



BYTON

International Management Seminar

Maxime Engels-Deutsch

Future Mobility Strategist in

Brand Management and Product Marketing

Topic: Automotive Marketing Today - Discussing business implications of a changing industry

1. Chinese EV startup

International personal experience sharing

2. Environmental analysis

External factors influencing the future of mobility

3. Design thinking open session

Let's shape the next-generation urban vehicle together

7 November 2022 (Monday)
18:30 @PolyU QR504 Hybrid

R.S.V.P.

