



The Association for Women in Finance
presents:

“Marketing in Japan – some dos and don'ts”
with our special guest speaker

Melanie Brock,

Regional Manager, Meat and Livestock Australia
Chair, Australia New Zealand Chamber of Commerce Japan

Tuesday, April 17

7:00pm – 9:00pm

(Doors open at 7:00, Speakers starts at 7:30)

This event will be held at the offices of Bloomberg in Otemachi

21st Marunouchi Building, 2-4-1 Marunouchi,

Chiyoda-ku, Tokyo

(see bottom of this flyer for map link)



Melanie Brock has been Regional Manager for Meat and Livestock Australia (MLA) since 2010. During that time, Melanie launched the successful “Iron Beauties” marketing campaign aimed at the decision makers in the meat industry and the person so often at the point of purchase: the Japanese woman. Melanie also established MLA's “Together with Japan” programme, linking farmers in Australia with farmers in Japan in need of support following the 3/11 earthquake and tsunami.

Melanie has been a resident of Japan for two decades, and has extensive experience in marketing, consulting and project management. Prior to joining MLA, Melanie ran her own import company in Tokyo.

Earlier in her career she was the Director of the Japan office for La Trobe University and held a number of roles at the Australian Embassy in Tokyo.

Melanie is the first woman to hold the position of Chair of the Australia New Zealand Chamber of Commerce in Japan – a position she has held since 2010.

Melanie was included in the Advance '50 current and emerging female leaders living in the Asia Pacific' list in 2011. She is also a Board Member of the Australia Japan Foundation. Originally, Melanie trained as a simultaneous interpreter.



Please register for this event via our **ONLINE REGISTRATION** form by Friday April 13:
<http://awftokyo.wufoo.eu/forms/awf-event-marketing-in-japan-some-dos-donts/>

COST (Includes buffet & wine):

Members and employees of corporate member firms*: 4000 yen

Guests: 5000 yen

Student Members: 3000 yen (with i.d.)

Please send cancellations before the sign-up deadline so that we are able to adjust the catering costs.

Your cooperation is greatly appreciated.

****PLEASE NOTE:** To enter the Bloomberg offices on the night of the event, you must have registered with AWF in advance and carry photo ID. Strictly no walk-ins are allowed at this event **

For a map to the venue, please go to this URL to download one:
<http://awftokyo.com/wp-content/uploads/2012/03/Map-to-Bloomberg.pdf>