

## Background Info

The World Brand Congress, hosted by India was held from 4th – 5th November 2009 at Taj Lands End, Mumbai. ([www.worldbrandcongress.com](http://www.worldbrandcongress.com)). The Congress is in its 18th year, while India has been a three-time host of this event to date. The Congress is governed by an Advisory Board, comprising members who are senior professionals from the industry, and whose common objective is to serve the development of the sales and marketing fraternity. The Congress regularly attracts more than 500 professionals from 60 countries. The members on the Jury and Advisory Council are senior professionals from the industry. The Award is conferred

purely by recommendation. The team behind the World Brand Congress and the hosts has a previous experience of 17 years in hosting world-class conferences e.g Asia Brand Congress ( [www.asiabrandsummit.com](http://www.asiabrandsummit.com) ), India Brand Summit ([www.indiabrandsummit.com](http://www.indiabrandsummit.com) ) and World HRD Congress ([www.worldhrdcongress.com](http://www.worldhrdcongress.com)). The attendees have been senior professionals from marketing, branding, advertising, public relations, brand strategy and corporate communications.

## Nomination Process

Through a Global Research cell, which continuously presents information about the accomplishments of unique

individuals. Dato' Sharifah Ismail's name was discussed. The council members found the information worthwhile of the recognition. World Brand Congress provides a platform that recognises talent, contribution and competence in a very special way. The criteria adopted is: (a) Not much is written about the professional in the media. (b) Internal perception, within the organization and external perception is balanced on credibility, achievement and value contribution to the business. (c) Track record of performance and achievements. (d) Values, integrity and work life balance are essential competencies.

## WITH OUR PATRON

Marketeer

## IMM PATRON WELCOMES COUNCIL AND ENSURES SUPPORT



*Courtesy call on IMM's Patron  
Seated from left Dato' Sharifah Mohd. Ismail, YB Dato' Sri Mustapa Mohamed,  
Dr. Zakaria Taib  
Standing from left Sherly George, Sarah Tan.*

IMM President Dato' Sharifah Mohd. Ismail and three other Council members paid a courtesy visit on YB Dato' Mustapa Mohamed, Minister of International Trade and Industry who is also the Patron of IMM.

The courtesy call, although brief was meaningful as it provided the President and the Council with the opportunity to introduce the Institute to the Patron, and explain its two-pronged role in supporting the marketing fraternity and in complementing the industry with its various training programmes and activities.

YB Dato' Mustapa encouraged IMM to continue the good work and its contribution to the enhancement of marketing skills among its members and other professionals in the country.

On the other hand as Patron of the Institute, Y.B. Dato' Mustapa ensured the delegation that he will give his full support towards IMM's programmes and initiatives and shall attend IMM's events if his schedule permits.