

Nigel Wright, LynxEye & Annas Pepparkako Event

In December Nigel Wright teamed up with leading brand consultancy LynxEye and Annas Pepparkako for an evening of networking and inspiration. Guests, which included senior executives from across Scandinavia's consumer sectors, enjoyed interesting speakers, a panel discussion and were treated to drinks and snacks including Annas Pepparkako's famous gingerbread!

The event, which took place at Stockholm's Park Avenue, began with Axel Nilsson, partner at LynxEye, who talked about the importance of always focusing on the end consumer. Axel made the point that people always say that they put the customer first, but rarely consider the implications of this and the potential impact of 'doing it right' for the whole company. The discussion also focused on how those working in global businesses can seek to influence wider corporate decisions concerning products and brands, from Scandinavia.

The second speaker of the night, Anna Bjur, Marketing Manager at Annas Pepparkako talked about the business's rapid expansion and how other 'traditional' Swedish companies can seek to expand internationally. Anna's Gingerbread is facing major changes in the coming years and Anna presented the businesses plans for entering new markets and also gave an insight into some of its new products.

Nigel Wright is planning more events in the New Year, for further details please contact info@nigelwright.com.