of Nations



**Ajimon Francis**  
Managing Director,  
Brand Finance India  
*"Nation Brands"  
Report Release  
& Highlights*



**Amitabh Kant**  
G-20 Sherpa  
*The New India in the  
comity of Nations*

12:15 pm - 01:30 pm  
Automobiles define  
the Country



**Rajeev Chaba**  
President & MD,  
Morris Garage  
*Transformation from  
IC to Hybrid to EV  
to what next*



**Balbir Singh Dhillon**  
Head, Audi India  
*Digitalisation and  
how it has shaped the  
automobile industry*



**Raghav Belavadi**  
Founder & CEO, Hype  
*Luxury Vehicles and  
Countries of origin*

01:30 pm - 02:30 pm - Lunch Break

02:30 pm - 04:00 pm  
Geo branding -  
It all started in Europe



**Dominique Fioux**  
French Michelin  
Star Chef



**Véronique Polès**  
Consultant,  
Poles Luxe Consulting



**Rajiv Sheth**  
Founder & CEO,  
Just Scents Pvt. Ltd.

*Heady mix of French Luxury, Perfume & Cuisine*



**Babette Desfossez**  
Trade & Investments  
Commissioner  
Embassy of Belgium  
*Belgium - Home of  
Diamonds and More*



**Mitrajit  
Bhattacharya**  
Founder, The Horologist



**Ashok Goel**  
Distributor & Marketeer  
- Luxury Swiss Watches

*Switzerland - home of Precision Watches*

04:00 pm - 04:30 pm  
Barriers to National  
Brand Building



**V Raghunathan**  
Economist & Author  
*Barriers to National  
Brand Building*

05:00 pm -  
05:15 pm



**John Chacko**  
Chairman, IAA World Congress  
Organising Committee  
*Presentation on  
45<sup>th</sup> IAA World Congress*

04:30 pm - 05:00 pm - Coffee / Tea Break

05:15 pm - 06:15 pm  
India's  
Competitiveness



**Kiran Karnik**  
Former President  
of Nasscom  
*How IT & ITES from  
India shaped  
the World*



**Manish Sabharwal**  
Chairman, Teamlease Services  
*India@100: Reform agenda  
for the next 25 years*

06:15 pm - 07:00 pm  
Special Session



Chief Guest  
**Nitin Gadkari**  
Hon'ble Union Minister of  
Road Transport & Highways



Interviewer  
**Navika Kumar**  
Group Editor, Times Network & Editor-in-Chief,  
Times Now Navbharat

07:00 pm - Cocktails & Dinner

09:30 am - 11:00 am  
USA – Home of many  
Brands and Technologies



**Peter Knapp**  
Chairman, Landor & Fitch, UK  
*Importance of Branding  
of Places*



**Surya Kotha**  
Founder & CEO, Xlenz LLC, USA  
*USA – Home of  
new technologies*



**Mahalingam Ramasamy**  
Managing Director, Netcon Technologies



**Md. Ashiq**  
CEO, Netcon Technologies

*It's an interconnected world!*

11:00 am - 11:30 am - Coffee / Tea Break

11:30 am - 01:00 pm  
Start-up Nations



**Ido Aharoni**  
Founder, Brand Israel  
*Israel leads  
the way*



**Suraj Saharan**  
Co-Founder, Delhivery  
*A start-up that  
became a Unicorn*



**Pradeep Pant,**  
Board Member,  
Rawstone Co. Ltd., Taiwan  
Former MD,  
Taipei Fubon Bank  
*First among equals:  
Digital Payment*

01:30 pm - 02:30 pm - Lunch Break

02:00 pm - 03:30 pm  
England the original  
home of Cricket



**David Gower**  
Former Captain, England Cricket Team  
*Autograph to Photograph  
– an evolution of Brand Cricket*



**Ayaz Memon**  
Sports Writer, Journalist, Author  
*Moderator*



**David Gower**  
Former Captain,  
England Cricket Team



**Dilip Vengsarkar**  
Former Captain,  
Indian Cricket Team

*Taking the game to the world*

03:30 pm - 04:00 pm - Coffee / Tea Break

04:00 pm - 05:00 pm  
India: Ancient culture,  
modern outlook



**Dr. D K Hari & Dr. D K Hema Hari**  
Founders, Bharat Gyan  
*Science, Technology,  
Industry and Mathematics in ancient India*



**Ramesh Vangal**  
Chairman, Katra Group  
*Taking ancient sciences to the world  
(Yoga, Ayurveda, Vedic Architecture)*

05:00 pm - 05:30 pm  
Celebrating India



**Bharatbala**  
Producer & Director

For updated information and to register as a delegate, visit [www.nationsasbrands.org](http://www.nationsasbrands.org)

Delegate fee: INR 7500 + GST per delegate or

INR 6000 + GST per delegate if 5 or more from the same company register.

# IAA GLOBAL SUMMIT

ON NATIONS AS BRANDS

## PRINCIPAL PARTNERS



## SUPPORTING PARTNERS



Good food, Good life



## INDUSTRY PARTNERS



The Council of EU Chambers of Commerce in India

### Advertising Council of India (ACI)

(A Division of STACA Trust)

Members: Advertising Agencies Association of India | Indian Broadcasting Foundation  
Indian Society of Advertisers | India Chapter of International Advertising Association  
The Advertising Club Bombay

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