

Kotler Impact and Northern Education Group Jointly Organized Modern Marketing Conclave-2023

Modern Marketing Conclave-2023 was held for the first time in Bangladesh at the Grand Ballroom of Dhaka Sheraton on Monday (May 22, 2023). The much-anticipated Modern Marketing Conclave was organized jointly by Kotler Impact Inc. Canada and Northern Education Group (NEG).

President of Northern Education Group and Global Advisor of World Marketing Summit Group, Professor Dr. Abu Yousuf Md. Abdullah chaired the conclave where Mr. Tipu Munshi, MP, Honorable Minister of Commerce, Government of the People's Republic of Bangladesh, was present as the chief guest in the inauguration ceremony. Mr. MA Mannan, MP, Honorable Minister of Planning, Government of the People's Republic of Bangladesh, was present as the chief guest at the closing ceremony. Honorable Prime Minister's Economic Adviser Dr. Mashiur Rahman, Chief Marketing Officer (CMO) of Kotler Impact Dr. Fahim Kibria, and Vice Chancellor of Northern University Bangladesh (NUB) Professor Dr. Anwar Hossain were also present at the conclave.

In the last part of the program, the 'Kotler Award' was organized, which is given in the name of Professor Philip Kotler to honor the world's eminent business leaders and make their contribution more memorable.

Dr. Abu Yousuf Md. Abdullah, Professor of International Business and Marketing, IBA, Dhaka University was awarded the “**Kotler Distinguished Professor of Marketing**” by Kotler Impact Inc. Canada and five business leaders were honored with the prestigious 'Kotler Award' at the event. Syed Alamgir, Chief Executive Officer (CEO), Meghna Group, Abdullah Hill Rakib, Managing Director (MD), Team Group, Ali Reza Iftekhhar, Chief Executive Officer (CEO), Eastern Bank, Tanvir Ahmed Mishuk, Managing Director (MD), Nagad, and Sadia Haque, Founder and CEO, Sharetrip received the award.

We are overwhelmed with the success of the event and the President of Northern Education Group upon receiving the “Kotler Distinguished Professor of Marketing” distinction. We congratulate him with our utmost respect and honor and wish him unquivering success.