

Brand South Africa hosts university forum on the nation's brand

On Wednesday 5 October, Brand South Africa, in partnership with the University of Pretoria, will host its first University Dialogue with academics from various institutions who will discuss the current South African Nation Brand.



Speakers will present to the audience different perspectives on the strengths and challenges of the Nation Brand. These perspectives presented by leading academics will guide Brand South Africa, and other stakeholders, on how to manage our country's reputation.

The discussions will also remind all South Africans that building a strong Nation Brand with a positive reputation does not rest on a few individuals, but requires the participation by all citizens.

Speakers on the day will include: George Angelopulo, Justine Burns, Lindokuhle Njozela, Scarlett Cornelissen, Nadia Kaneva, Nicola Kleyn, Tendai Mhizha, Garth L le Pere, Mageshen Naidoo and Mzukisi Qobo.

Garth le Pere of University of Pretoria will highlight the role of government and business in shaping the national brand. He will articulate that the positive image of a country can only be built in relation to its foreign policy practices. At the same time, the reputation of a country decreases vis-à-vis to its foreign policy practices. To prevent the deterioration of its image, South African foreign policy practices need to correlate with the principles of Ubuntu that the country has been known for.

Justine Burns and Lindokuhle Njozela of the School of Economics from the University of Cape Town, will contribute to the debate on the strength of a nation brand by showing how social cohesion can lead to economic and social development. According to the presenters, "higher levels of education, per capita income and employment are positively associated with higher social cohesion whilst social cohesion is negatively associated with poverty, service delivery protest and perceptions of crime". They will assert that a country of high levels of social cohesion will be more likely to be perceived in a positive light by other countries. Social cohesion and a strong nation brand are therefore positively correlated.

Limited spaces are still available at this inaugural event. Please RSVP to sacf@brandsouthafrica.com.

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