



**Global Marketing Network**  
The new home of marketing

## **GLOBAL MARKETING STRATEGY 2008**

### **TRANSCRIPT OF DARRELL KOFKIN'S KEYNOTE SPEECH**

Professor Martin Reynolds and your team;  
Conference Delegates;  
Global Marketing Network Advisory Council Members, Faculty Members, and Global Partners;  
Students and Staff of MICA in India; and, of course;  
Professor Svend Hollensen, and our speakers today...

It gives me great pleasure to welcome you all to Ashcroft International Business School at Anglia Ruskin University, and to Global Marketing Network's major conference, Global Marketing Strategy 2008.

Last November, I gave a keynote speech at the Marketing Week Effectiveness Awards, in which I set out the vision for Global Marketing Network. Our vision remains the same today – indeed, its now even more powerful, and shared by even more people, worldwide.

Our vision is this:

- To create a truly global membership association for marketing and business professionals;
- To put marketers (and marketing) back in the Boardroom, where it belongs;
- To create a global membership association that supports marketers at each and every stage of their career - regardless of age, background or qualification;
- To enable and empower marketing professionals, so that they become more employable, more knowledgeable, more 'promotable', more capable, better networked and, ultimately, better recognised and rewarded.

It is this vision that really sets Global Marketing Network apart - that enables marketers across the world to pursue their career ambitions; to be part of a strong, supportive, global community; and to ensure that the next generation of marketers can pursue their career aspirations to the highest levels, and as part of a strong, flourishing, growing and successful profession, where standards are high, and rising.

Every so often, there is a defining moment in an organisation's history. And, nearly a year on from when I made that defining keynote speech, much has been achieved. But, there is still much more to do!



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Already, for example, we have launched Global Marketing Network in India and in Nigeria. And we have plans to launch Global Marketing Network in Sri Lanka, Malaysia, Singapore and Central and Eastern Europe.

We have created strategic partnerships and alliances with leading global organisations, such as Ashcroft International Business School; the Association of Chartered Certified Accountants; Emerald Publishing; Superbrands; the Confederation of Tourism and Hospitality; and the University of Hertfordshire - each designed to create more value for their members, and for ours.

We have also established a strong, globally-minded Faculty, and an Advisory Council, both featuring thought-leaders from the world of marketing (academia and practice). I am delighted that many of them are with us here today. Indeed, we're also delighted that many of our Faculty have agreed to speak to events we've planned for both this year and next – across the globe. The details of these events will, as ever, appear on our website: [www.gmnhome.com](http://www.gmnhome.com)

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And we have embarked on an exciting journey with both Ashcroft International Business School and with BPP to create a new, globally-transferable marketing qualification, which will set new standards in marketing education, and which will be capable of being taken, anywhere in the world.

Together with our Partners, our Faculty and our Advisory Council, we recognise that its time for change in the marketing profession. And together, we are working to deliver it. Our promise to our members, all around the world, is this: Global Marketing Network is with you, each and every step of your journey.

With profound changes occurring in the global economy, and with businesses under increasing pressures from external (and some say uncontrollable) forces, there is an urgent need for a more global approach to business - to identify new opportunities, and to achieve greater returns on marketing investment.

As professional marketers, it's more critical than ever that we deliver on our promises, and live up to our responsibilities - to ourselves, to our own organisations, and to our profession. Now is not the time for making small, national plans. Today is all about creating bold global strategies.



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So, as part of our own bold, global, roll-out strategy at Global Marketing Network - and just before I introduce today's principal speaker, I would like to say: 'good afternoon' to you all at MICA, in Ahmedabad in Gujerat, in India.

Today's conference is being relayed 'live' to MICA, where we've an audience of around 100 students and staff. As you may know, MICA is one of India's foremost business schools, and is very highly regarded and respected the world over. What you may *not* know is that MICA is also a key partner of both Anglia Ruskin University and of Global Marketing Network. So it gives me very great pleasure to invite the Chairman of MICA, Professor Tandan to say a few words of introduction, to us, from India. 'Kem cho' Professor Tandan!

Thank you Professor Tandan! Technology is already enabling us to make our global network really work, for all of us – and of course we all hope that you have a really great day, with us, at MICA. We're looking forward to your contributions and questions later on!

Right now, I am delighted to introduce to you our principal speaker today, the 'world class' and 'truly authentic original' =>> Professor Svend Hollensen, Global Marketing Network Faculty and Advisory Council Member, and, of course, Professor of International Marketing at University of Southern Denmark.

Svend is the best-selling author of a number of highly-regarded and definitive books, including 'Global Marketing - A Decision Oriented Approach'. This book alone has been read by thousands of MBA and marketing students around the world, and its rapidly become the global marketing 'bible of choice' for many marketing professionals. Did you know, for example, that Svend's book is 'number 1' in Europe, and 'number 3' in the world, in this field?

Marketing guru Evert Gummesson says of this book: "Hollensen's book truly lives up to its title, with its ample cases, and examples from all over the world. So, what are you waiting for: read it!"

Indeed. So, what are we waiting for? We've got the man himself to explain all. Let's hear him! Ladies and gentlemen =>>> Svend Hollensen.