

Managing Global Brands in Canada vs. Managing Canadian Brands Globally

Panelists:

Global Brands in Canada :

Antoinette Benoit, Chief Marketing Officer , McDonald's Canada (Sciences Po Paris)

Valérie Lemant, Marketing Director, Mondelez International (McGill University)

Uri Levy, Marketing Manager, Legrand Canada (INSEAD)

Canadian Brands with a global reach :

Véronique Hamel, Consumer Division Director, Valeant Pharma (EDHEC)

Brand Agency :

Daniel Tisch, CEO, Argyle Communications (Queen's University)



ARGYLE
COMMUNICATIONS

Moderator: Augustin Manchon, President, Strategic Leadership Forum
CEO, Manchon & Company (HEC)

Mondelez
International



legrand

30-40 executives interacting with the panelists

VALEANT
Valeant Canada

Wednesday, February 25th, 2015 - 6:00pm

Alliance Française
CANADA TORONTO

By invitation only.

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AAGEF
Ontario

ASSOCIATION DES ALUMNI DES
GRANDES ECOLES FRANCAISES

ELITE FRENCH GRADUATE SCHOOLS



ALUMNI ASSOCIATION





Press attendance :
*Marina Strauss, Retailing reporter
The Globe and Mail*



“I was thrilled by the event !” *Valerie Lemant, Marketing Director , Mondelez*

“Congrats for this first one : very premium event ! Cannot wait for the next one ! “
Veronique Hamel, Consumer Division Director, Valeant Canada

“I really liked it . Great job from AAGEF Ontario! “ *Uri Levy, Marketing Manager, Legrand Canada*

“Great organization . Congrats !” *Antoinette Benoit, CMO, McDonald’s Canada*

“Liveliest debate of its kind in Toronto that I have attended”, *Andrea Leven-Marcon, Director Spicers Canada*