

#126th Marketing Club

22nd Riyadh Club - 86th Business Club

Country Branding



Corporate Branding
Upscale

23rd of January 2024

8 PM EGY

9 PM KSA

10 PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Mahmoud Ezzat
Marketing Lead

Country Branding

THE UPSCALE OF CORPORATE
BRANDING

 **AHMOUD** *EZZAT*





Country Branding

By
 AHMOUD EZZAT

Education

- Bsc. of Pharmaceutical science.
- CIM - Chartered Institute of Marketing
- AUC - Promotional Advertising
- Google Digital Marketing Certification
- Google Analytics

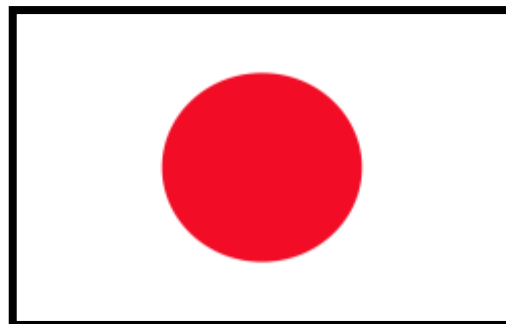
Experience

- 20 Years entire career experience.
- 11 Years Marketing Experience.
- KSA - Egypt - UAE - Jordan - Iraq.
- Multinational & National corporates Experience.
- Multiple Therapeutic Segments in Pharmaceutical market.
- Infection Control.
- Orthodontic Medical Devices



Mahmoud Ezzat
Marketing Lead





C_🌐ountry Branding





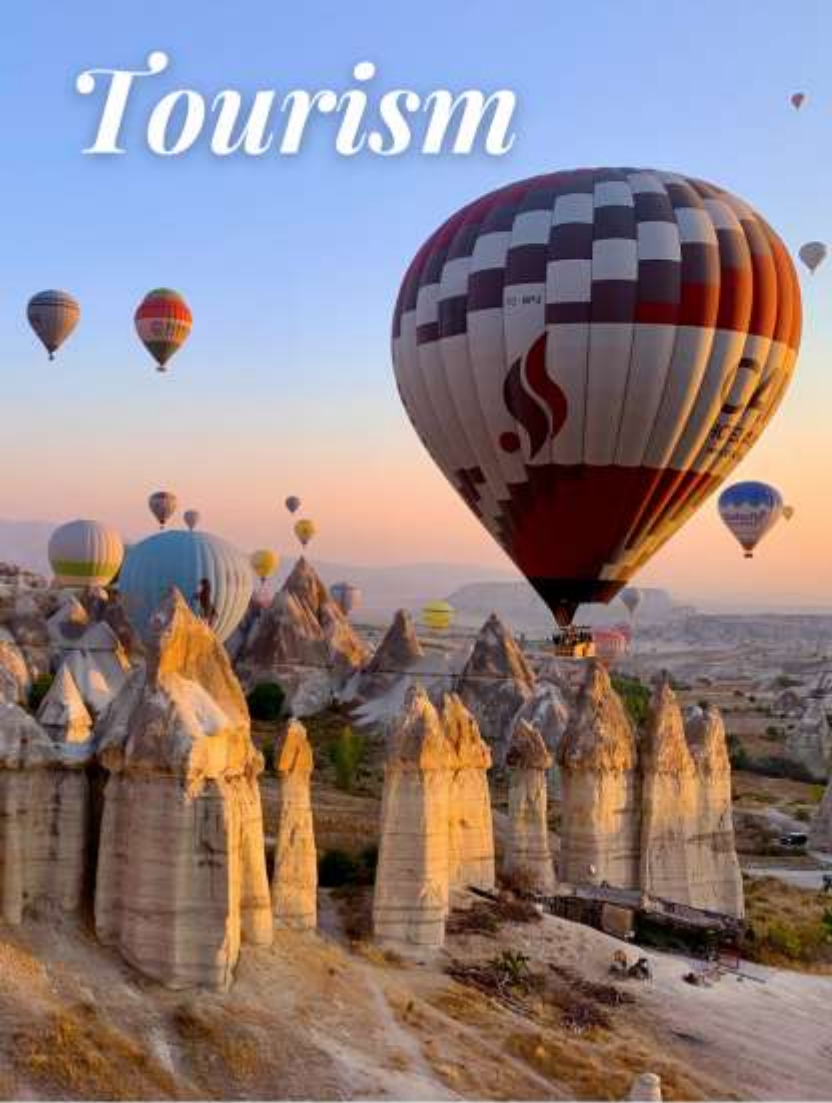
Choose One!



C_🌐untry Branding



Tourism



Business



Shopping



FOR ...

Study



Medical Care



C_🌐ountry Branding



Fasten



YOUR SEAT BELTS





C_🌐ountry Branding





WHAT IS **COUNTRY BRANDING**





- 🌐 Country branding is the deliberate and strategic effort to manage and influence a **Nation's Image and Reputation** in the international arena.
- 🌐 It involves the creation and communication of a unique and positive image that distinguishes the nation from others and resonates with target audiences.





C_🌐ountry Branding





C🌐untry Branding



COUNTRY BRAND TARGET AUDIENCE



COUNTRY BRAND TARGET AUDIENCE

1. Internal Audiences (Stakeholders):

- **Citizens:** The primary stakeholders. Messaging should emphasize national pride, shared values, and a sense of belonging.
- **Government officials and policymakers:** They need to understand how branding aligns with national goals and facilitates economic development.
- **Local businesses and entrepreneurs:** Branding can attract talent, investment, and tourism, benefiting their growth.



COUNTRY BRAND TARGET AUDIENCE

2. External Audiences:

- **Tourists:** Messaging should highlight the country's unique attractions, cultural experiences, and natural beauty.
- **Investors and business partners:** Focus on economic stability, infrastructure, skilled workforce, and favorable business climate.
- **International students and academics:** Emphasize educational opportunities, cultural exchange, and research collaboration.
- **Global media and influencers:** They shape international perception. Branding should provide compelling narratives and positive stories.
- **Foreign governments and policymakers:** Highlighting shared values, diplomatic relations, and contributions to global issues like sustainability or peacebuilding.



COUNTRY BRAND TARGET AUDIENCE



GOALS

OF COUNTRY BRANDING



 Country Branding



GOALS OF COUNTRY BRANDING

A

Economic

B

Security


C



Social

D

Environmental

Cuntry Branding



GOALS OF COUNTRY BRANDING

A

Economic

1. Attract tourism:

A strong brand can encourage people to visit, boosting the tourism industry and generating revenue.

Cuntry Branding



GOALS OF COUNTRY BRANDING

A

Economic

KSA Tourists Growth*



C🌐untry Branding



GOALS OF COUNTRY BRANDING

A

Economic

2. Increase foreign direct investment (FDI):

A positive image can attract investors, leading to job creation and economic growth.

In 2022 UAE is a World Breaker of Foreign Direct Investment by **23** Billions USD with **10%** Growth vs 2021



Despite a global decline in FDI flows of **12%** in 2022



Tourism Finance Logistics Technology



C_🌐ountry Branding



GOALS OF COUNTRY BRANDING

A

Economic

3. Promote exports:

A strong brand can make a country's products and services more appealing to international buyers, boosting exports.

France's luxury fashion industry benefits from the country's image of elegance and sophistication. French brands like Chanel and Louis Vuitton command high prices due to their association with French style and craftsmanship.


LOUIS VUITTON

CHANEL
Country Branding



GOALS OF COUNTRY BRANDING

A

Economic

4. Diversify the economy:

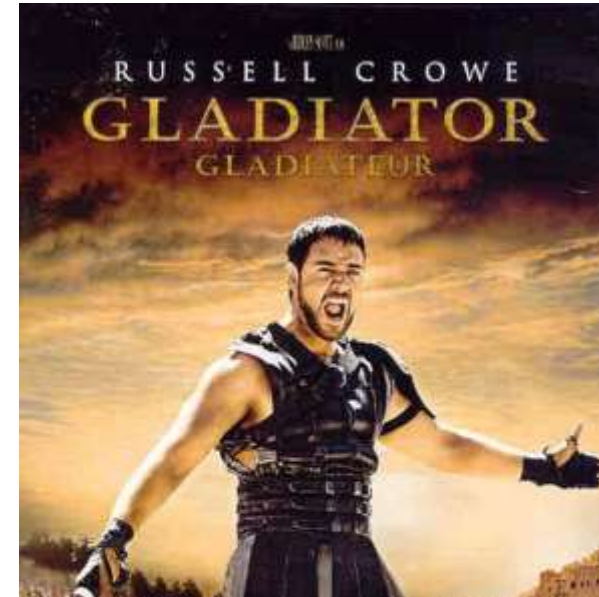
Branding can help attract investment and innovation in new sectors, reducing dependence on traditional industries.



Morocco Benefits of almost **1 Billion USD** of Hosting Shooting Hollywood films annually.



C🌐untry Branding



GOALS OF COUNTRY BRANDING

B

Security

Enhanced Soft Power:

- A strong brand fosters trust, admiration, and goodwill towards a nation, influencing diplomatic relations and international cooperation.
- This soft power can be leveraged to resolve conflicts peacefully, garner support for foreign policy initiatives, and deter potential adversaries.



GOALS OF COUNTRY BRANDING

Soft power refers to a country's ability to influence the world through attraction and persuasion rather than force or coercion.

EDUCATION & SCIENCE



GOVERNANCE & VALUES



CULTURE & ARTS



SPORTS & MEDIA



GOALS OF COUNTRY BRANDING

Soft power refers to a country's ability to influence the world through attraction and persuasion rather than force or coercion.



C🌐untry Branding



GOALS OF COUNTRY BRANDING

B

Security

Improved internal security:

- A positive national image can boost national pride and social cohesion, making it harder for extremist ideologies or disruptive movements to gain traction.
- It can also encourage citizens to become more active participants in national security efforts.



**QATAR has the lowest
world crime rate in 2023**

GOALS OF COUNTRY BRANDING

B

Security

Stronger international partnerships:

A positive brand attracts allies and strengthens existing partnerships, facilitating intelligence sharing, counterterrorism initiatives, and collaboration on global security challenges.



GOALS OF COUNTRY BRANDING



B

Security



Improved crisis management:

A positive brand makes it easier to manage international crises and navigate diplomatic tensions.

Other nations are more likely to offer assistance and cooperate in resolving disputes when dealing with a country with a good reputation.



GOALS OF COUNTRY BRANDING



C



Social

Enhance national pride and identity:
A strong brand can unify citizens and foster a sense of national pride.



GOALS OF COUNTRY BRANDING



European Union



C



Social

Improve international relations:

A positive image can lead to stronger diplomatic ties and international cooperation.



GOALS OF COUNTRY BRANDING



FESTIVAL DE CANNES



C



Social

Promote cultural exchange:

Branding can showcase a country's culture and traditions, fostering understanding and appreciation among different nations Via:

- Academic partnerships.
- Students Exchange programs.
- Cultural Festivals.
- Artists Residence.



C  untry Branding



GOALS OF COUNTRY BRANDING



C



Social

Attract talent:

A positive image can attract skilled workers and entrepreneurs to live and work in the country.



GOALS OF COUNTRY BRANDING



<https://travelness.com/most-visited-countries-in-the-world>

D

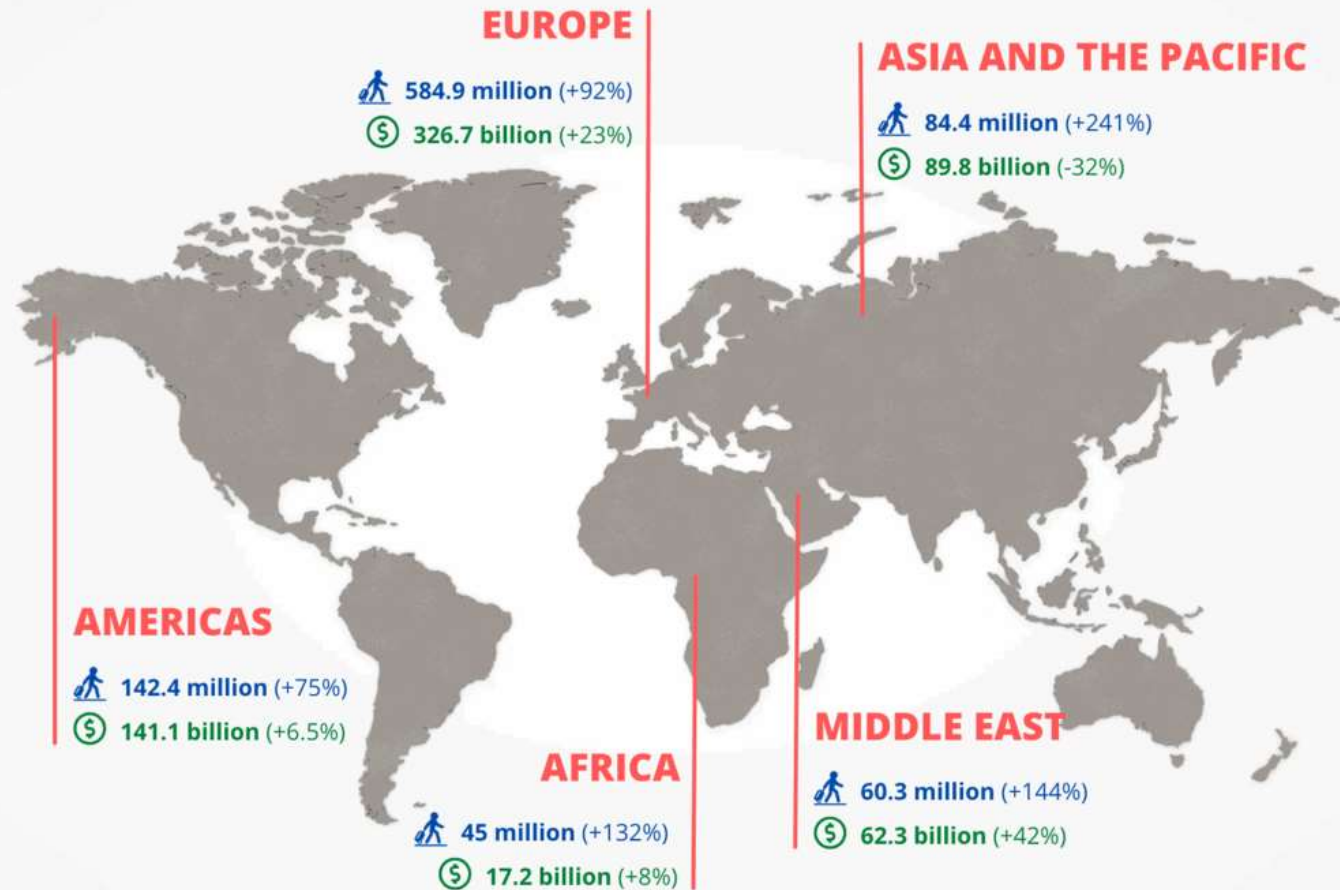
Environmental



Country Branding

Promote sustainable tourism:
Branding can emphasize a country's commitment to environmental protection and responsible tourism practices.

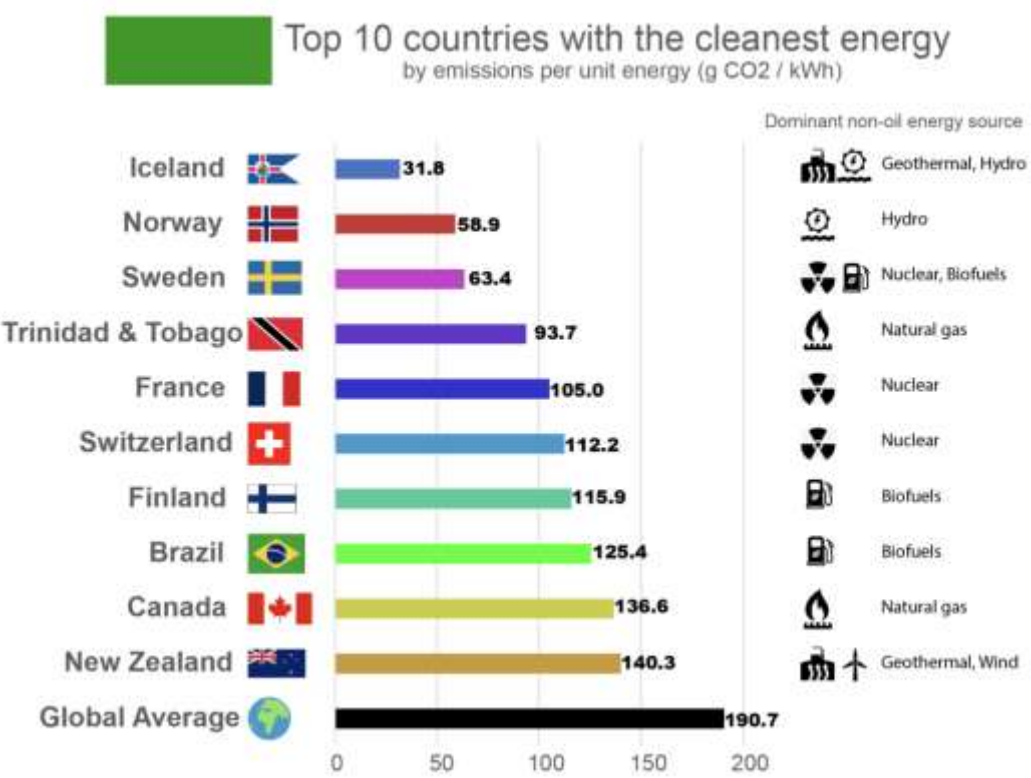




MAP OF INTERNATIONAL TOURIST ARRIVALS AND TOURISM RECEIPTS

Source: World Tourism Organization (UNWTO) Publication: World Tourism Barometer - Volume 21 Issue 2 - January 2023
Infographic: Travelness.com

GOALS OF COUNTRY BRANDING



[Statistical Review of World Energy](#)

D

Environmental

Country Branding



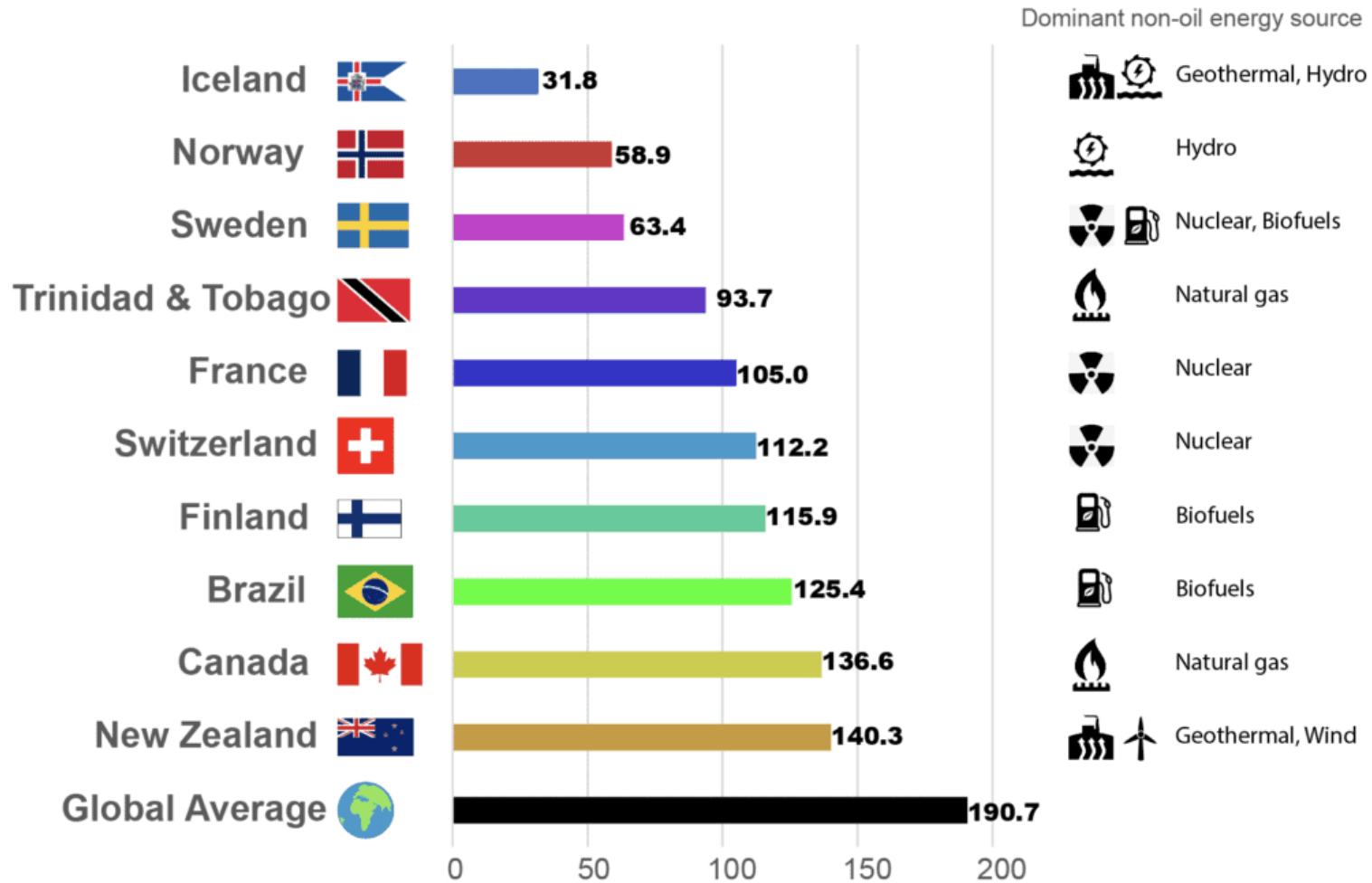
Attract investment in renewable energy and clean technologies:
A strong brand can showcase a country's leadership in sustainability, attracting investment in green projects.



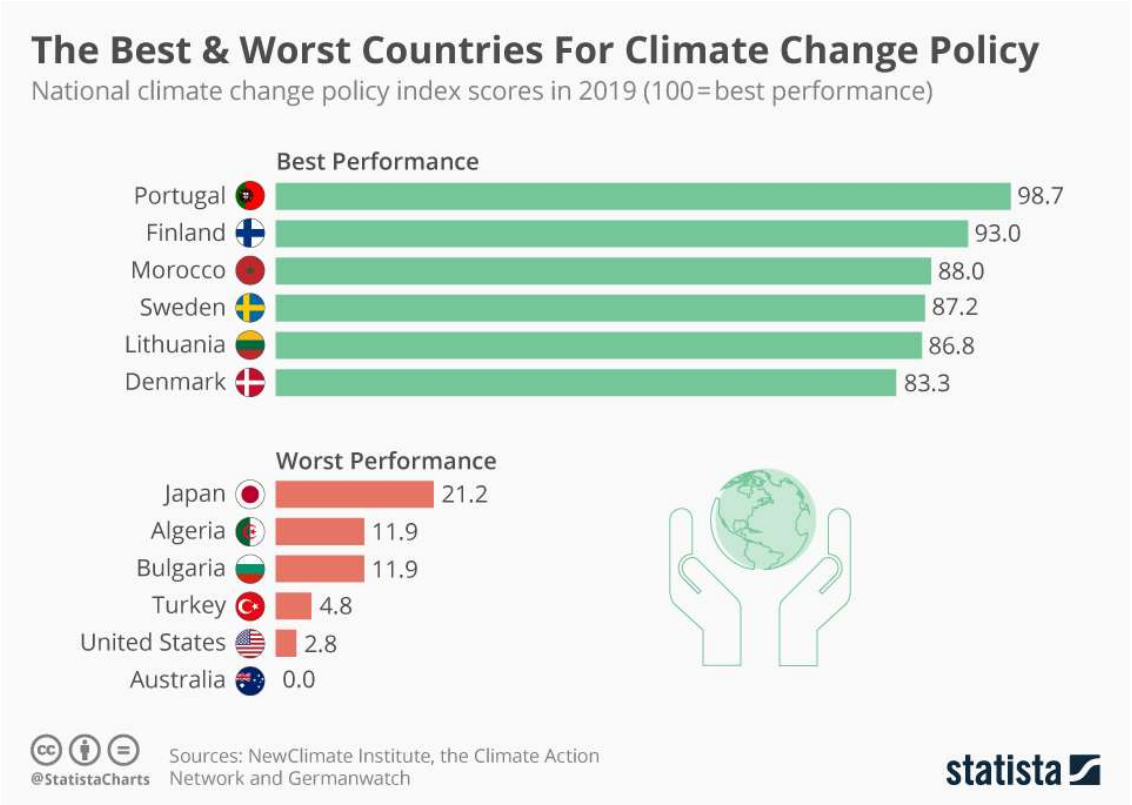


Top 10 countries with the cleanest energy

by emissions per unit energy (g CO₂ / kWh)



GOALS OF COUNTRY BRANDING



D

Environmental

C Country Branding



Raise awareness of environmental issues:
Branding can highlight a country's efforts to address environmental challenges, promoting global cooperation.



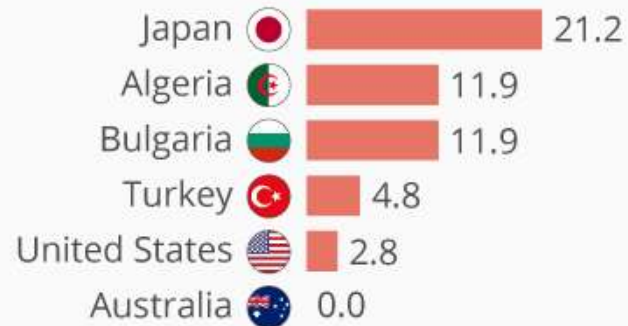
The Best & Worst Countries For Climate Change Policy

National climate change policy index scores in 2019 (100 = best performance)

Best Performance



Worst Performance



Sources: NewClimate Institute, the Climate Action Network and Germanwatch

statista

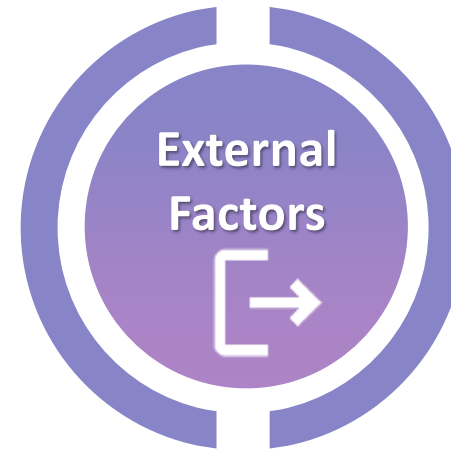
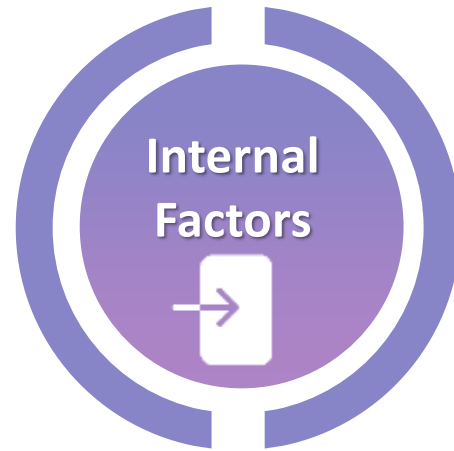


FACTORS AFFECTING COUNTRY BRANDING

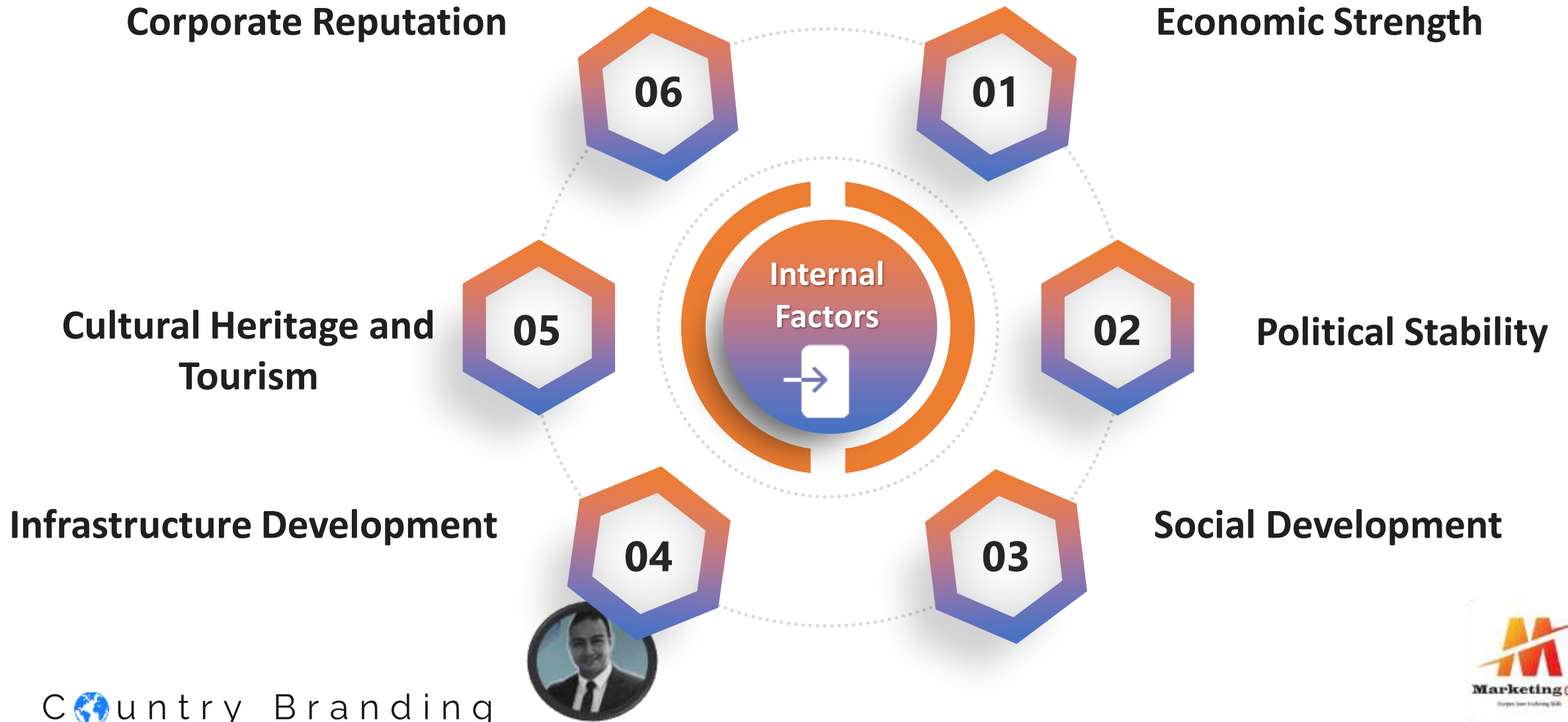
C_{Country} Branding



FACTORS AFFECTING COUNTRY BRANDING



FACTORS AFFECTING COUNTRY BRANDING



01

Economic Strength

A healthy and stable economy fosters investor confidence and creates a positive overall impression. Factors like GDP growth, low unemployment, and controlled inflation contribute to a strong economic brand.

TOP10 Countries of Gross National Income

Source: World Bank Gross National Income 2019, Atlas method

	USA	21,615,818		FRANCE	2,846,911
	CHINA	14,555,442		UK	2,821,759
	JAPAN	5,266,926		ITALY	2,081,972
	GERMANY	4,038,526		BRAZIL	1,926,332
	INDIA	2,893,205		KOREA REP.	1,747,193

(Unit: million of US dollars)



05

Cultural Heritage and Tourism

A rich cultural tapestry, unique traditions, and historical landmarks can attract tourists, boosting the economy and showcasing the nation's identity.



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06

Corporate Reputation

The image and performance of a country's businesses and brands influence the overall national brand. Ethical practices, responsible corporate governance, and commitment to sustainability contribute positively.



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SAMSUNG



SAMSUNG TOMORROW



HYUNDAI



FACTORS AFFECTING COUNTRY BRANDING



ELEMENTS OF COUNTRY BRANDING

BRAND COMMUNICATION



The way of Communication with Target Customers.

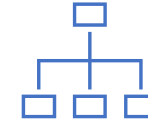
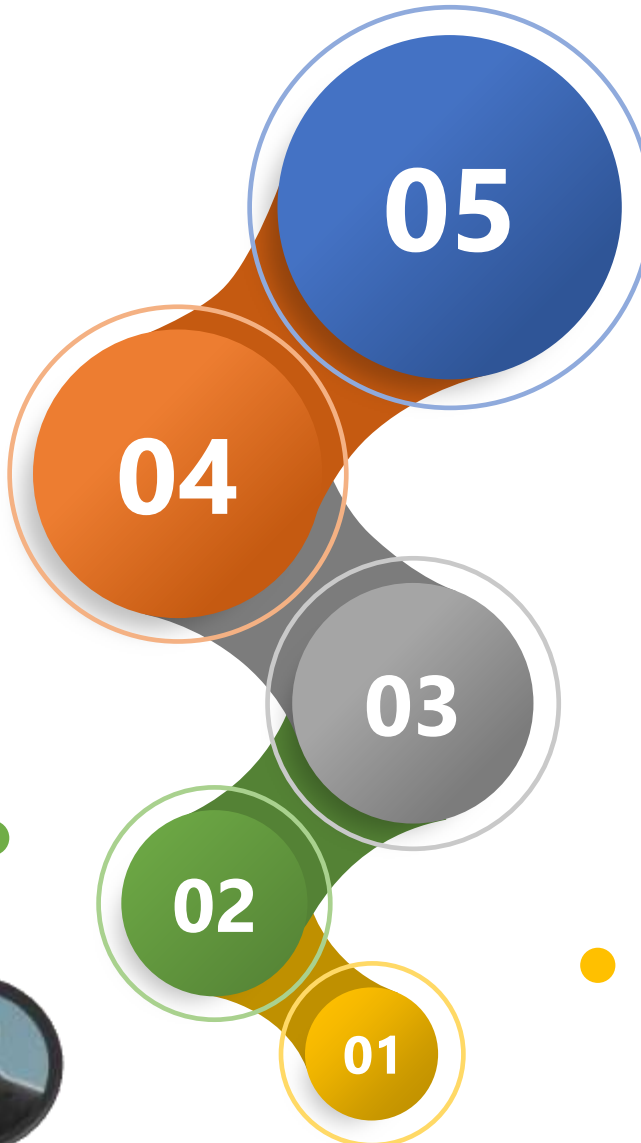
BRAND ESSENCE



Emotional Core of Country Brand.



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BRAND EXPERIENCE

The overall of Target audience interaction with Country brand



BRAND IMAGE

Visual & Verbal Representation of the country



CORE VALUE

Country Beliefs & principles.



ELEMENTS OF COUNTRY BRANDING

1. Core Values:

What are the fundamental beliefs and principles that guide the country's actions and aspirations?

1. Passion and Audacity (Brazil)
2. Openness and Innovation (Singapore)
3. Sustainability and Harmony (New Zealand)
4. Diversity and Inclusion (Canada)
5. Warmth and Hospitality (Thailand)



ELEMENTS OF COUNTRY BRANDING

2. Brand Essence:

What is the unique and emotional core of the country's brand? What makes it special and different from other countries?

Examples: Switzerland's "clean and safe" image, Brazil's "passion and excitement" image, Japan's "technology and tradition" image.



ELEMENTS OF COUNTRY BRANDING

3. Brand Identity:

- This is the visual and verbal representation of the country's brand, including its logo, tagline, colors, fonts, and messaging.
- It should be consistent with the core values and brand essence, and it should be easily recognizable and memorable.



ELEMENTS OF COUNTRY BRANDING

4. Brand Communication:

- How does the country communicate its brand to its target audiences?
- This can be done through a variety of channels, such as advertising, public relations, social media, and events.
- The communication should be clear, concise, and consistent with the overall brand identity.



ELEMENTS OF COUNTRY BRANDING

5. Brand Experience:

- This is the sum of all the interactions that people have with a country, both online and offline.
- It includes everything from visiting a tourist destination to do business with a company to studying abroad.
- The brand experience should be positive and memorable, and it should reinforce the overall brand image.

Italy: Italian fashion is synonymous with elegance and timeless style. Shopping in Milan or Florence, surrounded by exquisite craftsmanship and iconic brands like Gucci and Prada, is an experience of indulging in the epitome of fashion.



GUCCI



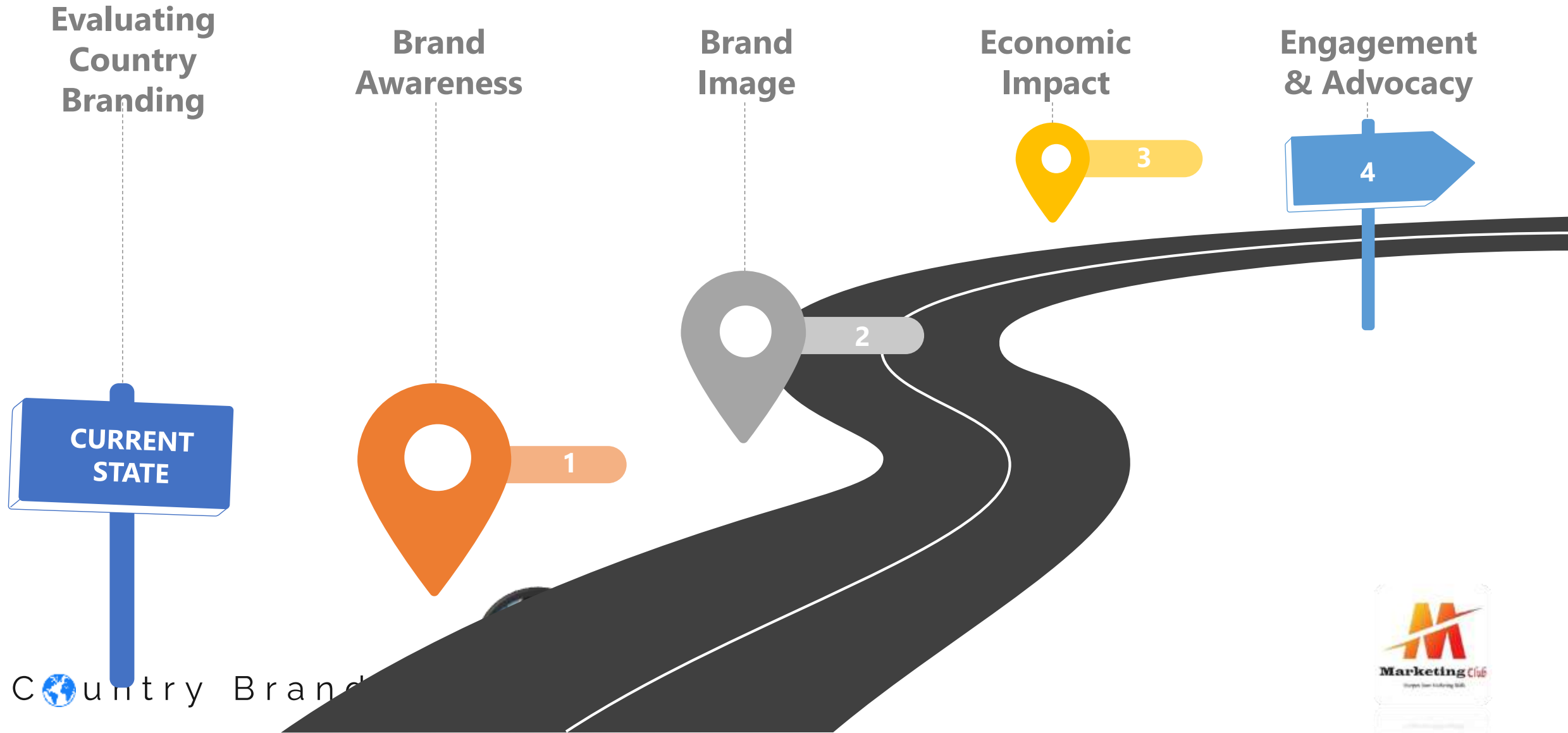
COUNTRY BRANDING

Metrics

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COUNTRY BRANDING METRICS



COUNTRY BRANDING METRICS

Brand Awareness - 3Rs

Reach:

Percentage of target audience aware of the country brand.

Measured through **surveys, social media analytics, travel searches, and media mentions.**

Recall:

How easily people remember the country brand compared to competitors.

Measured through **surveys and brand recall studies.**

Recognition:

Ability to identify the country brand logo, symbols, or slogans.

Measured through surveys and logo recognition tests.



COUNTRY BRANDING METRICS

Brand Image

Perceptions:

Audience's overall feelings and associations with the country.

Measured through surveys, sentiment analysis of social media mentions, and media coverage analysis.

Reputation:

Trustworthiness, reliability, and overall positive image of the country.

Measured through reputation indexes, media sentiment analysis, and expert surveys.

Brand differentiation:

How well the country stands out from competitors and occupies a unique space in the minds of the target audience.

Measured through comparative brand image studies and surveys.



COUNTRY BRANDING METRICS

Economic Impact

Tourism arrivals and spending:

Growth in tourist numbers and revenue generated from tourism, directly attributable to branding efforts.

Foreign direct investment:

Increase in foreign investment attracted by the country's improved image and perceived opportunities.

Exports and trade partnerships:

Growth in exports and trade agreements facilitated by a positive country brand.



COUNTRY BRANDING METRICS

Engagement & Advocacy

Social media engagement:

Likes, shares, comments, and other interactions on social media platforms related to the country brand.

Brand advocacy:

Number of individuals actively promoting the country as a destination, business partner, or cultural hub.

Brand community growth:

Increase in the number of people actively participating in online and offline communities related to the country brand.



COUNTRY BRANDING METRICS

Additional Metrics

Media coverage:

Amount and tone of media coverage about the country, including news articles, documentaries, and social media mentions.

International awards and recognition:

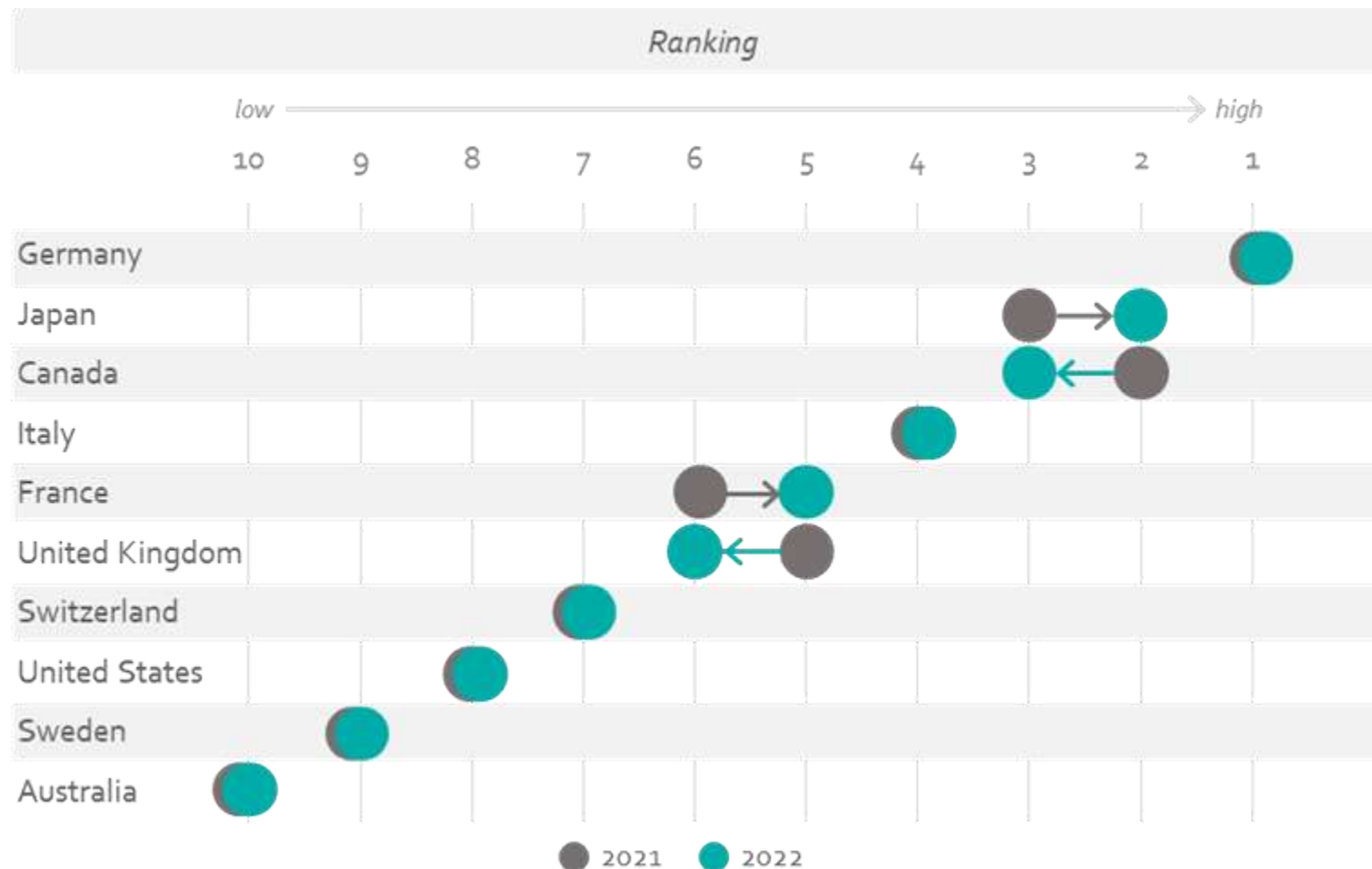
Recognition from international organizations and rankings for branding excellence, tourism, or cultural achievements.

Brand value:

Estimated economic value of the country brand, calculated through various methodologies like brand valuation studies.



COUNTRY BRANDING METRICS



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Country Branding



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Country Branding

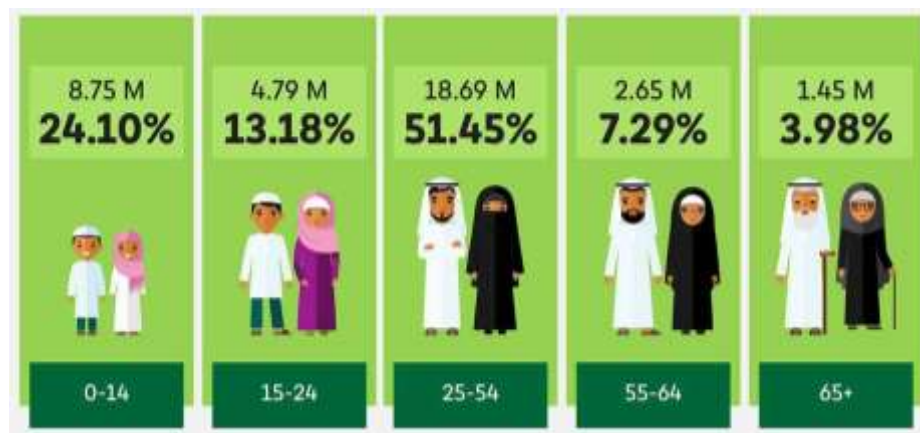


SAUDI ARABIA DEMOGRAPHIC DATA



SAUDI ARABIA DEMOGRAPHIC DATA

SAUDI POPULATION BY AGE



SAUDI ARABIA POPULATION (URBAN VS RURAL)



SAUDI ARABIA ECONOMIC DATA

7.5%

2022 Real GDP
growth: 7.5%, rebounding from 3.3% in 2021, driven by rising oil prices and increased non-oil sector activity.

GDP
\$1,7 Trillion USD.

GDP per capita
\$33,000 (USD current prices).

Inflation rate:
3.3% (moderately higher than in previous years).

4.6%

Non-oil GDP growth: 4.6%, indicating diversification efforts are showing some progress.

Unemployment rate
11.4% (down from 12.3% in 2021)

Balance of trade:
Surplus of \$249.4 billion (driven by high oil exports)

Budget deficit:
2.1% of GDP (improved from 4.9% in 2021)



GOALS OF SAUDI ARABIA BRANDING

1. Transformation and Modernization:

Shifting perception:

Moving beyond the traditional image of an oil-dependent nation, Saudi Arabia aims to showcase its transformation into a diversified economy with a focus on **technology, tourism, and renewable energy**.

Highlighting progress:

The country wants to emphasize its advancements in areas like **infrastructure, education, and women's empowerment**.



Solar Energy Projects:

- **Sudair Solar PV Project:** 1.5 GW solar photovoltaic (PV). Complete in 2024.
- **Shuaibah Solar PV Project** (2.6 GW).
- **Sakaka Solar Power Plant** (1.2 GW).
- NEOM Green Hydrogen Solar PV Project



GOALS OF SAUDI ARABIA BRANDING

2. Attracting Investment and Talent:

Creating a favorable business environment:

Saudi Arabia is working to attract foreign investment by streamlining regulations, promoting entrepreneurship, and developing special economic zones.

Building a skilled workforce:

Investing in education and training programs is crucial to equip Saudi citizens with the skills needed for the knowledge economy.



GOALS OF SAUDI ARABIA BRANDING

3. Cultural Promotion and Understanding:

Sharing rich heritage:

Saudi Arabia boasts a deep cultural history with ancient sites, diverse traditions, and a vibrant artistic scene. Branding efforts aim to share this heritage with the world and foster cross-cultural understanding.

Promoting tolerance and inclusivity:

The country is committed to fostering a welcoming and tolerant society that embraces diversity and inclusivity.



Diriyah: The former capital of the First Saudi State

السعودية

Saudi



GOALS OF SAUDI ARABIA BRANDING

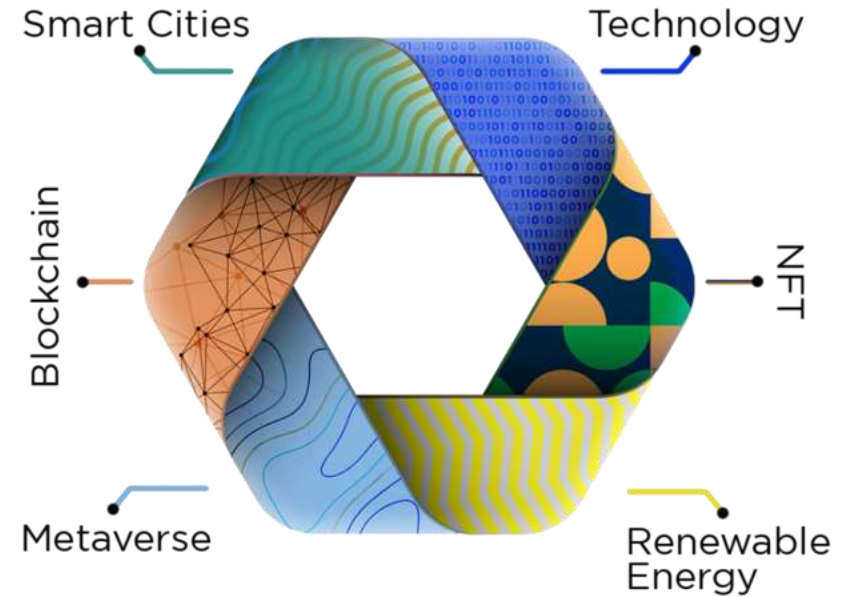
4. Innovation and Technological Leadership:

Positioning as a tech hub:

Saudi Arabia is investing heavily in research and development, aiming to become a leader in fields like artificial intelligence, robotics, and biotechnology.

Smart city initiatives:

Developing future-proof cities that utilize technology to improve sustainability, efficiency, and quality of life.



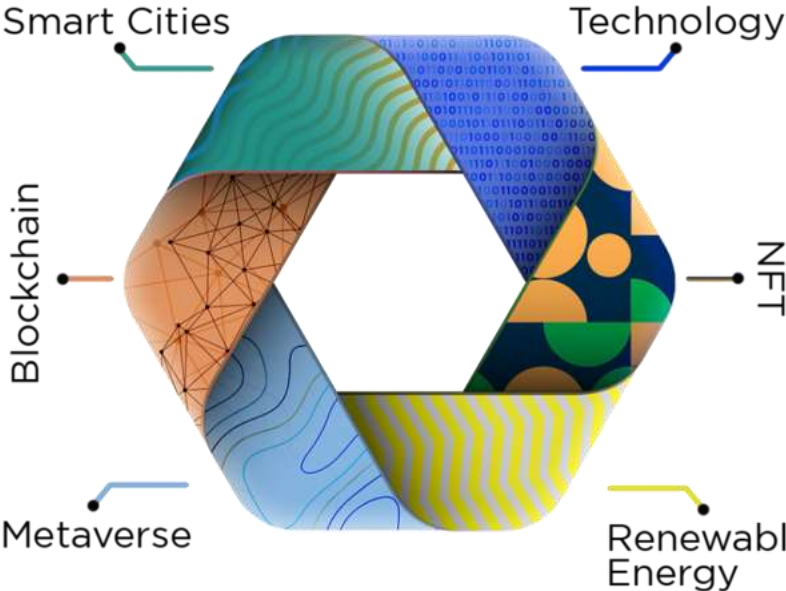
NEOM



OXAGON



SINDALAH



TROJENA



THE LINE

C_ountry Branding



OTHER TECHNOLOGY PROJECTS

Qiddiya: Riyadh

This entertainment and sports city will boast AI-powered theme parks, interactive experiences, and cutting-edge technology integrated into its attractions. Prepare for immersive digital storytelling and personalized experiences that redefine entertainment.



The Red Sea Project:

This luxury eco-tourism destination is implementing smart-grid technology and AI-powered conservation monitoring systems to ensure sustainability and preserve the natural beauty of the Red Sea.



GOALS OF SAUDI ARABIA BRANDING

5. Building a Strong Reputation:

Countering negative stereotypes:

Saudi Arabia wants to address misconceptions and negative narratives about the country through transparent communication and positive storytelling.

Enhancing global standing:

The country aims to be recognized as a reliable partner on the international stage, contributing to global challenges and promoting peace and cooperation.



رؤية VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



SAUDI ARABIA BRANDING ELEMENTS



SAUDI ARABIA BRANDING ELEMENTS

Brand Visual Identity

1. Modernization and Transformation:
2. Cultural Heritage.
3. Natural Beauty.

Color Palette

- **Green:** Symbolizing Islam, nature, and the "Saudi Green Initiative" environmental efforts.
- **Turquoise:** Evokes the Red Sea's beauty and reflects tourism development initiatives.
- **Gold:** Represents tradition, heritage, and the Kingdom's historical significance.
- **White:** Signifies purity, peace, and openness to the future.

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توكلنا
Tawakkalna



SAUDI ARABIA BRANDING ELEMENTS

Messaging and Storytelling:

1. Transformation Narratives.
2. Vision 2030.
3. Cultural Exchange.



SAUDI ARABIA BRANDING ELEMENTS



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Brand Experiences and Opportunities:

1. Tourism
2. Investment opportunity
3. Talent Development

أخبار السعودية
@SaudiNews50

تُعد أكبر شركة دواجن ولحوم في العالم..

جي بي إس البرازيلية تتجه لإنشاء مزرعة ومصنع لإنتاج
اللحوم والدواجن في #القصيم، باستثمارات تتجاوز
ملياري دولار. (الشرق)



SAUDI ARABIA BRANDING ELEMENTS



Overall Tone

1. Positive Forward Looking.
2. Inclusive & Welcoming.
3. Authentic & Transparent.



SAUDI ARABIA COUNTRY BRANDING EVALUATION

S

Strengths

- Rich heritage and culture.
- Vision 2030's ambition.
- Economic diversification.
- Strategic partnerships.
- Excellent Infrastructure.

Weaknesses

- Limited tourism infrastructure
- Limited public perception (Stereotype).
- Environmental challenges.

W



Opportunities

- Embracing technology.
- Promoting cultural exchange.
- Partnerships & Collaborations.
- Environmental Progress.

Threats

- Geopolitical instability.
- Economic shocks.
- Negative media representation.
- Internal resistance to change.

T

Egypt

where it all begins



C🌐untry Branding



EGYPT DEMOGRAPHIC DATA

Egypt Population

114 Mil.

Population
Density

113

Median Age

24.2

URBAN

41%

RURAL

59%



EGYPT ECONOMIC DATA



2022 Real GDP Decline from 6.6% in 2021

4.2%

GDP
\$2.1 Trillion USD.

GDP per capita
\$3,300 (USD current prices).



37.2%

High inflation Growth in 2023 with
predictions to decline to 23% by 2024

Unemployment rate
7.3%



EGYPT BRANDING GOALS

1.Boosting Tourism:

Increase tourist arrivals: Egypt's rich historical tapestry, from the awe-inspiring Pyramids of Giza to the mystifying tombs of the Valley of the Kings, has captivated travelers for millennia. The goal is to leverage this heritage to attract even more tourists, potentially aiming for a 20% increase within 3 years.

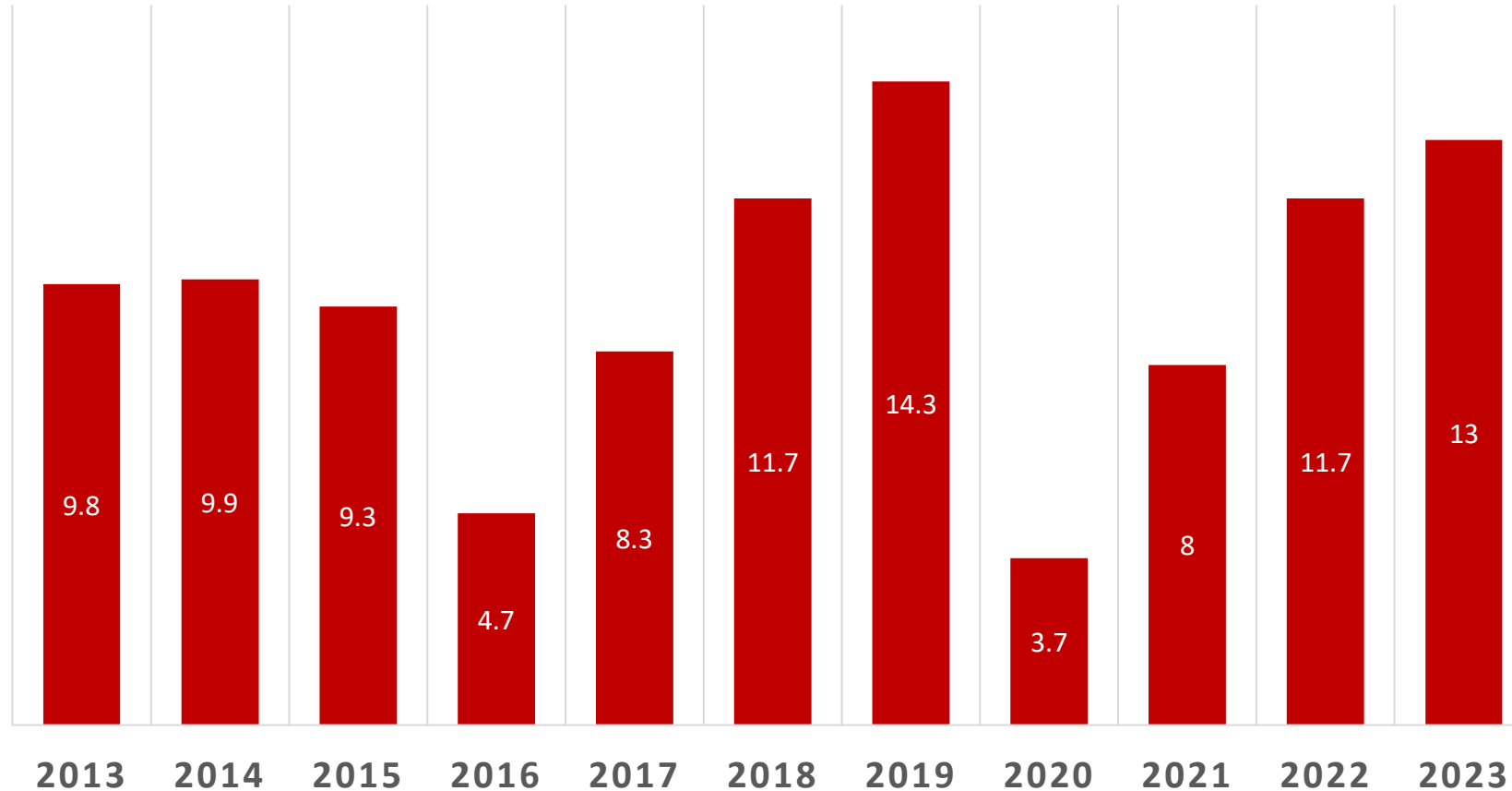
Expand target audience: Traditionally, Egypt has been a popular destination for cultural enthusiasts and history buffs. However, the branding aims to attract younger demographics by highlighting adventure activities like diving in the Red Sea, trekking in the Sinai desert, and cruising the Nile.

Enhance tourism experience: Upgrading infrastructure, improving service standards, and promoting responsible tourism practices are crucial to ensuring a positive visitor experience and encouraging repeat visits.



EGYPT BRANDING GOALS

NO. OF TOURISTS / MILLION



EGYPT BRANDING GOALS

2. Attracting Foreign Investment:

- **Showcase economic potential:** Egypt's strategic location, access to trade routes, and young, skilled workforce make it an attractive investment destination. The branding aims to highlight these strengths and promote investment opportunities in sectors like renewable energy, manufacturing, and IT.
- **Streamline business environment:** Simplifying regulations, reducing bureaucracy, and offering competitive incentives can attract foreign investors and foster a thriving business climate.
- **Build investor confidence:** Ensuring political stability, transparency, and respect for intellectual property rights is essential for building trust and encouraging long-term investment.



EGYPT BRANDING GOALS

3.Enhancing International Reputation:

- **Improve perception:** Egypt's image has been impacted by negative media portrayals in the past. The branding aims to counter these narratives by showcasing the country's modern aspects, cultural vibrancy, and commitment to social progress.
- **Strengthen cultural exchange:** Promoting artistic collaborations, educational exchanges, and people-to-people interactions can foster mutual understanding and appreciation between Egypt and the international community.
- **Position as a regional leader:** Egypt's historical significance and cultural influence can be leveraged to position the country as a leader in the Arab world and a bridge between Africa and the Middle East.



EGYPT BRANDING ELEMENTS



EGYPT BRANDING ELEMENTS

Brand Visual Identity

1. Ancient Egypt Identity
2. Cultural Heritage.
3. Natural Beauty.
4. Modern Infrastructure & cities.



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EGYPT BRANDING ELEMENTS



Messaging and Storytelling:

1. History Narration
2. Mega Projects Storytelling
3. Cultural Dominance.



EGYPT BRANDING ELEMENTS





World of Statistics 
@stats_feed

The most famous foods around the world:

 Pizza 

 Doner Kebab 

 Hamburger 

 Falafel 

 Gyro 



Country Branding



Brand Experiences and Opportunities:

1. Curated Tours.
2. Themed Festivals.
3. Educational Exchange,
4. Volunteering opportunities.



EGYPT BRANDING ELEMENTS



C🌐untry Branding



Brand Experiences and Opportunities:

1. Curated Tours.
2. Themed Festivals.
3. Educational Exchange,
4. Volunteering opportunities.



EGYPT BRANDING ELEMENTS



Overall Tone

1. Future focus.
2. Warmth & Welcoming.
3. Sense of Humor.



EGYPT COUNTRY BRANDING EVALUATION

S

Strengths

- Rich heritage and culture.
- Cultural Vibrance.
- Warm Hospitality.
- Strategic Location.
- Excellent Weather.

Weaknesses

- Negative Media Coverage.
- Overreliance on Tourism.
- Perception Gaps.
- Limited Digital Presence.

W

O

Opportunities

- Technology leveraging
- Niche Tourism.
- Sustainable Tourism

Threats

- Geopolitical instability.
- Economic shocks.
- Negative media representation.

T



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

1. Leveraging technology:

Using virtual reality tours and interactive platforms can enhance the accessibility and appeal of Egypt's historical and cultural treasures.

Using AI Tools in the touristic places to facilitate tourists with an amazing experience.



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

1. Leveraging technology:

Using virtual reality tours and interactive platforms can enhance the accessibility and appeal of Egypt's historical and cultural treasures.

Using AI Tools in the touristic places to facilitate tourists with an amazing experience.



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

2. Promoting niche tourism:

Targeting specific segments like adventure enthusiasts, eco-tourists, Medical Tourism and cultural immersion seekers can diversify tourism revenue and attract new audiences.



Egypt Has More than

1,330

Sulfur Springs



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

3. Showcasing modern Egypt:

Promoting contemporary advancements in technology, infrastructure, arts, and youth culture can create a more balanced and dynamic image of the country.



Egypt NEW Mahala Nits
Manufacturing Site
The Biggest In The World



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

4. Ancient Egypt History Narration:

Storytelling the charismatic Ancient Egypt Entities via Heavy Production worldclass movies & series to be published on various platforms will play a great role in promoting Egypt image as the land of Glory, Mystery & Greatness.



Missing investment & missing publicity & missing famous actors coming to Egypt



 Wikipedia
The Mummy (1999 film) - Wikipedia



 IMDb
The Mummy Returns (2001) - IMDb



 IMDb
The Scorpion King (2002) - IMDb



 Rotten Tomatoes
The Scorpion King | Rotten Tomatoes



 IMDb
The Scorpion King (2002) - IMDb



RECOMMENDATIONS FOR BETTER EGYPT BRANDING

5. Make The Maximum Benefit Of Ancient Treasures

Egypt is considered to have the highest number of ancient treasure available everywhere in many countries whether as a monuments or even copies.



#126th Marketing Club

22nd Riyadh Club - 86th Business Club

Country Branding



Corporate Branding
Upscale

23rd of January 2024

8 PM EGY

9 PM KSA

10 PM UAE

FOUNDER & HOST

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Marketing Lead