



ROGUE WAVES & CROSSWINDS: TRADE MARKS IN MOTION



Thomas JULLIEN, China Representative, Bordeaux Wine Council, Director, Pilot Fish Ltd, HK

Thomas JULLIEN heads Pilot Fish Ltd, a Hong Kong consultancy specializing on strategy, marketing and public affairs for wines & spirits companies in Asia. His main client is the Conseil Interprofessionnel du Vin de Bordeaux (Bordeaux Wine Council), the trade body gathering all Bordeaux wine producers and wine merchants.

Thomas is the China Representative for the Conseil Interprofessionnel du Vin de Bordeaux (Bordeaux Wine Council). He is responsible for CIVB's Brand Protection program in China including drafting and implementing anti-counterfeit strategies to protect Bordeaux Geographical Indications on their first export market.

Thomas originally hails from Paris, France and has held senior marketing positions within multinational corporations including Moët-Hennessy (LVMH) in Mexico and Diageo (Johnnie Walker) in Colombia - totalling 20 years of experience in marketing premium, international brands worldwide.

He holds a BA from EDHEC Business School in France and a post-graduate from the Institut Français de la Mode (French Fashion Institute).



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