



## **Mobilink supports MARCON, Pakistan's Largest Marketing Congress**

**Lahore March 28<sup>th</sup>, 2006:** Pakistan's largest International Marketing Congress "Marcon 2006" now launched in Lahore supported by Mobilink, Pakistan's leading cellular service provider and part of the Orascom Telecom group at a local 5 Star Hotel.

The congress is expected to host more than 500 delegates from within the country and overseas including CEOs, Directors and Business Executives of leading firms. The congress is a two-day interactive event with the theme of 'New Challenges, New Initiatives'. President and CEO Mobilink, Mr. Zouhair A. Khaliq is a key note speaker at the conference along with other top professionals from across Pakistan. Jahangir Khan Tareen, Federal Minister for Industries and Production will serve as the Chief Guest.

Speaking at the Congress President and CEO Mobilink, Mr. Zouhair A. Khaliq said, "Mobilink as one of the leading marketing organizations of Pakistan is proud to support MARCON 2006 which looks set to serve as a forum where professionals will learn new and innovative marketing techniques."

He also added, "With the rapidly evolving and competitive marketing environment of Pakistan, our objective is to benefit professionals from all across the nation and help raise awareness of strategies through an interactive marketing conference."

The two day congress also includes a stall for the recently launched powerful mobile communications tool BlackBerry. The stall has information about BlackBerry Solutions, its products and services. Blackberry offers Indigo's target audience comprising of savvy entrepreneurs, businessmen and high profile corporate individuals, with a full suite of productivity enhancement applications including; Push-based Email, Phone & Text Messaging, Connected Organizer, Internet and Corporate Data Access.

Also speaking on the occasion, Masood Hashmi, President Marketing Association of Pakistan (MAP) stated, "The Marketing Association of Pakistan Lahore Chapter was established in 1987 and since then has served as a focal point of marketing activities and 'Marcon 2006' is no doubt the largest event of marketing professionals in Lahore. "

The congress discusses current marketing issues and identifies solutions, as well as the importance and impact of information technology (IT) on marketing. The forum covers different areas of marketing including media, advertising, research, brand management, leadership skills and strategic communications, and service marketing.