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ENTERPRISE IRELAND: Design for Competitive Advantage Conference

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Funder: Enterprise Ireland Design Unit

PETER DEE - SCHOLARLY ACTIVITY

DESIGN FOR COMPETITIVE ADVANTAGE CONFERENCE

ENTERPRISE IRELAND



A STIMULATING CONFERENCE bringing together world leading experts on DESIGN to address the importance of brand development strategies to achieve competitive advantage.

Peter Dee - Strategic Design and Marketing Consultant, specialises in the creation of brand development strategies for Enterprise Ireland's Design Unit. Peter was responsible for the design and development of the the brand identity for the Enterprise Ireland Design for Competitive Advantage Conference in Dublin.

Design is an excellent expression of innovation. It can provide product differentiation, gain and hold onto competitive market advantage and assist in the building of strong brands through creative packaging and innovative visual communications. Enterprise Ireland's Design Unit continues to assist businesses to reach design excellence. through the creation of sound brand development strategies.

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