



INSTITUTE OF BUSINESS MANAGEMENT

Public Affairs Section

MEDIA COVERAGE SO FAR

HOW COMPANIES PLAY TO WIN

MARKETING CONFERENCE OF IOBM MARKETING SOCIETY IN
COLLABORATION WITH THE MARKETING ASSOCIATION OF PAKISTAN

SATURDAY MARCH 12, 2011

Parvez Jamil
12/3/11

PARVEZ JAMIL



INSTITUTE OF BUSINESS MANAGEMENT

Public Affairs Section

BUSINESS

RECORDER

Karachi, Saturday 12 March 2011, 6 Rabi-us-Sani 1432

**IoBM moot on
'How companies
play to win' today**

KARACHI: National and multinational companies brainstorm on business excellence strategies at a Marketing Conference on 'How companies play to win', organized by the Institute of Business Management (IoBM) in collaboration with the Marketing Association of Pakistan (MAP), at the IoBM auditorium, CBM building on Saturday, March 12, 2011, says an announcement from the IoBM Public Affairs Section.

Such speakers have been scheduled to present their views at the Conference as Mr. Mahmood Amin, CEO, Kraft Foods; Mr. Miftah Ismail, CEO, Ismail Industries Ltd.; Mr. Shamyul Mooraj, CEO, Volvo Penta Ltd., Mr. Ejaz Wasay, Senior Fellow, Marketing, IoBM.

The Panelists at the Conference are Mr. Muhammad Nanji, COO – U. G. Foods; Mr. Fuad Chundrigar, VP–Marketing, Engro Foods; Mr. Farhan Ahmed, Head Corporate Communication and PR, HSBC; Mr. Raheel Pasha, Sr. Brand Manager, Savoury and Drinks, Unilever; Mr. Aly Mustansir, Head Marketing and Brand Management, HBL.

The opening and closing remarks at the Conference have been scheduled by Mr. Talib Karim, Rector and Ms. Sabina Mohsin, Executive Director, IoBM.

IoBM students' Marketing Society has also played an instrumental role in organizing this Marketing Conference amid the guidance of Ms. Shahnaz Meghani, HoD Marketing and Faculty Advisor, Marketing Society. — PR

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Jawid
12/3/11



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Public Affairs Section

FOUNDED BY (LATE) KAZI SAEED AKBAR & (LATE) KAZI JAWAD AKBAR
PUBLISHED SIMULTANEOUSLY FROM KARACHI AND HYDERABAD

The only Regional English Daily of Sindh

The **REGIONAL TIMES** Of Sindh

Saturday, March 12, 2011, Rabi-ul-Sani 6, 1432 A.H

IoBM to hold 'How companies play to win' Conference today

By Parvez Jamil

KARACHI: National and multinational companies brainstorm on business excellence strategies at a Marketing Conference on 'How companies play to win', organized by the Institute of Business Management (IoBM) in collaboration with the Marketing Association of Pakistan (MAP), at the IoBM auditorium, CBM building today on Saturday, March 12, 2011, said an announcement from the IoBM Public Affairs Section. Such speakers

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Savoury and Drinks, Unilever; Mr. Aly Mustansir, Head of Marketing and Brand Management, HBL. The opening and closing remarks at the Conference have been scheduled by Mr. Talib Karim, Rector and Ms. Sabina Mohsin, Executive Director, IoBM respectively. The IoBM students' Marketing Society has also played an instrumental role in organizing this Marketing Conference amid the guidance of Ms. Shahnaz Meghani, HoD Marketing and Faculty Advisor, Marketing Society.

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Public Affairs Section

FINANCIAL POST

Karachi – Friday, March 11, 2011 – Rabi-us-Sani 5, 1432

'How companies play to win'

FP Staff Report

KARACHI, March 10: National and multinational companies brainstorm on business excellence strategies at a marketing conference on 'How companies play to win', organised by the Institute of Business Management (IoBM) in collaboration with the Marketing Association of Pakistan (MAP) to be held at IoBM auditorium, CBM tomorrow (Saturday), says an announcement from the IoBM Public Affairs Section.

Speakers who are scheduled to present their views at the Conference include Mahmood Amin, CEO, Kraft Foods; Miftah Ismail, CEO, Ismail Industries Ltd; Shamil Mooraj, CEO, Volvo Penta Ltd., Ejaz Wasay, Senior Fellow, Marketing, IoBM, according to a press release.

The Panelists at the Conference are Muhammad Nanji, COO, UG Foods; Fuad Chundrigar, VP Marketing, Engro Foods; Farhan Ahmed, Head Corporate Communication and PR, HSBC; Raheel Pasha, Sr.

Brand Manager, Savoury and Drinks, Unilever; Aly Mustansir, Head Marketing and Brand Management, HBL.

The opening and closing remarks at the Conference will be given by Talib Karim, Rector and Sabina Mohsin, Executive Director, IoBM respectively. IoBM students' Marketing Society has also played an instrumental role in organising this marketing conference amid the guidance of Shahnaz Meghani, HoD Marketing and Faculty Advisor, Marketing Society.

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The Financial Daily

Karachi, Friday, March 11, 2011, Rabi-us-Sani 5,

'How companies play to win'

Staff Reporter

KARACHI: National and multinational companies will brainstorm on business excellence strategies at a marketing conference on 'How companies play to win', organized by the Institute of Business Management (IoBM) in collaboration with the Marketing Association of Pakistan (MAP), at the IoBM auditorium, CBM building tomorrow (Saturday), says an announcement from the IoBM Public Affairs Section.

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