



# MEDIA RELEASE

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## **European-American Chamber of Commerce Hosts Global Branding Presentation**

*Vehr Communications co-sponsors event;  
Nick Vehr to moderate panel discussion*

**CINCINNATI (OH) – December 1, 2008** – The European-American Chamber of Commerce Cincinnati Chapter (EACC) will host local business executives with their hands in, or their eyes on, global business at its upcoming seminar, *Global Branding and Cultural Coding*, presented by Ralf Weber, president of M/E Brand Communications in Dusseldorf, Germany. Nick Vehr, president of Vehr Communications, will introduce the presentations and, then, moderate a panel discussion following the presentation. Other sponsors include Frost Brown Todd, LLC, the Cincinnati USA Regional Chamber and the U.S. Commercial Service of the United States Department of Commerce.

“Effective communication in the global marketplace is vital to businesses looking to expand and succeed overseas,” Vehr explains. “Companies need to not only establish global communications; they need to understand how those communications are being perceived by their audiences abroad. It’s not a simple task, and this presentation will discuss how information is perceived and processed differently from culture to culture and how that influences the success or failure of global brands.”

The event takes place from 4:00 p.m. to 6:30 p.m., December 2, at the Cincinnati USA Regional Chamber, 300 Carew Tower, 441 Vine Street in downtown Cincinnati. Following the presentation, attendees will have an opportunity to participate in a question-and-answer forum with Ralf Weber and executives from local companies with global business interests.

More information and registration details can be found online at [www.europe-cincinnati.com](http://www.europe-cincinnati.com) or by calling 513-852-6510. Admission is \$15 for EACC members and \$25 for non-members.

### **About the European-American Chamber of Commerce**

Founded in January 2007, the EACC Cincinnati chapter’s mission is to stimulate business and networking relations between Europe and the Cincinnati Tri-state region. More than 200 European companies have

a presence in Greater Cincinnati, and hundreds of Cincinnati companies export their products and services to Europe. The Cincinnati chapter is the first chapter of its kind in the United States, and it's leading the way to create a trans-Atlantic European-American Chamber network in partnership with the EACC France in Paris and the EACC in New York.

**About Vehr Communications**

Firmly anchored in Cincinnati, Vehr Communications, LLC, provides strategic communications services to a broad range of private and public sector clients. It is the exclusive Cincinnati-area partner of IPREX, a global partnership of approximately 70 leading independent public relations firms in major markets in North America, Asia, Europe, the Middle East and other parts of the world.

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