

Dear XXXXXXXXX,

The INMA World Congress in Paris is only five weeks away, and programme development continues to find the world's cutting edge. The conference is scheduled April 25-27 at the Marriott Rive Gauche, with complete information listed at <http://worldcongress.inma.org>.

Maurice Levy, chairman and chief executive officer of Paris-based Publicis Groupe, will look at the state of media, marketing, and what it means to newspaper companies. Levy is known for his provocative views on media and marketing in his position atop the world's fourth largest advertising agency. He will look at how technology-driven media consumption is changing the way media and advertisers are devising their product portfolios, and what the practical applications to newspapers will be.

Meanwhile, the pre-Congress "Executive Briefing: The INMA Conversation" has booked several fascinating panels:

- While the conference theme looks at the transition to multi-media, INMA will explore the precise value of print in that new world. Hartmut Wurster, president of the UPM-Kymmene Newsprint Division, will touch on this subject.
- The fast-moving Indian newspaper industry, the primary source of circulation growth worldwide, will be explored by Mid-Day Managing Director Tariq Ansari and Rajasthan Patrika Director Siddharth Kothari. INMA will break down the English-language and Hindi-language press in this ground-breaking interview.
- Innovations in marketing and media will be front and center during an interview session with leading newspaper marketers from Latin America. INMA will ask for ground-breaking ideas from: Paulo Mira, marketing director, The Miami Herald, USA; Patricio Moreno, general manager, El Mercurio, Chile; Paulo Hansted, marketing manager, Gazeta do Povo, Brazil; and Irma de Real, commercial manager, La Prensa, Panama.

The INMA World Congress is expected to attract 400+ newspaper executives from the world's leading newspapers, most of whom have already pre-registered.

Again, if you are interested in attending, please go to <http://worldcongress.inma.org>.

All the best,

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