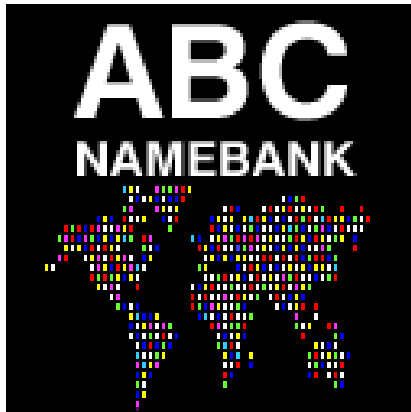
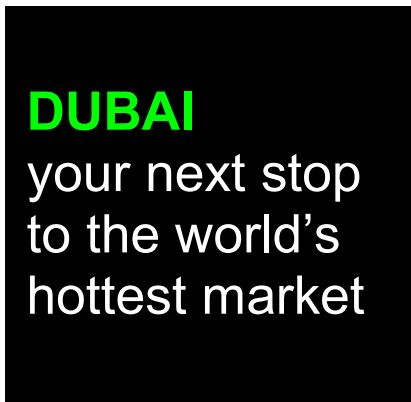


Restricted Release: October 2008



30th year



THE CEO BRIEF

How can you capture new business in booming Dubai where some 87 various projects totaling over \$1.5 Trillion dollars are underway...

We will capture your vision and formulate the right presentation strategy with the correct message and table it to the right parties

A candid discussion strategy

ABC Namebank International

www.abcnamebank.com

Toronto – New York - Dubai

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The Discussion

To evaluate a Dubai expansion strategy a candid discussion on the following is required:

Management Issues

How are you structured to cope with a new volume of business?
The mathematics of image, are you already overspending?
How to get your team ready with a new blueprint for Dubai strategies?
How to activate a Dubai-scale marketing and cyber branding expansion?

Marketing Issues

What are your core strengths and marketable ideas?
How can you become a magnet to attract Dubai customers?
How to project all new ideas with a new level of corporate presentations?
How to turbo-charge your overall business image expansion?

Finance Issues

How are you financed and what is required?
How to attract Dubai partners and business alliances?
How will the new shine create new access and capital?
How to use these resources for further business expansion?

It is important to have a frank and candid discussions on the above-mentioned topics, and also for you to table your issues and concerns, so that the combined distillation will provide the Dubai Blueprint with timelines, prices, costs and a master game plan.

We have a global reputation and a commanding knowledge on image projection, and if you think that you have great products and services that require fast visibility with high brand value, we are all on the right track.

The above discussion will require 1-2 hours of relaxed but uninterrupted senior level discussion during a visit to your facilities.

The Image & Expansion Questions

Is your marketing message a well-planned distillation for a Dubai-centric strategy?

What is it, and how do you know if it's getting the attention of the expanding marketplace?

Is your image positioned to provide you higher profitability?

Are you just competing on price or do charge a premium rate based on your brand value?

Is your corporate name identity well recognized in regional and global markets?

Are you pushing your name too hard or is it becoming popular by itself?

Is your promotional budget giving you the power and returns you deserve?

You may already be overspending, which half of your promotional dollar is being wasted?

Is your web-based cyber-branding up to international standards?

How often do you test, measure and rank your performance on cyber-branding?

Is your image opening doors to greater alliances and new capital?

Are you lost in the crowd and how can you acquire a leadership position?

Is your image expansion clearly chalked out for 2010 and beyond?

Are you looking for that unique selling proposition as the markets change overnight?

Is your local and internal team equipped with the necessary training to drive the issues?

How fast can you create in-house capabilities to tackle these issues under your own control?

Is your expansion goal to plan an IPO and other investment alliances?

How easily can you harness all of the above to lead into a smooth IPO passage?



The Image Expansion Leadership

Naseem Javed

Widely recognized as a world authority on image positioning and identities, Naseem has created brand identities that today, reach a combined annual turnover of **\$40 Billion** per annum.

He founded ABC Namebank International some 30 years ago. Where he led teams on various issues of branding and image identities for clients like **IBM, Texaco, Honeywell, Bell Canada, KPMG, Bell South, RBH, GENTRA, CENTERPOST, OMNI-TV, Royal Bank, Sasktel, Johnson & Johnson, Air Canada, Radio Shack, General Motors, Merck, BBDO, PetroCanada, Rogers, and Comporium** www.abcnamebank.com

He has led the teams and personally created the brand identities of **TELUS, CELESTICA, GENNUM, INTRIA, OMNI-TV, VINCOR, TRANZUM, KEYBASE, PRIMECODE, DUPLIUM, POLLARA** and **ZARLINK** and many more.

Enter his name on Google and some **20,000** pages will appear. With over one hundred keynote lectures delivered at major conferences worldwide and hundreds of media profiles and appearances. Author of *Naming of Power*, and also *Domain Wars* his cutting edge and trend setting research is published somewhere around the world almost **each and every single day of the year.**

Naseem offers guidance and leadership in understanding the current global landscape and communicates ideas that will have direct impact on your growth and expansion strategies. Over the years, Naseem has extensively circumnavigated the globe focusing his energies on emerging markets particularly in Dubai and the booming Gulf Region. He has continuously identified new trends, which are regularly published in major newspapers of the region. He is up to date with many aspects for innovative opportunities in **“a new world market”** which offers great possibilities for all kinds of international expanding businesses.

To check availability, kindly contact Steve Thomson

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