

Baltic Brand Conference Riga: Brands across borders

"Branding" and "brand success" dominated the renowned Stockholm School of Economics in Riga (SSE) on February 16 2011. The monumental SSE-building right in the center of Latvia's capital hosted the first "Baltic Brand Conference". Headline of the meeting: "From Local Jewels to Global Brands ". Quite over hundred guests and experts participated. In addition to SSE "Baltic Brand Conference" was supported by the Baltic Sea Forum and the German-Baltic Chamber of Commerce too.

The Baltic Brand Conference wants to be seen as a forum of know-how transfer on an international level between participants and experts coming from science and with experience in design, consulting and management as well. The capital Riga is an excellent place for such a market of ideas due to its Hanseatic tradition. On the other hand it is a hub for the entire Baltic Sea region, with fairly more than 50 million inhabitants in its bordering states.

The "Trademark Office Hamburg" and the international lawyers "bnt group" initiated the conference, their influential directors: Christian Prill from trademark office ("Markenbüro"), and Theis Klauberg, founder of bnt lawyers in Latvia. The two have known each other since school years in Hamburg and kept their contacts all the time. Eventually the idea arose to generate synergetic outcome merging their individual know-how across borders. The idea mutated into the concept "Baltic Brand Conference in Riga", which they organised eventually attracting great interest from the beginning.

"Well-managed brands are a key to economic success, even in highly competitive markets," says CEO Prill. "There examples are available in every branch, and looking beyond borders proves to inspire." The Baltic Brand Conference therefore is set to procure strategies and solutions for local, regional and international brand success.

BSF Baltic Sea Forum as Partner is dedicated to the brand "Baltic Sea Region" for roughly ten years organizing conferences and roundtables. Looking for companies which define their brand development as Baltic Sea companies was a narrow idea, therefore. But how to do that? Those were the questions the experts and their hundred audience dealt with at SSE in Riga.

In opening the meeting Christian Prill analysed failed or endangered brands what led him to focus on concise brand management – even if growth was in disorder or profit fantasies are booming. Sustainable and healthy growth would afford with discipline only and concentrating on so-called brand

drivers. For this method he demonstrated successful examples calling it an elegant way of brand management.

Then Leitti Mändmets, Director Marketing and Communication of Enterprise Estonia, introduced the brand concept of her country titled "A Brand Concept for Estonia". Dimitri Agishev, Deutsche Bank Russia, told the story of his bank which is also a Baltic one. In 1881 its Russian business started in St. Petersburg and was in operation through all the changes of history.

Lawyers Theis Klauberg and Sebastian Fischöder demonstrated the interdependence of brand and consumer sight when they opened the minds to the surprising links between law and marketing. Eventually Marc Schmettau from housewares manufacturer Bodum illustrated his brand's successful way from Denmark to the present global distribution network.

This 16th February 2011, was a stimulating day for guests and experts, the meeting served as a networking in the Baltic Sea region too. The participants came from Latvia, Germany, Russia, Belarus, Estonia, Sweden, the Netherlands, Scotland and Belgium. They came from industries as diverse as tourism and banking, automotive, consumer goods, internet, advertising and food industry, but politics and government also were represented. The two organizers are now preparing the Baltic Brand Conference in 2012.