

Limpopo to share in Brand South Africa national competitiveness conversation

On 22 July 2015, Brand South Africa will take the conversation on national competitiveness to the Fusion Boutique Hotel in Polokwane as part of its mandate to position South Africa as a competitive investment destination.



The all-day event will be centred on unpacking the role that the Limpopo province plays in building South Africa's competitiveness and how the citizens of the province can play their part in positioning the country positively.

It will provide participants with the knowledge and tools required to shape messages and images to position South Africa, while allowing provincial experts to share insights about the province's competitive strengths. This will include sharing the nation brand corporate identity toolkit to enable a cohesive image of South Africa to be projected on a range of communication platforms.

The outcomes of the engagements with stakeholders equips Brand South Africa with the necessary information to assess South Africa's reputational and competitive advantages and challenges in order to share these findings with key decision makers in government and in business.

Brand South Africa invites all stakeholders to register to receive the [toolkit online](#). Once registered, please share with Brand South Africa how you have used the CI elements.

For more, visit: <https://www.bizcommunity.com>