

13 Nation branding and the challenge of promoting Feb a country's proposition

Speaker: Mr. Danny Lopez
Managing Director, Marketing - UK Trade & Investment

What do the labels "Made in Britain" mean to you as a customer? What about "Made in USA" or "Made in the EU"? If your company wanted to expand internationally, would the brand name of the region influence the decision to invest there? Can organisations gain competitive advantage if they choose to invest in a region or country with a stronger brand image or one associated with a good reputation in a particular field? Governments of countries, regions and even cities and towns invest heavily in building their brands to attract skilled workers and organisations wishing to invest and the UK is no exception.

Mr. Danny Lopez heads up the team of people and the strategy responsible for building the brand for the UK. Brought up in Spain, Danny moved to the UK in 1992 and joined Barclays Bank in 1996, where he held a number of senior international positions, including Director of Business Banking USA in New York, Head of Inward Investment in London and Business Development Director for Barclays' Commercial Banking Operations in India.

In July 2006 Danny joined UK Trade & Investment (UKTI), the foreign commercial arm of the UK Government, as Managing Director, Marketing, responsible for delivering a new Marketing strategy for UKTI that promotes and showcases the UK economy's strengths within the context of globalisation.

Danny holds a BA (Hons) in Economics and a Masters in International Economics and Finance from the University of Essex.

He has visited 165 cities in 30 countries with the sole aim of raising the profile of the United Kingdom.

All staff, MBA and postgraduate students and members of the Kent Business Society are welcome to attend this seminar.

Date: 13 Feb 2008

Start time: 12:30h

Venue: Symposium Room
Kent Business School,
Canterbury

