

# INDIAN SUBCONTINENT

## MANAGING AND MEASURING COMPETITIVENESS



**NATION '09  
BRANDING  
MASTERCLASS**

PART OF THE 2009 SERIES OF  
NATION BRANDING MASTERCLASSES

IN ASSOCIATION WITH

**BBC  
WORLD  
NEWS**

[bbc.com](http://bbc.com)

A unique one-day seminar open to senior Indian public officials, policy-makers, NGOs, business leaders, thought leaders, marketing professionals and media specialists.

**3rd September**  
**The Taj Mahal Hotel**  
**New Delhi**



Masterclasses led by Simon Anholt, the world's leading authority in the field of Nation Branding. Simon specialises in national identity and reputation, public diplomacy and the 'brand images' of nations, cities and regions.

### GUEST SPEAKERS

- **Leena Nandan**  
Joint Secretary, Ministry of Tourism,  
Government of India
- **Amitabh Kant**  
Principal Secretary and Special Commissioner  
(Industries), Government of Kerala
- **Ramesh Sharma**  
Chairman and MD, The Moving Picture  
Company, Member of the Key Advisory Body  
to the Ministry of Information & Broadcasting,  
Government of India
- **Suhel Seth**  
Managing Partner,  
Counselage India



OFFICIAL CHARITY



## INDIAN SUBCONTINENT ← THE WORLD LOOKING IN

From a "developing nation" just two decades ago, India has now emerged as one of the most important nations that will help to shape the new world order. The now famous Goldman Sachs BRICS study predicts that, by the year 2050, India will be the third largest economy in the world, behind China and the USA – that's little more than a generation for India to decide what kind of superpower it will be: a leader or a follower? Still a land of economic extremes or a society moving towards equality?

The victory of the Congress party in recent elections has boosted confidence and, as the developed nations of the world struggle with the global financial crisis, India and many markets in the Indian subcontinent tenaciously hold onto growth – if not in double digits, still at rates to cause envy in the West. With the Indian government promising further liberal reforms, will India continue to be a magnet for investors?

## INDIAN SUBCONTINENT → REACHING OUT TO THE WORLD

India, the land of Bollywood dreams and the world's call-centre capital. As the Indian economy grows, where will perceptions move to next in the mind of the global consumer? What role will its indigenous companies take in both positioning "Brand India" abroad and in building the local economy?

Tata, a 100 year-old Indian brand, now owns Jaguar and Land Rover – two iconic British brands. It even owns a famous British brand of tea. India's largest mobile operator Bharti Airtel is set to join forces with South Africa's MTN, a merger that would create the world's third largest mobile company. India's main newspaper Group is now diversifying into UK radio and many Indian business are now making their mark. Could India be home to the "new Detroit" of a carbon-neutral automotive industry? Can India build more global brands than it buys? "Made in India" now has the potential to become an even more positive attribute and this Masterclass will look at the opportunities and challenges.

"The Masterclass has changed my understanding of the Nation Branding concept." - Delegate, London 2007

### THE NATION BRANDING MASTERCLASS SERIES: A GLOBAL MOVEMENT SUPPORTING THE BETTER STEWARDSHIP OF THE NATIONAL IDENTITY

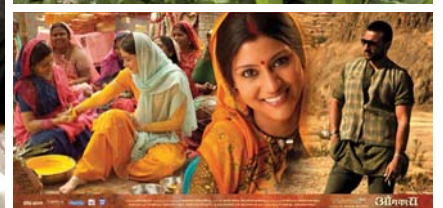
The Nation Branding Masterclass has been developed in response to the shift in corporate expectations and in the changing seats of economic power brought about by the global recession. Each event has also been devised to reflect the emergence of new economies and the promise that many developed markets, if they understand the tools of nation branding, promise to be both the destinations and possibly the global brand owners of the future.

The Nation Branding Masterclasses are a unique series of one-day seminars held in five regions across the world. Each Masterclass reveals the theory and practice of how nations can improve their public images in order to achieve competitive economic advantage with regards to attracting tourism income; boosting the strength of locally-based brands

in order to grow exports and in generating inward investment and talent through positive national associations and case studies of success.

Each class is given by the world's leading expert on national image and identity, Simon Anholt, and features locally-relevant case studies and insights from leading politicians, thought leaders and top business executives. It is supported by M&M, the leading magazine for global advertisers and BBC Worldwide, the global arm of the British Broadcasting Corporation. It is organised by C Squared, a leading global publishing and event company.

The Nation Branding Masterclass will be of valuable help to government policy-makers, city and regional authorities, foreign direct investment professionals, trade bodies, tourist authorities, export promoters, NGOs, local and global media owners, brand marketers and agencies – indeed anyone connected with the health and promotion of national reputation and its connected assets and businesses.



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New DELHI  
Mumbai Jaipur Bihar  
GOA  
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# INDIAN SUBCONTINENT AGENDA

## ISSUES COVERED

- Nation Branding techniques
- The Indian Subcontinent's branding challenges: perception and reality
- Case studies of success
- Presentations from the most progressive politicians
- A rising superpower- what comes next?

**09:00** Welcome: Delnaaz Irani  
BBC Correspondent and Presenter

What do the winners have in common? Simon will reveal the qualities and assets that people admire in other countries.

**15:30** Questions and Refreshments

**09:10** Opening Address



**Leena Nandan**  
Joint Secretary, Ministry of  
Tourism, Government of India

Moving forwards with the Incredible India story - Mrs Nandan will discuss how the Ministry of Tourism intends to continue to promote positive global perceptions of the brand of India.

**12:30** Questions & Lunch

**14:00** AFTERNOON KEYNOTE



**Amitabh Kant**  
Principal Secretary & Special  
Commissioner, Government of  
Kerala; author of "Branding India:  
An Incredible Story"

**DEVELOPING FUTURE VALUES FOR THE  
BRAND OF INDIA**

Amitabh will reflect upon his experience on the Incredible India campaign and consider his current responsibilities for the development of industry and commerce to discuss how the strands of policy should integrate to build and promote a successful, competitive nation brand.

**16:00** NATIONAL IMAGE & THE  
INDIAN SUBCONTINENT  
**Simon Anholt**

India's international image has undergone something of a revolution during the last ten years. In living memory, no national reputation has changed so far and so fast. But just how deep and wide is India's new "brand"? How robust would it prove to be in the face of possible setbacks? Does it really benefit Indian businesses, the Indian economy, politics, society, and India's own self image, or is it just 'window dressing'? Where does 'Brand India' go next? And how can the rest of the Subcontinent share in India's glittering new reputation? In this unique and hard-hitting masterclass, the 'father of nation branding' explodes the myth of marketing-based national image campaigns, and shows governments how they can truly begin to exercise some influence over that most critical of national assets: the reputation of the country itself.

**09:30** UNDERSTANDING NATIONAL IMAGE  
**Simon Anholt**

What is a national image? Simon will explain the basics of place branding and the links between perception and reality. Why is this important? How does a good image enhance competitiveness, and how does a weak or negative reputation block or reverse development? What makes perceptions change? Simon will end this first presentation by revealing the realities of altering a national image; when it happens, and why - employing many real-life examples from the last four centuries.

**10:45** Refreshments

**11:15** MEASURING NATIONAL IMAGE  
**Simon Anholt**

Explaining the 'Anholt Nation Brands Index': A look at how national images are measured and analysed - with data trends since 2005. Which countries are rising and falling, and why?

**14:30** INFLUENCING NATIONAL IMAGE  
**Simon Anholt**

Simon will now move onto Competitive Identity and will provide the framework for an approach to understanding, measuring and influencing the images and reputations of places. What is involved in building a national strategy? How does a country go about creating the teams, institutions, policies and conditions that equip countries to compete more effectively in the 'age of reputation'? How can stakeholders be aligned? What structures are required for creating effective collaboration between tourism, foreign policy, culture, foreign investment, exports, civil society, education and sport?

**17:00** PANEL DISCUSSION

Our speakers from the day will be joined by...

**Ramesh Sharma**

Chairman and MD, The Moving Picture Company and a member of the Key Advisory Body to the Ministry of Information & Broadcasting, the Government of India.

**Suhel Seth**

Managing Partner, Counselage India

**18:00** Close



## SIMON ANHOLT

The Nation Branding Masterclasses will be led by Simon Anholt, the world's leading expert on managing and measuring national identity and reputation. Having a positive image can make a world of difference to a country, city or region, just as it does for companies and their products. That's why the expressions which Simon Anholt first coined more than twelve years ago - 'nation brand', 'city brand' and 'place brand' - are heard so often.

Simon is a member of the British Government's Public Diplomacy Board and has advised the governments of the Netherlands, Jamaica, Tanzania, Iceland, Latvia, Sweden, Scotland, Botswana, Sierra Leone, Germany, South Korea, Finland, the Faroe Islands, Chile, Croatia, Mongolia, the Baltic Sea Region, Bhutan, Ecuador, New Zealand, Switzerland and Slovenia, as well as organizations including the United Nations, NATO and the World Bank. He is Founding Editor of the quarterly journal, 'Place Branding and Public Diplomacy'. His books include 'Brand New Justice', 'Brand America' and 'Competitive Identity - The New Brand Management for Nations, Cities and Regions'. He publishes three major global surveys: the Anholt Nation Brands Index, City Brands Index and State Brands Index.

"Simon [Anholt] is the best in the business on this topic." - Delegate, London 2007

## PREFERENTIAL DISCOUNTED REGISTRATION FEE FOR MEMBERS OF THE IBEF

If you are an IBEF Trustee or a recipient of the IBEF newsletter(s), you are able to benefit from a **30% discount** when booking this event, paying a reduced fee of just £171.50 (equivalent to Rs.13,606). In addition, any delegates booking before **14 August** will receive a complimentary copy of Simon Anholt's seminal work, "Competitive Identity" and a free annual subscription to M&M, the magazine for the global media and advertising community (usual price £130, equivalent to Rs.10,313). When booking online, please use the code **nbindibefun** to claim your discount – when booking by fax, please tick the appropriate box.

## BOOK YOUR PLACE NOW

### BOOKING FORM: NATION BRANDING INDIAN SUBCONTINENT

Thursday 3rd September, New Delhi

Price: £245

Please complete one form for each delegate

Please photocopy form for additional delegates

Salutation: Professor / Dr / Mr / Mrs / Other, please state.....

Full name.....

Job title.....

Company / organisation.....

Address.....

Country.....

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### PAYMENT

Please invoice. Please provide a purchase order number.  
**All payments must be made to confirm your place.**

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I claim the 30% discount as a member of the IBEF (total fee payable: £171.50)

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### TERMS AND CONDITIONS

We hold the right to deny conference access if payment has not been made. Once a delegate place has been confirmed, cancellations can only be made up until 14 August and all cancellations must be made in writing. No refund will be available for cancellations made after 14 August but substitute delegates are always welcome. The organiser has the right to alter the timings and content of this Masterclass event. Early bird bookers will receive their copy of Simon Anholt's "Competitive Identity" at the event.

## BOOK ONLINE AT [WWW.NATIONBRANDINGEVENTS.COM](http://WWW.NATIONBRANDINGEVENTS.COM)

Or Fax completed booking form to +44 (0) 207 367 6971 or call +44 (0) 207 367 6993 to reserve your place

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