

## Building Purpose-Powered Brands – Brand Magic 2026

InterContinental Resort Mauritius, Balaclava  
15 May 2026

### TENTATIVE AGENDA

08:00 - 08:45	Registration & Welcome Networking
09:00 – 09:05	Welcome Address – Bhawana Maskey, Chairperson Brand, Magic 2026
09:05 – 09:15	From Profit to Purpose: The Evolving Role of Brands in Society - Opening – Ravin Lama, Managing Director, Mind Initiatives Ltd.
09:15 – 10:00	The Honesty Advantage - Sylvester Rirhandzu Chauke, Founder & Chief Architect, DNA Brand Architects, South Africa
10:00 – 10:45	Stay Human: Why Story Still Wins in the Age of Algorithms - Khayaletu Vusumzi Dlanga, Former CMO, rain, South Africa
10:45 – 11:15	Networking & Refreshments
11:15 – 12:00	From Purpose to Practice: Turning Brand Values into Real-World Impact - Ronita Mukerjee, Executive Director, Client Services, Landor India & APAC Healthcare Practice Lead
12:00 – 12:45	Turning Belief into Brand Action - Louise Hvenegaard Petersen, Strategic Creative Director & Founder, N96, Denmark
12:45 – 13:45	Networking Lunch
13:45 – 14:30	Impact on Purpose - Paul Stuart Dunn, Co-Founder, BIG1: Business for Good, Singapore
14:30 – 15:05	Creativity in Emerging Markets: How Underdog Nations Build Powerful, Purpose-Driven Brands - Mohammad Akrum Hossain, Chief Creative Officer, POP5, Bangladesh
15:05 – 15:35	Networking & Refreshments
15:35 – 16:10	Cannes Lions Showcase – Ravin Lama, Mauritius Cannes Lions Representative
16:10 – 17:00	Panel Discussion - Purpose in Action: How Brands Create Trust, Belonging, and Long-Term Impact
17:00 – 17:30	Closing Reflection - From Insight to Action: Embedding Purpose into Brand Leadership – Ravin Lama, Managing Director, Mind Initiatives Ltd