



**Media Briefing on  
“Effective Branding in Greater Bay Area  
Company Case Study Report”**



CMA President Dr. Allen Shi delivered welcome remarks at the press briefing.



BDC Chairman Dr. Edward Chan delivered welcome remarks at the press briefing.



Dr Sherriff Luk, Professor of Marketing of Emlyon Business School, gave an account of the salient findings of the Study.



CMA President Dr. Allen Shi (3rd from the left), BDC Chairman Dr. Edward Chan (3rd from the right), CMAESL Chairman Mr. Ivan Sze (2nd from the left), Dr Sherriff Luk, Professor of Marketing of Emlyon Business School (2nd from the left), Ms Susanna Chiu, Executive Director & CFO of “Bonjour” (1st from the left), and Chairman & Co-Founder of “Lexington” (1st from the right) also participated the briefing.