

Benefits of branding nations

Nation brands: Important assets for enhanced global competitiveness

Nation branding activity	Benefits
1. Export branding	<ul style="list-style-type: none">• Positive halo effect on products• Country-Of-Origin effects• Increased ability to export
2. Generic nation branding	<ul style="list-style-type: none">• Ability to attract tourists and skilled workers• Increased ability to attract investments• Ability to reduce incentives for investors• Increased cost pressure on competition• Resilience to financial crisis• Ability to sustain higher prices
3. Internal nation branding	<ul style="list-style-type: none">• Ability to retain skilled workers• Increased productivity from better morale