

ASIA

RAISING GLOBAL EXPECTATIONS



PART OF THE 2009 SERIES OF
NATION BRANDING MASTERCLASSES

IN ASSOCIATION WITH

BBC
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A unique one-day seminar
open to senior public officials,
policy-makers, NGOs, business
leaders, thought leaders,
marketing professionals and
media specialists.

20th October
Fairmont Hotel
Singapore



Simon Anholt is an independent policy advisor, author and researcher. He specialises in national identity and reputation, public diplomacy and the 'brand images' of nations, cities and regions.

SPEAKERS

- **Karthik Siva**
Founding Chairman, Global Brand Forum
- **Kim Faulkner**
CEO, Get Singapore
- **Calvin Soh**
COO, Publicis Asia

PARTNERS



**BOOK NOW FOR
SPECIAL RATE**

ASIA ← THE WORLD LOOKING IN

What next for the Asian tigers? Asia was the poorest continent on the planet 40 years ago – twice as poor as Africa is today – as a continent, it now has the fastest growing economy and is twice as rich as Africa. By 2020, it is projected that the countries of Asia will represent almost half of the world's economy, with growth largely driven by China. A recent report from PricewaterhouseCoopers found that almost 60% of multinational firms surveyed have their regional headquarters in Singapore- but what about the other nations of Asia? Global perceptions of the region tend to be limited to an expectation of cheap manufacturing and tourism, and the economic giants of India and China threaten to overshadow the potential of their neighbours. But as the developed economies of the Western World continue to struggle with financial crisis, more investors and multinationals are seeking to explore beyond the obvious opportunities of the larger Asian states and are keen to understand the undeveloped potential of the wider region.

ASIA → REACHING OUT TO THE WORLD

Asian nations successfully conquered the financial crisis of 1997, but will the same approach lead them through the current crisis? As global recession hits export markets, the nation brands of Asia are reorganising- shifting away from export-led development and focusing on internal markets. Will this strategy lead to a rejection of globalisation? With the shift in global power from the West to Asia, all Asian nations are seeking to engage with region's giants India and China- keen to ensure that the emergence of these new superpowers is more of an asset than a threat. With a growing consensus to promote regional unity, the opportunities for Asia are clear. However, the diversity of the region poses a challenge. How will the governments of oil-rich Brunei, military-ruled Myanmar, poverty-stricken Cambodia and more advanced economies like Japan and Korea build up their individual brands to the overall benefit of the region?

"The Master Class has changed my understanding of the Nation Branding Concept." - Delegate, London 2007

THE NATION BRANDING MASTERCLASS SERIES: A GLOBAL MOVEMENT SUPPORTING THE BETTER STEWARDSHIP OF THE NATIONAL IDENTITY

The Nation Branding Masterclass has been developed in response to the shift in corporate expectations and in the changing seats of economic power brought about by the global recession. Each event has also been devised to reflect the emergence of new economies and the promise that many developed markets, if they understand the tools of nation branding, promise to be both the destinations and possibly the global brand owners of the future.

The Nation Branding Masterclasses are a unique series of one-day seminars held in five regions across the world. Each Masterclass reveals the theory and practice of how nations can improve their public images in order to achieve competitive economic advantage with regards to attracting tourism income; boosting the strength of locally-based brands in order to grow

exports and in generating inward investment and talent through positive national associations and case studies of success.

Each class is given by the world's leading expert on national image and identity, Simon Anholt, and features locally-relevant case studies and insights from leading politicians, thought leaders and top business executives. It is supported by M&M, the leading magazine for global advertisers and BBC Worldwide, the global arm of the British Broadcasting Corporation. It is organised by C Squared, a leading global publishing and event company.

The Nation Branding Masterclass will be of valuable help to government policy-makers, city and regional authorities, foreign direct investment professionals, trade bodies, tourist authorities, export promoters, NGOs, local and global media owners, brand marketers and agencies – indeed anyone connected with the health and promotion of national reputation and its connected assets and businesses.



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Vietnam
Thailand Hong Kong Seoul
TOKYO

ASIAN AGENDA

ISSUES COVERED

- Nation Branding Techniques
- Asia's Branding Challenges Perception and Reality
- Case studies of success
- Presentations from the most progressive politicians
- Competitive Identity

08:45 Delegate registration

09:15 Welcome: Sharanjit Leyl, Presenter and Producer, BBC World News Asia Business Report

09:30 UNDERSTANDING NATIONAL IMAGE Simon Anholt

What is a national image? Simon will explain the basics of place branding and the links between perception and reality. Why is this important? How does a good image enhance competitiveness, and how does a weak or negative reputation block or reverse development? What makes perceptions change? Simon will end this first presentation by revealing the realities of altering a national image; when it happens, and why – employing many real-life examples from the last four centuries.

10:45 Refreshments

11:15 MEASURING NATIONAL IMAGE Simon Anholt

Explaining the "Anholt Nation Brands Index". A look at how national images are measured and analysed – with data trends since 2005. Which countries are rising and falling, and why? What do the winners have in common? Simon will reveal the qualities and assets that people admire in other countries.

12:30 Questions & Lunch

13:45 INFLUENCING NATIONAL IMAGE Simon Anholt

Simon will now move onto Competitive Identity and will provide the framework for an approach to understanding, measuring and influencing the images and reputations of places. What is involved in building a national strategy? How does a country go about creating the teams, institutions, policies and conditions that equip countries to compete more effectively in the 'age of reputation'? How can stakeholders be aligned? What structures are required for creating effective collaboration between tourism, foreign policy, culture, foreign investment, exports, civil society, education and sport?

15:00 Questions and Refreshments

16:30 PANEL DISCUSSION

Our guest panel reflect on the lessons of the day and discuss the issues specific to the region – focusing also on the relationships between nation or place brands and corporate brands. Moderated by our BBC host, Sharanjit Leyl, the panel discussion will give delegates further opportunity to ask questions and join the debate.

Karthik Siva

Founding Chairman, Global Brand Forum

Kim Faulkner

CEO, Get Singapore

Calvin Soh

COO, Publicis Asia

17:15 Close



SIMON ANHOLT

The Nation Branding Masterclasses will be led by Simon Anholt, the world's leading expert on managing and measuring national identity and reputation. Having a positive image can make a world of difference to a country, city or region, just as it does for companies and their products. That's why the expressions which Simon Anholt first coined more than twelve years ago – 'nation brand', 'city brand' and 'place brand' – are heard so often.

Simon is a member of the British Government's Public Diplomacy Board and has advised the governments of the Netherlands, Jamaica, Tanzania, Iceland, Latvia, Sweden, Scotland, Botswana, Sierra Leone, Germany, South Korea, Finland, the Faroe Islands, Chile, Croatia, Mongolia, the Baltic Sea Region, Bhutan, Ecuador, New Zealand, Switzerland and Slovenia, as well as organizations including the United Nations, NATO and the World Bank. He is Founding Editor of the quarterly journal, 'Place Branding and Public Diplomacy'. His books include 'Brand New Justice', 'Brand America' and 'Competitive Identity – The New Brand Management for Nations, Cities and Regions'. He publishes three major global surveys: the Anholt Nation Brands Index, City Brands Index and State Brands Index.

"Simon [Anholt] is the best in the business on this topic." - Delegate, London 2007

Book before the **20 September** to secure the 'Early Bird' rate of **£220** per delegate (equivalent to \$365, usual price £245). 'Early Bird' bookers will also receive a complimentary copy of Simon Anholt's seminal book on the subject of Nation Branding, "Competitive Identity", and also a one-year subscription to M&M, the leading magazine for global advertisers (usual price £130, equivalent to \$215). When booking online, please use the code **nbseab** to claim your discount – when booking by fax, please tick the appropriate box.

BOOK YOUR PLACE NOW

BOOKING FORM: NATION BRANDING ASIA

Tuesday 20th October, Singapore

Price: £245 (equivalent to \$365)

Please complete one form for each delegate
Please photocopy form for additional delegates

Salutation: Professor / Dr / Mr / Mrs / Other, please state.....

Full name.....

Job title.....

Company / organisation.....

Address.....

Country.....

Telephone.....

Mobile.....

Email address.....

PAYMENT

Please invoice. Please provide a purchase order number.
All payments must be made to confirm your place.

Payment by credit card.

I claim the Early Bird discount
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Name on card.....

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Card number.....

Expiry date.....

Security code (the last 3 digits on the signature strip of the card).....

TERMS AND CONDITIONS

We hold the right to deny conference access if payment has not been made. Once a delegate place has been confirmed, cancellations can only be made up until 20 September and all cancellations must be made in writing. No refund will be available for cancellations made after 20 September but substitute delegates are always welcome. The organiser has the right to alter the timings and content of this Masterclass event. Early bird bookers will receive their copy of Simon Anholt's "Competitive Identity" at the event.

BOOK ONLINE AT WWW.NATIONBRANDINGEVENTS.COM

Or fax completed booking form to +44 (0) 207 367 6971 or call +44 (0) 207 367 6993 to reserve your place

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