

# 10

## JUBILEUM & LAUNCH

9 OCTOBER  
MUSIKALISKA  
STOCKHOLM

REKLAMOMBUDSMANNEN &  
INTERNATIONAL CHAMBER OF COMMERCE

welcome you to:

### *Responsible Marketing in a new Era*

- Ten years and beyond – market development and consumer concerns
- Self-regulation - bringing benefits for both business and consumers
- Award-winning case: Sustainable consumption by Doconomy
- The future of advertising and marketing communications

Join global leaders in sustainability, design and marketing in shaping a more sustainable future of advertising and marketing communications.

Full program at [icc.se](http://icc.se)  
Few seats left – sign up today!

Hedvig Hagwall Bruckner, **King**  
Maria Mossenberg, **Danone**  
Marie Nilsson, **Mediavision**  
Jacob Odqvist, **Doconomy**  
Hanna Riberdahl, **Sveriges Annonörer**  
Sam Rihani, **Facebook**  
Brent Sanders, **Microsoft Corporation**  
Anders Stenlund, **ICC Code Committee**  
Jakob Trollbäck, **The New Division**  
Helén Waxberg, **Mannheimer Swartling**  
Helena Westin, **KOMM**  
Mathias Wikström, **R B K Communication**  
Carl Wåreus, **Google**

Moderator: Ulf Skarin

Registration

ICC members, RO financiers and KOMM members attend free of charge.

