

IPRA World Congress in Johannesburg offers top speakers on nation branding

The International Public Relations Association's (IPRA) World Congress, being held in Johannesburg in September 2015, offers José Filipe Torres, CEO and Founder of Bloom Consulting, and Msindisi Fengu, senior journalist at the Daily Dispatch, as keynote speakers.

Renowned specialists in branding



According to *The Economist*, Torres is cited as being "a world renowned specialist in country branding." Bloom Consulting is a Madrid based strategy consulting company that specialises in country branding and business strategy. His work focuses mainly on nation building projects and the developing of brand strategies in the private sector, as well as corporate strategy and HR consulting.

The Bloom Consulting Country Brand Ranking tool that he developed in 2011 quickly became a popular research tool, used by practitioners from around the world. Over the last decade, the consulting helped develop and manage the brands of Latvia, Poland, Bulgaria, Spain and Madrid among others. Thanks to this proprietary tool, it can measure every country's desirability in terms of attracting tourists and investment.

Fengu shared the overall 'CNN MultiChoice African Journalist of the Year' Award at the 2013 Awards Ceremony for his investigation series: 'School hostels of Shame', which appeared in East London's Daily Dispatch and was chosen from 1387 entries from 42 nations across the African continent.

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- South African Communication Association (SACOMM) represents the interests of academics, students and professional communicators who wish to promote an accepted standard of knowledge and proficiency within the broad discipline of communication
- Joburg Tourism - destination marketing organisation located in Johannesburg that will be support delegates with their domestic travel in and around Johannesburg. Gauteng Tourism will also be offering a similar service for delegates who wish to explore South Africa's richest province

- South African Airways (SAA) for the support and commitment of the national carrier to delegates attending the IPRA World Congress

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