

Get the MECQ mindset,
Join us!



eWMS **eWORLD** **MARKETING** **SUMMIT 2021**

HELLO TOMORROW
BUILDING THE NEXT NEW NORMAL

NOVEMBER
06-07

START

00:01 am GMT (Nov 6)

END

11:59 pm GMT (Nov 7)



PRIMETRADE ASIA, INC.
eWMS REGIONAL PARTNER

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PARTICIPATING
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WORLD
RENOWNED
SPEAKERS

48 HRS

NON-STOP
BROADCAST
WORLDWIDE

In 2020, an invisible enemy struck. Countries closed their borders, governments went on red alert, companies and shops shut down.


And we stayed home, and watched the world change. Some businesses managed to cope with the crisis and kept going.

Their secret?

MECQ

Marketing
Excellence/Empathy
Competitiveness/Creativity
Quotient

The right tools and thinking needed to adapt to abrupt changes in the world today.



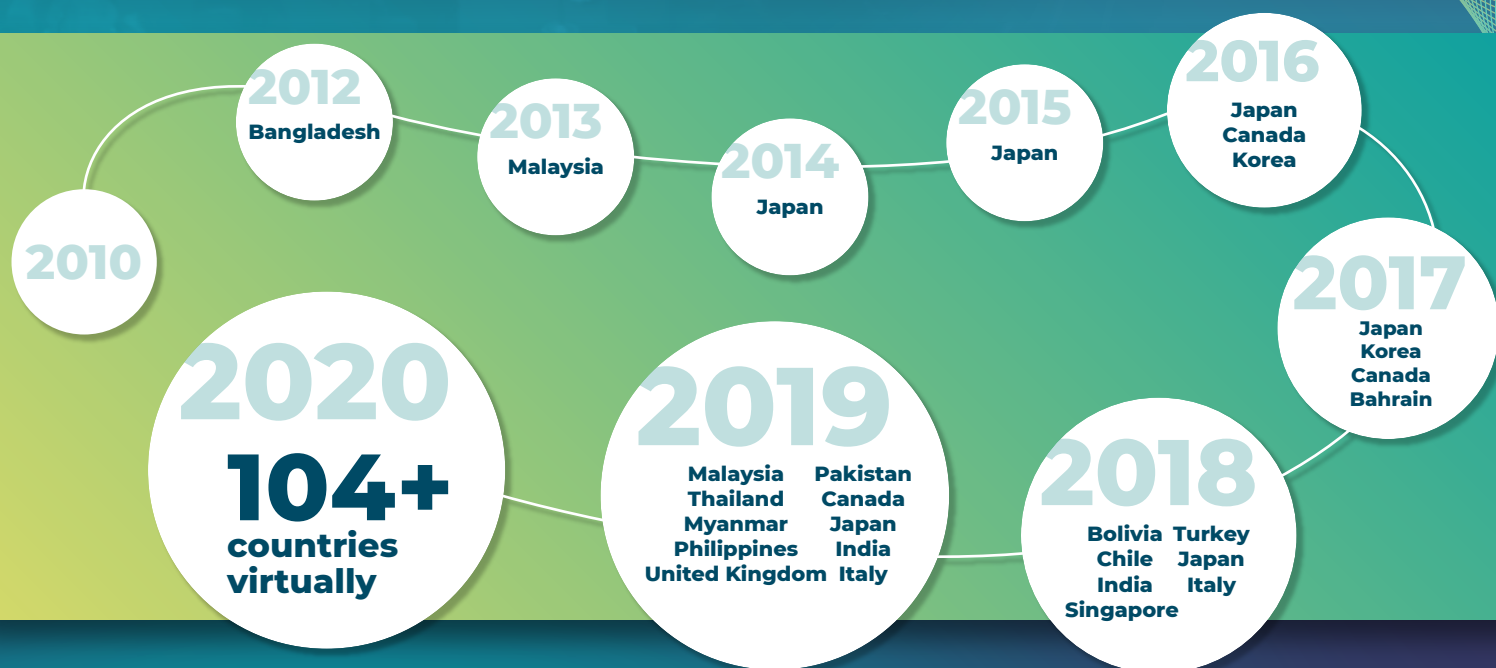
What is the WMS?

In 2010, Philip Kotler founded the **World Marketing Summit (WMS)**, an annual gathering of innovators and design thinkers, because he believed that marketing can be the driver for social change.



Dr. Philip Kotler
Father of Modern Marketing

Over the years, these countries hosted the different World Marketing Summits:



The eWMS battlecry :

Create a better world through marketing and creativity

In 2020, as nations' borders remained closed, the **World Marketing Summit** went digital and reached more than thirty countries!

Again, the 2021 **eWorld Marketing Summit** will be streaming live to a global audience from November 6 to 7. Delegates, from East to West, developed and emerging economies, will come together!

eWMS 2021 will be in these countries :

Argentina, Austria, Australia, Bangladesh, Bolivia, Brazil, Canada, China, Colombia, Egypt, Germany, India, Italy, Japan, Kuwait, Korea, Malaysia, Mexico, Morocco, Myanmar, New Zealand, Oman, Pakistan, Philippines, Qatar, Russia, Saudi Arabia, Singapore, South Africa, Sri Lanka, Switzerland, Thailand, Taiwan, Turkey, UAE, the UK, USA, Vietnam...

and more coming!

Who Should Attend?

eWMS is for ANYBODY who is in charge of a business, a brand a service, a country or a social enterprise!

Marketing plays a pivotal role in driving CSR (Corporate Social Responsibility).

The pandemic has taught us to be compassionate towards our customers because in return, they will become our brand ambassadors and most loyal users.

- Heads of Government offices engaged in domestic and overseas marketing and promotions
- Trade attaches
- Chiefs of missions
- Foreign Service Officers
- Local government officials
- Business owners
- Chief marketing officers
- Chief operating officers
- Product directors
- Brand managers
- Sales Managers
- Creative Heads
- Content Developers
- Service professionals
- Small Business Owners
- Doctors
- Engineers
- Social Scientists
- Lawyers
- Retail Managers
- Professors
- Students

120+ thought leaders from business and government, brand innovators and technology experts, and marketing professors from top universities, will share the digital stage to present marketing tools and strategies that work best in crisis situations.

Here are some of the exciting topics:

Artificial Intelligence

B2B Marketing

Behavioral Analytics

Behavioral Approaches to Industrial Marketing

Blockchain Technology

BOP (base of pyramid) Landscape

Brand Expression

Brand Leadership

Brand Portfolio Strategy

Brand Transformation

Business Services

Building Global Brands

Change Management

Consumer Behavior

Content Development

and Management

Corporate Entrepreneurship

Cryptocurrency in post-pandemic v

Customer Data Management

Customer Experience & Engagement

Customer-Focused Relationship Management

Customer Journey Mapping

CX Design

Data Storytelling

Design Thinking & Modeling

Determinants of Customer Satisfaction

Digital Marketing

Digital Transformation

E-Marketing

Education Marketing

Emotional Marketing

Enterprise Customer Experience Solutions

Entertainment Marketing



Entrepreneurial Marketing
Entrepreneurship & Innovation
Experiential Marketing
Exponential Transformation
Food Marketing
FutureCast Marketing
G2C Marketing
Global Entrepreneurship
Globalization & Innovation
Growth Marketing
Health Care Marketing
Hospitality & Tourism Marketing
HR Marketing
iMarketing 2.1
Influencer Marketing
Innovation Management
Innovator Methodology
Integrated Marketing
Integrating Digital Strategy & Tactics
Interconnectedness of Marketing Functions
Interface between Marketing & Design Thinking
Internet of Things
Knowledge Economy
Leadership & Communication
Management of Technology
Managing Brand Equity
Market Segmentation
Marketch
Marketing 5.0
Marketing Analytics
Marketing Automation
Marketing for the Top Managers
Marketing Performance Measurements
Measurement of Advertising
Media Buying
Micro vs Macro

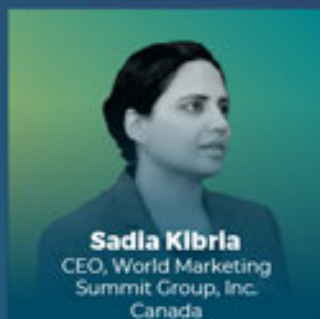


New Leadership after pandemic crisis
New Product Development
Neuromarketing
Non-Profit Marketing
O2O Marketing
Omnichannel Strategy
On-line Gaming creation
One-to-One Marketing
Online Negotiations
Open Blockchain
Organization Development
Post Pandemic Advertising
Practical Management
Price Management
Product Management & Innovation
Public Relations
Rebound Economy through Marketing
Relationship Marketing
Retail Marketing
SCRUM Framework
Services Marketing
SMB Marketing
SME/SMB Marketing Trends
Social Entrepreneurship
Social Marketing
Sports Marketing
Start-ups Marketing
Strategic Communications
Sustainable Innovation
Targeting and Positioning through Pricing
Team Leadership
Telecommunication Marketing
Transformational Growth and Disruptive Change
Value Creation
Value Migration
Winning Through Innovation

2021 eWMS Speaker Lineup

In one stage, men and women who maneuvered their brands and companies into prime positions of consumers' preferences! **What is their secret?**

Main Speakers



Government Leaders



C-Suite Marketing Executives



C-Suite Marketing Executives



Jeremy Ravenel
Founder, Cash Story
France



Prof. Hermann Simon
Founder, HermannSimon
Germany



**Prof. Marc Oliver
Opresnik**
CRO, Kotler Impact
Germany



Dr. Atul Chauhan
CEO, AKC Group of
Companies
India



Guerino Delfino
Chairman,
LifeGate Consulting
Italy



Roberto Tundo
CEO, Olivetti
Italy



Stefania Pertusi
Vice President
Tetra Pak
Italy



Kayoko Tsuchiya
CEO, Seekers Base
Japan



Tatsuhiko Fukatani
President, Nestle
Japan



Gabriele Carboni
CEO, Weevo
Italy



Maher Mezher
Founder, Innovators
Lebanon



Imri Mokhtar
CEO, Telecom
Malaysia



Aamir Ibrahim
CEO, Jazz (p.k.a. Mobilink)
Pakistan



Mauro Bombacigno
Head of Corporate
Engagement
BNP Paribas
Italy



Moe Kyaw
Founder, MMRDRS
Myanmar



Lynn Lynn Tin Htun
Co-Founder
Mango Group
Myanmar



Ammar Hassan
CMO, Daraz / Ali Baba
Pakistan



Ariful Islam
Deputy CEO
Meezan Bank
Pakistan



Sikandar Tiwana
CEO, Shan FMCG
Pakistan



Amir Paracha
CEO, Unilever
Pakistan



Nina D. Aguas
Executive Chairperson
Insular Life Assurance
Company (InLife)
Philippines



Albet Buddahim
Founder
Katapult Digital
Philippines



Donald Patrick Lim
CIO, Udena Corp.
Philippines



Karla Oliveira Menezes
IPAM, Porto
Portugal



Sultan Al Hamidi
EVP, SDB
Saudi Arabia



Safa Al Rashed
Director, Business
Development, HRDF
Saudi Arabia



Sandra Sotillo
Founder & CEO
Trust Maker
Spain



Jirayut Srupsrisopa
Founder & CEO, Bitkub
Thailand



Dr. Pacapol Anurit
Co-Founder
Mankind Consultant
Thailand



Suthichai Yoon
Former CEO, Nations
Multimedia Group
Thailand

C-Suite Marketing Executives



Poramate Minsiri
Founder, Sanook.com
Thailand



Rawit Hanutsaha
CEO, Srichand Group
Thailand



Dr. Muna Al Dhabbah
CEO, Mirradical
UAE



Dr. Pablo Fernandez
Founder & CEO
Marketing Tech
Uruguay



Dr. Ira Kaufman
CEO, Entwine Digital
USA



Martha Rogers
Co-Founder
Don Peppers
USA



Robert Wolcott
CEO, TWIN
USA



Dennis Wakabayashi
CCO, Wokabayashi
USA



Dr. Manoj Singh
CEO, Rubika
India



David Aaker
CEO, Prophet Inc.
USA



Asako Hoshino
Executive President
Nissan Motors Co.
Japan



Irfan Wahab Khan
CEO, Telenor
Pakistan



Prijono Sugiarto
Chairman PT
Astra International
Indonesia



Zulkifli Zaini
CEO, Perusahaan
Listrik Negara
Indonesia



Susumu Fujita
President, Cyberagent
Japan



Richard Straub
Founder, Global Peter
Drucker Forum
Austria



Paola Aldaz
Chief Innovator Officer
DDB
Latin America



Royke Tumilar
CEO, Bank Negara
Indonesia



Tsunehiro Fukushima
CEO, Transcosmos Inc.
Japan



Prof. Velimir Srca
President, ELITE
Croatia



Hamad Al Hajiri
CEO, SNOONU
Qatar



Shahin Fatemi
CEO & President, Dorsa
Iran



Yoshiharu Hoshino
CEO, Hoshino Resort Co.
Japan



Dr. Khalid Al Rajhi
Chairman, Rajhi Group
Saudi Arabia



Dr. Imad Baalbaki
VP, Business
Development, AUB
Lebanon



Dilhan Fernando
CEO, Dilmah Tea
Sri Lanka



Shalin Balasuriya
Co-Founder, Spa Ceylon
Sri Lanka



Francesco Venturini
CEO, Enel X
Italy



Kamran Z. Rizvi
Co-Founder, Carnelian
Pakistan



**Prof Dato' Dr. Mazliham
Mohd Su'ud**
CEO, Telekom University
Malaysia

C-Suite Marketing Executives



Nitin Anand
CEO, Skyline
University College
UAE



Elia Guardiola
CEO, Serendipia
Spain



Haruo Naito
President
Eisai Co. Ltd.
Japan



Mahtab Uddin Ahmed
CEO, Robi-Axiata
Bangladesh



David Yeo
CEO, Kydon Group
Singapore



Naser Ezaz Bijoy
CEO, Standard
Chartered Bank
Bangladesh

Marketing and Business Consultants and Experts



Monica Gomez
Head, Google Agencies
Central America
Colombia



Denis Rothman
Expert on Artificial
Intelligence
France



Dr. Vinnie Jauhari
Director for Education
Microsoft
India



Rachele Gabellini
Negotiation Expert
ADR center
Italy



Enrico Foglia
CEO, Kotler Impact
Italy



Hermawan Kartajaya
Founder, Mark Plus
Indonesia



Francis J. Kong
Leadership Guru
Philippines



Manuel Sevillano
Global Director
Reputation Atrevia
Spain



Prof. Luiz Moutinho
Futurist &
Marktech Guru
UK



Nancy Lee
Bill & Melinda Gates
Foundation
USA



Dr. V Kumar
International
Marketing Co.
USA



Howard Tullman
Serial Entrepreneur
USA



Luis Gallardo
Chairperson, World
Happiness Foundation
USA



Milton Kotler
CEO, Kotler
Marketing Group
USA



Marshall Goldsmith
Executive Training Coach
USA



**Dr. Mohammad
Hathut**
Marketing Consultant
Saudi Arabia



Dr. Atta-ur-Rahman
Advisor to Prime
Minister
Pakistan



Stefan Engeseth
CEO
Detective Marketing
Sweden



Sesh Sukhdeo
Corporate Speaker
UK



Russ Klein
President, American
Marketing Association
USA



Şekib Avdagiç
President
Istanbul Chamber
of Commerce
Turkey

Academics



Dr. Thomas Foscht
Karl-Franzens
University Graz
Austria



Prof. Henry Mintzberg
McGill University
Canada



Prof. Kitchen Phillip
ESC, Rennes School
of Business
France



Prof. Maria Amata Garito
President, Uninettuno
University
Italy



Dr. Stefano Bartoli
Director, Centro Di
Terapia Strategica
Italy



Dr. Sohail Naqvi
Rector, University
of Central Asia
Kyrgyzstan



Dr. Ana Cecilia Torres
Tecnologico de
Monterrey
Mexico



Mariela Perez
Tecnologico de
Monterrey
Mexico



Dr. Jose Paulo Santos
Neuroscientist
University of Porto
Portugal



Prof. Enrique Bigne
University of Valencia
Spain



Dominique Turpin
Dean of External
Relations, IMD
Switzerland



Prof. Michael Jacobides
London Business School
UK



Prof. Franco F. Orsucci
University College
London
UK



Prof. Jagdish Sheth
Emory University
USA



Prof. Moran Cerf
Kellogg School of
Management
USA



Prof. Hirotaka Takeuchi
Harvard Business School
USA



Dr. Saad Andaleeb
Penn State University
USA



Salim Ismail
Founding Executive Director
Singularity University
USA



Dominique Hanssens
University of
California-LA
USA



Dr. Ted London
University of Michigan
USA



Dr. Ahmed Tolba
American University in Cairo
Egypt



Obaid Bin Zakria
Vice Chancellor
University of Lahore
Pakistan



Dr. Igor Mann
Synergy Business School,
Russia



Prof. Jonathan Deacon
University of Wales
UK



Prof. Aung Tun Thet
Economic Advisor
Myanmar



Prof. Mahmoud Mohammadian
AT University
Iran



Prof. Ibrahim Hegazy
American University in Cairo
Egypt

Speakers' Community

Government luminaries, business innovators and brand giants and respected academics, sharing cutting edge ideas and amazing insights to boost your **MECQ**!



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Institute of Marketing



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Speakers' Community



Speakers' Community



In the next new normal, positive perception will drive a customer to buy or try a product, a service or even a destination.

eWMS will show you how to boost your brand's MECQ: whether your brand is a product, a service or even a nation and win the hearts and loyalty of your customers!

Click the button below

JOIN NOW

eTicket Inclusions

Delegates will get :



Get Live Stream Access Codes
for streaming of sessions for 48 hours
from November 6-7, 2021



**FREE Digital Certificate
of Attendance**
signed by Dr. Philip Kotler



FREE Big Bang Book 2020
(e-book) with 88 authors



**Access to Kotler C-Suite Community
Philippines**

- **FREE** eWMS Membership. Attendees or Delegates will be given a membership number to avail of discounts for future eWMS and WMS.
- Become a member of Kotler Alumni Global
- Become a subscriber to Kotler Impact Events

Early Bird Bonus

Free one (1) month access to Learning on Demand (LOD) for attendees who register early, from now until September 30, 2021 only.

Ticket Price :

1 Participant	1,200 THB
10 Participants	11,400 THB
15 Participants	16,200 THB
20 Participants	20,400 THB

Dr. Kotler believes that all sectors, government and business, civil society and professionals, must work together to create a society of shared prosperity and steady growth. This is the higher purpose of marketing.



Dr. Philip Kotler
Father of Modern Marketing

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