

**Impressive Array of Speakers
Focus on Growth Market Eastern Europe
Premiere Edition of Global Marketer Summit to be held
on September 1, 2006, in Frankfurt**



The “Global Marketer Summit,” the first international exclusive b-to-b forum for top decision makers in the communications industry, has invited an impressive array of speakers to launch the inaugural congress on September 1, 2006, in Frankfurt. The summit, which will be held annually, is jointly organized by industry magazines “Advertising Age” from the USA and HORIZONT from Germany. The focus of the premiere edition will be on “Marketing to Eastern Europe.” The summit will be launched with the support of topnotch executives who live, work and think in terms of globalization:



Martin Lindstrom, brand futurist, acclaimed brand guru and considered to be one of branding’s most original thinkers, who travels the world 300 days a year on his mission to share ideas and ignite thinking, will give insight into his all-embracing approach to branding.

Simon Clift, CMO & Group Vice President for Personal Care, **Unilever**, will explore what it took to transfer Unilever’s “vitality“ mission statement to markets that were ignorant of Unilever’s heritage.

John Partilla, President of Time Warner Global Marketing and Senior Vice President of **Time Warner** will discuss why today's concept of producing blanket TV ads is incongruous in a new TV landscape that requires a different approach in the creation and media planning of TV ads.

Andrew Robertson, President & CEO of **BBD0 Worldwide**, will reflect on the fact that advertisers and agencies need to be both more global and local, just as consumers are, too.

Steffen A. Gruschka, Senior Fund Manager Equities, **DWS Investment**, will show where to put your money when looking east.

Bane Knezevic, President of McDonald's Western Europe Division and CEO of **McDonald's, Germany**, will give a short review on which challenges McDonald's had to overcome during the kickoff period in Eastern Europe and which cultural differences in communication must be observed up to today.

Dr. Tomas Krasny, Managing Director, **Fessel-GFK Institut für Marktforschung**, will give insight into the sometimes subtle differences in consumer behavior and attitudes in Eastern Europe.

Michael von Zitzewitz, Chairman of the Management Board of **Messe Frankfurt**, will talk about improving market opportunities through foreign exhibitions and what prospects Russia offers for the future.

The "Global Marketer Summit" will provide an ideal opportunity to exchange ideas and information with entrepreneurs setting the standards in worldwide markets for everyone who is in a position of responsibility in advertising, marketing and media and has an international perspective.

"The Global Marketer Summit is THE forum to discuss strategies for successful marketing in the age of globalization," says Volker Schuetz, editor-in-chief of the industry journal HORIZONT.

At the end of the summit, "Advertising Age" and HORIZONT, in partnership with the consulting agency Booz Allen Hamilton, will honor the "Chief Marketing Officer of the Year."

The "Global Marketer Summit" is supported by Booz Allen Hamilton, DWS Investment, the Financial Times, Frankfurt Economic Development, Messe Frankfurt and Y&R Germany.

See www.gms2006.com for details on the conference, the award and registration.



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