

# Experts Show The Way

*14 January 2004 3:45pm-5:00pm Room 030, IVE(ST)*

**TOPIC: ADVERTISING FOR FMCG PRODUCTS**

**SPEAKER: MRS. MAGGIE HO**

**GENERAL MANAGER – HONG KONG & TAIWAN  
FREUDENBERG HOUSEHOLD PRODUCTS LIMITED**

Mrs. Maggie Ho, an expert in sales and marketing of Household products would like to share her experience in the trading of fast moving consumer goods (FMCG).

Her talk will also include the interface between purchasing and marketing in such scenario.

*~ All students are welcome ~*

**Organizers:**

**Department of Business Administration IVE (Sha Tin)**



**Institute for Supply Management - Hong Kong**

