

NMA MARKETING SUMMIT 2024

TRENDS & INSIGHTS FOR TOMORROW

Unveiling Trends and Insights for a Rising Nepal

For the first time, Nepal's marketing landscape is set to be transformed by the groundbreaking NMA Marketing Summit 2024. Organized by the Nepalese Marketing Association (NMA) under the theme "Trends and Insights for Tomorrow," the summit promises to be a watershed moment, challenging the perception of marketing and igniting a future of innovation and success for Nepali brands.

Nepal's business landscape has long been dominated by international giants, leaving Nepali products and services struggling to find their voice. While a handful of local heroes have risen through exceptional marketing, the true potential of Nepali ingenuity remains largely untapped. This summit aims to bridge that gap, offering a platform for the untold stories of both triumphant and failed Nepali ventures.

By delving into the successes and challenges of these products/services/brands, the summit will provide valuable insights into the often-misunderstood world of marketing. Attendees will gain a deeper understanding of the power of storytelling, brand building, and navigating the ever-uncertain market landscape. From harnessing the digital revolution to mastering the art of customer engagement, the summit will equip participants with the tools and knowledge to propel their brands to new heights.

The summit's "Trends and Insights for Tomorrow" theme goes beyond mere tactics and strategies. It's a call to action for Nepali businesses to embrace the future, anticipate evolving consumer demands, and capitalize on emerging opportunities. By fostering a culture of collaboration and knowledge sharing, the summit aims to create a vibrant ecosystem where Nepali companies can thrive and contribute to the nation's economic growth.

NMA Marketing Summit 2024 is more than just a conference; it's a catalyst for change. It's a chance for Nepali businesses to rewrite their narratives, claim their rightful place in the market, and chart a course for a brighter tomorrow. This is a pivotal moment for Nepal's marketing landscape, and the echoes of this summit are sure to resonate far beyond the conference hall, shaping the future of Nepali brands and the nation itself.

Opening Session: Charting the Course for Business and Beyond

NMA Marketing Summit 2024 kicks off with two dynamic keynotes, offering crucial insights for navigating today's complex landscape. First, we have the esteemed **Hon'ble Minister of Finance, Mr. Prakash Sharan Mahat**. His address promises to be an insider's perspective on Nepal's current economic and business environment. He will delve into key aspects like growth indicators, policy initiatives, and challenges impacting domestic industries. Understanding this landscape is vital for any business operating in Nepal, be it a seasoned player or a budding entrepreneur.

Following the Minister's address, we'll be transported to the global stage with **Mr. Roger Wang, Past President of the Asian Marketing Federation**. His keynote takes on a broader perspective, examining the current state of global marketing and offering practical strategies for success in these volatile times. From navigating disruptive technologies to harnessing the power of data-driven insights, Mr. Wang's presentation will equip you with invaluable tools to thrive in the ever-evolving marketing landscape.

Whether you're a seasoned executive, a faculty, a student, or a passionate startup founder, these opening keynotes offer something for everyone. Join us as the opening session will set the stage for a stimulating Summit, equipping you with the knowledge and strategies to navigate the exciting, yet uncertain, business world we face today.

Session 2: Scaling Heights: Marketing journeys and challenges of iconic Nepali brands

This session delves into the inspiring stories of established Nepali brands that have soared within the country and beyond. Join us as brand owners offer invaluable insights into their journeys, revealing the secrets behind their success and the obstacles they overcame.

Wai Wai: Global Champion from Nepal

Witness the fascinating rise of Wai Wai, one of Nepal's greatest brand triumphs on the global stage. Mr. Nirvana Chaudhary, MD of Chaudhary Group, will personally chart the brand's remarkable voyage, sharing the strategies and decisions that propelled it to international recognition.

Bhat-Bhateni Super Market: Supermarket Unlimited

From a humble 'single shutter' 120 sq. ft. cold store in 1984 to a combined 1 million sq. ft., Bhat-Bhateni Super Market (BBSM) has become a household name in the country. Absorb from the owner and Chairman, Mr. Min Bahadur Gurung, his unique and hardworking journey from giving up a lucrative journey in banking to becoming the largest taxpayer in the retail sector in Nepal.

The Burger House and Crunchy Fried Chicken &: A Fast-Food Force

In just eight years a new player revolutionized the fast-food landscape with its distinct charm. Learn the fascinating tale of The Burger House and Crunchy Fried from its founder, Mr. Basant Lama. He'll unveil the thought process behind his successful franchise model and the rollercoaster ride of marketing a brand loved by millions.

Past, Present, and Future: An Expert Analysis

Prof. Dr. Bhoj Raj Aryal, a renowned academic with close ties to the entrepreneurial world, will join the discussion. He'll provide a critical lens to assess the current landscape of Nepali brands, drawing valuable insights from their past successes and challenges.

This session moderated by **Mr. Prateek Pradhan - Editor-in-Chief - Baahrakhari Media**, promises to be:

- **Inspiring:** Learn from the journeys of iconic Nepali brands that have conquered not only Nepal, but the world.
- **Informative:** Gain valuable insights into brand marketing strategies, franchise models, and overcoming challenges.
- **Thought-provoking:** Explore the current landscape of Nepali brands with an expert's critical perspective.

Join us for a session that celebrates the power of Nepali brands and equips you with the knowledge to navigate the ever-evolving market.

Session 3

Part 1: Lessons from Fallen Stars: Unravelling Brand Failures

Remember those promising brands that ignited like rockets but fizzled out before reaching orbit? In this session, we delve into the cautionary tales of giants like **Mayos** and **Food Mario**. Marketing titans dissect their missteps, offering a holistic post-mortem on their marketing strategies, exploring the "what went wrong" and "what could have been done" behind these brands' downfall. This brutally honest session uncovers the pitfalls, missed opportunities, and crucial lessons hidden within their rise and fall, serving as an eye-opening roadmap for aspiring and established brands alike.

Part 2: From Tobacco Titan to Noodle Ninja: The Current Foods Case Study

Current Noodles rose from the ashes of a tobacco empire to conquer the hearts of Nepali consumers. Join **Dr. Asish Tiwari, Director of Ace Institute of Management**, as he dissects this phenomenal rise in a neutral light. This in-depth case study exposes the strategies, innovations, and pivots that fueled Current's meteoric ascension, offering a masterclass in brand reinvention and market dominance. Witness the transformation from "smoke 'em if you got 'em" to "slurp 'em if you love 'em," and unlock the secrets behind Current's sizzling success.

While some local heroes have stormed the market with brilliant marketing, countless Nepali ventures remain hidden stories, whispering untold tales of triumph and tragedy. This session facilitated by **Mr. Suman Shakya, Founder, Tangent Waves**, aims to rewrite that narrative, amplifying the voices of both fallen stars and shining beacons. Join us as we celebrate Nepali ingenuity, learn from the stumbles, and unlock the true potential of Nepali brands on the global stage.

Session 4 - Embracing Change. Thriving in Uncertainty.

Our world is in constant flux. Earthquakes, blockades, pandemics, financial instability – challenges like these are no longer outliers, but the new normal. In this dynamic landscape, the world of marketing must constantly adapt, evolve, and reinvent itself.

This transformation is fueled by two key forces: technological advancements and a shift in focus towards the customer. Artificial intelligence (AI) is rapidly changing the game, offering marketers powerful tools for data analysis, campaign optimization, and even creative generation. **Dr. Low Chin Yong of the Marketing Institute of Singapore** will delve into these trends, exploring the strengths and challenges that AI presents for the future of marketing.

But technology is just one piece of the puzzle. At the heart of success lies a profound understanding of the customer. Today, "the consumer is king" is more than just a slogan; it's a strategic imperative. **Mr. G. Gopalakrishnan, Country Director, Asian Paints** will shed light on the importance of this customer-centric approach, highlighting how brands can create lasting experiences that win hearts and minds.

Deftly moderated by **Mr. Ranjit Acharya, CEO of Prisma Advertising**, this session promises to be a thought-provoking exploration of the evolving marketing landscape. Join us as we discuss the impact of AI, the power of customer centricity, and the strategies for navigating the volatile, uncertain, complex, and ambiguous (VUCA) world to build successful brands and weather any storm.

Session 5: Igniting Dialogue - Reflections and Takeaways

Instead of passive spectators, let's become active contributors!

This final session is your chance to unleash your marketing magic. We're ditching the traditional Q&A and throwing open the floor for **an interactive reflection experience**. Share your key takeaways, marketing insights, and even unexpected aha moments you've gathered throughout the Summit. Let's spark a dialogue with fellow enthusiasts and professionals, and co-create a powerful network as the Summit culminates.

But wait, there's more! We're not letting you leave empty-handed. The most captivating experiences and reflections will be rewarded with surprise gifts to fuel your future marketing endeavors.

Together, let's celebrate the magic of marketing and conclude this first Summit on a note of vibrant exchange and exciting possibilities.

Marketing Summit- Trends & Insights for Tomorrow

27th January 2024

Hotel Yak & Yeti, Kathmandu

Program Schedule

Time	Description
09:00 AM-09:30 AM	Registration and Networking
09:30 AM- 10:45 AM	Opening Session (Keynote by Mr. Roger Wang - Asia Marketing Federation)
10:50 AM- 12:40 PM	Panel Discussion (Wai wai, The Burger House and Crunchy Fried Chicken, Bhatbhateni, Academic expert.)
LUNCH (12:40 PM- 13:25 PM)- 45 minutes	
13:25 PM- 14:40 PM	Case study of successful brand- Current Noodle
14:40 PM-15:20 PM	Lesson from fallen stars- Mayos & Foodmario
TEA BREAK (15:20 PM- 15: 40 PM)- 20 minutes	
15:40 PM- 17:25 PM	Marketing Next (Marketing Institute of Singapore, Asian Paints)
17:25 PM- 18:00 PM	Audience Interaction and closing session
18:00 PM Onwards	Cocktail with Snacks