

**Bloom Consulting**

Countries Regions and Cities

# The Digital Country Brand

City Nation Place Asia Pacific

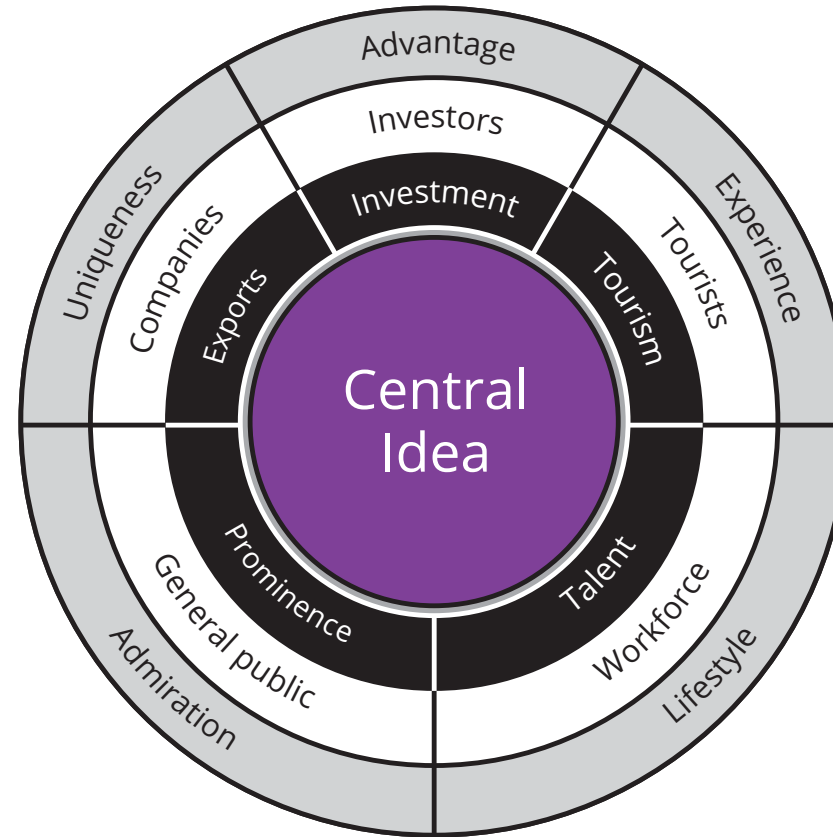
Jose Filipe Torres and Gonzalo Vilar

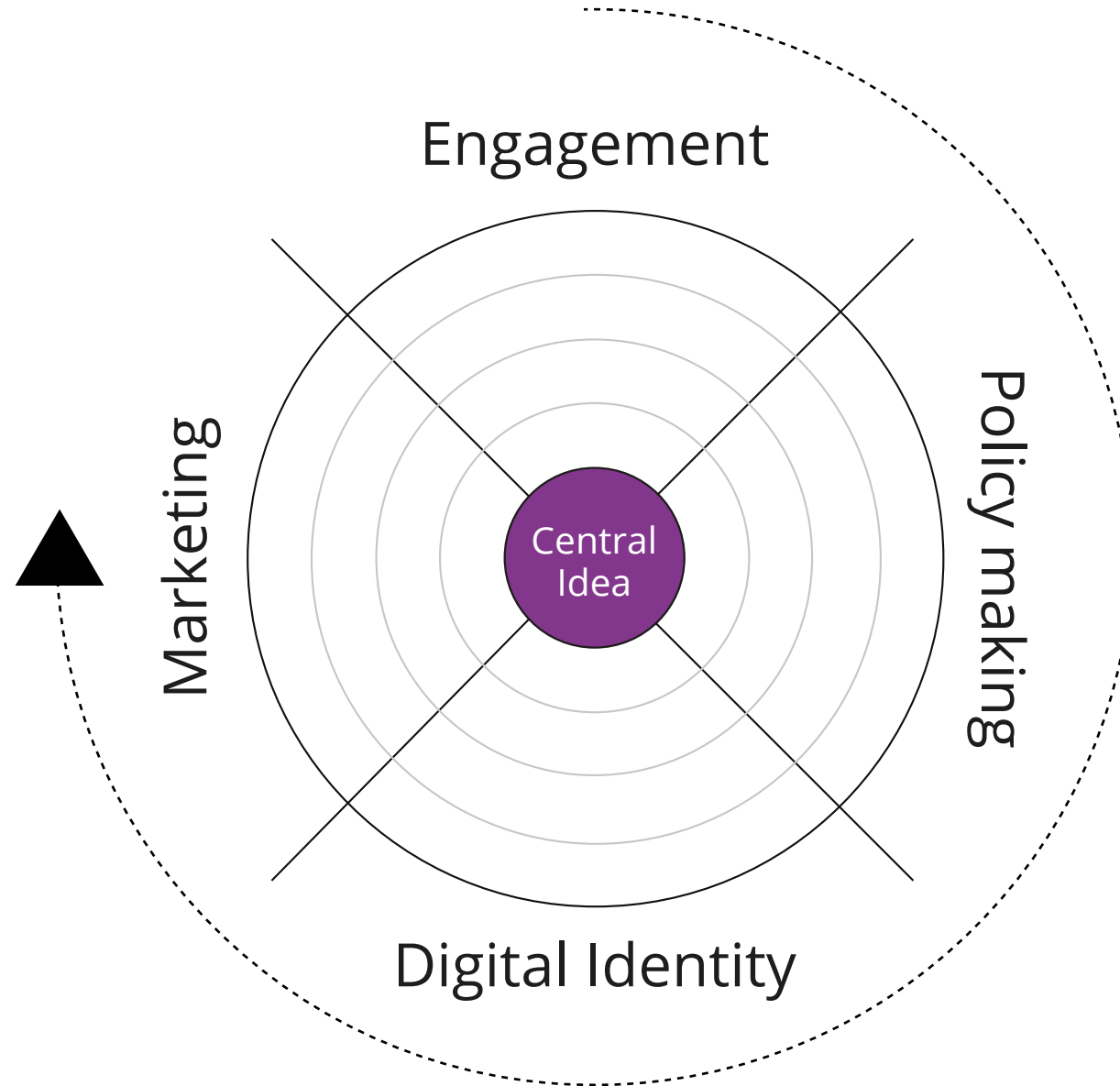
May 17th 2019

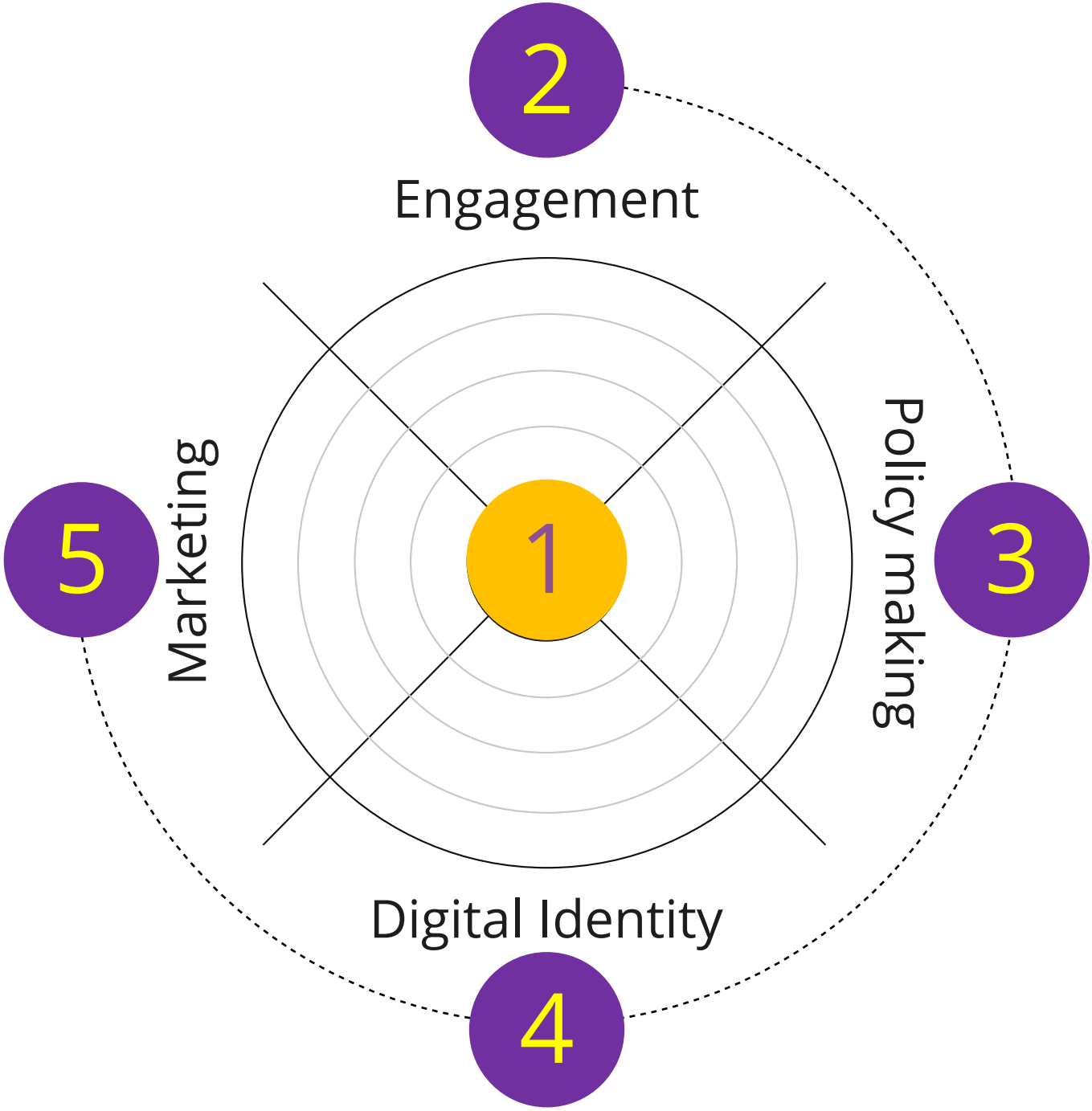
# What is Nation Branding?

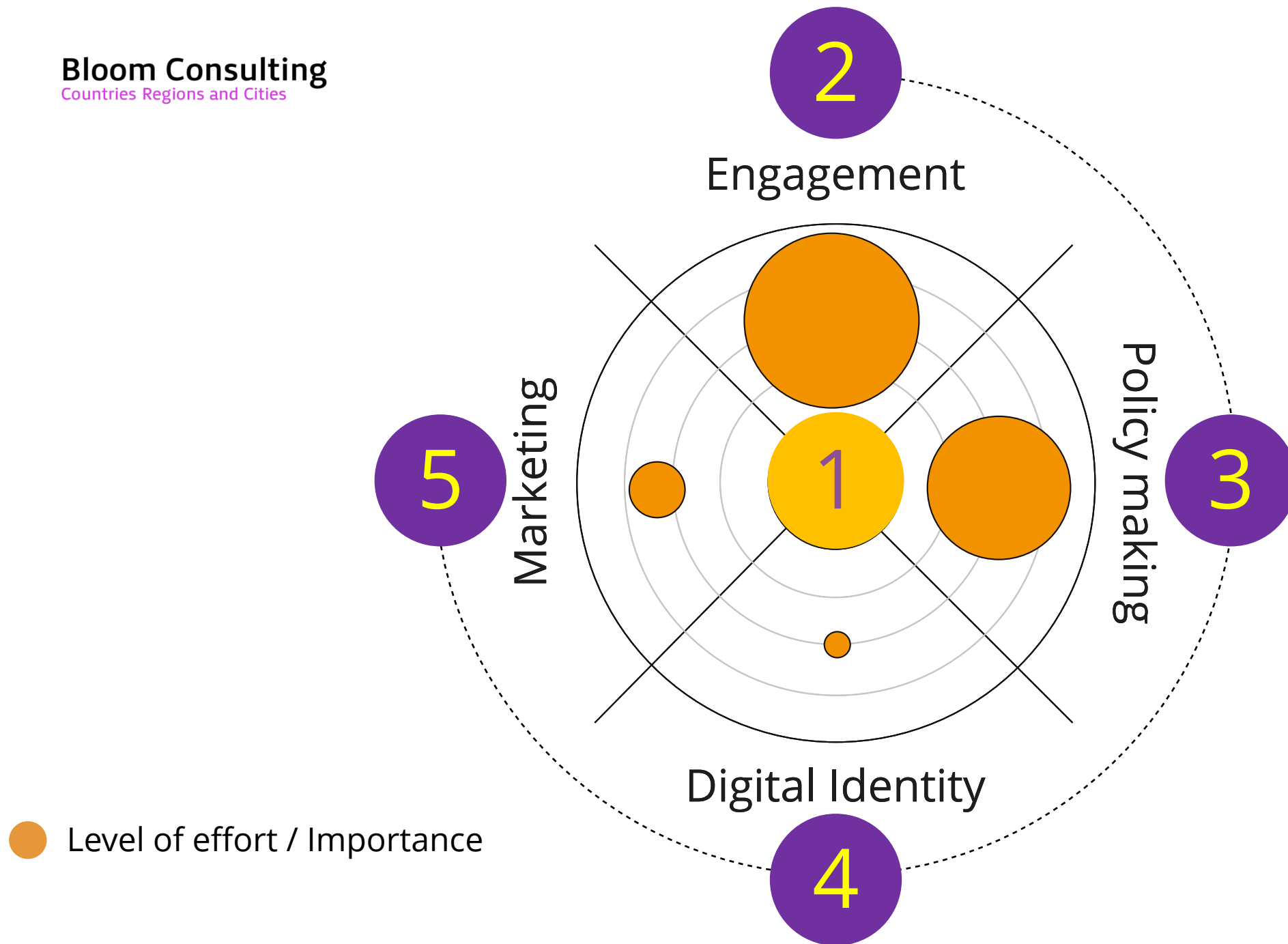
# What is Place Branding?



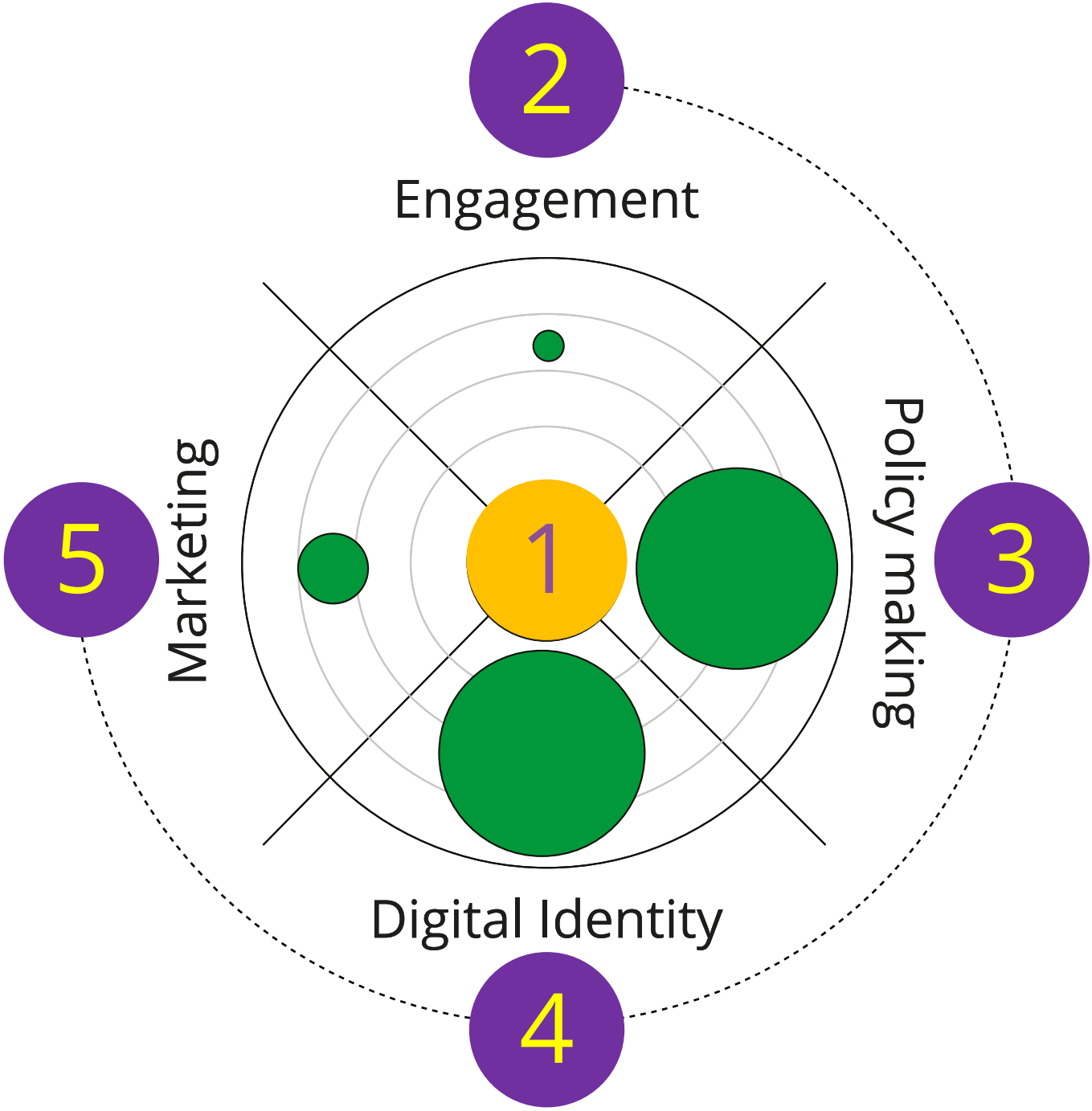


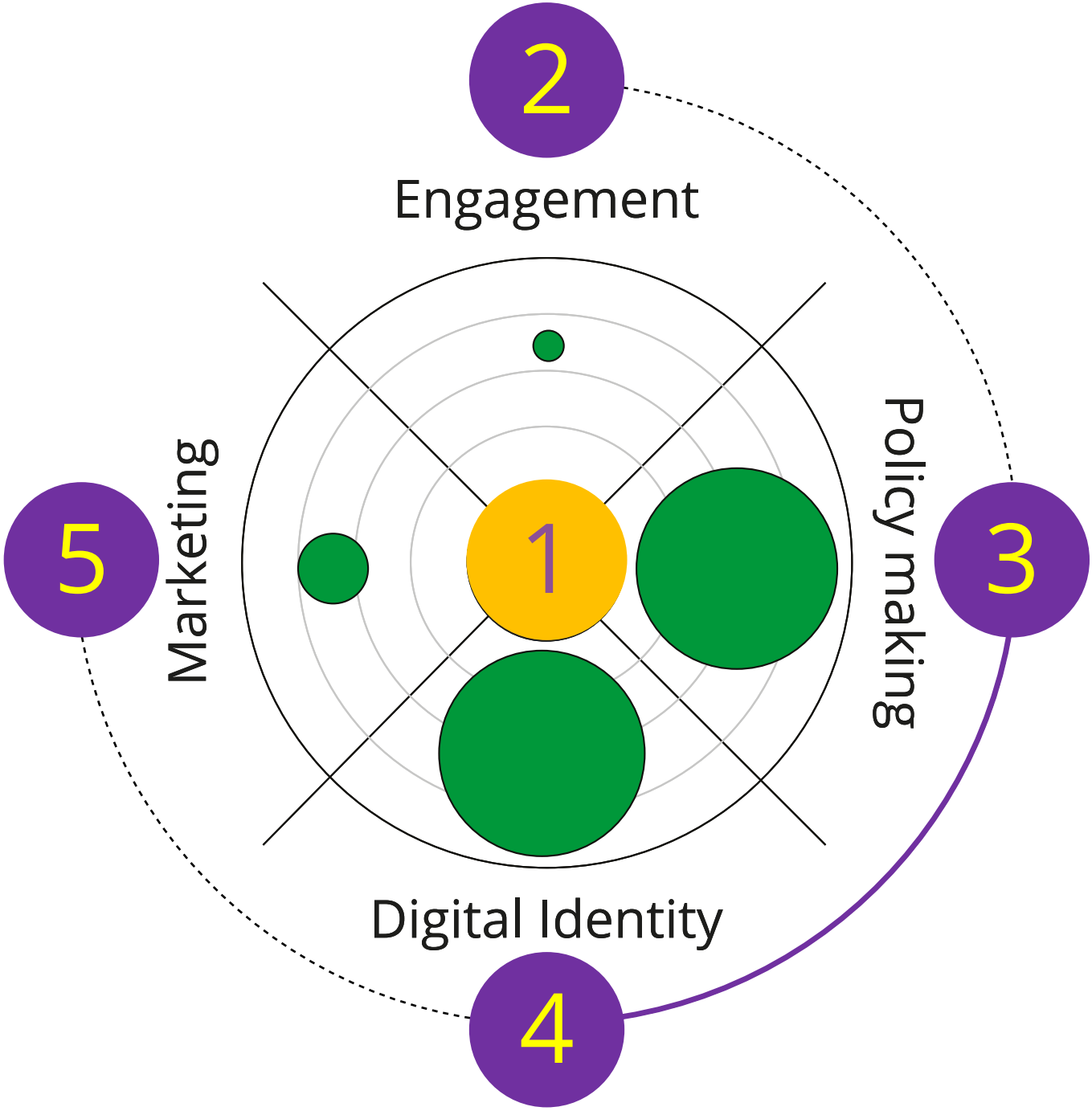








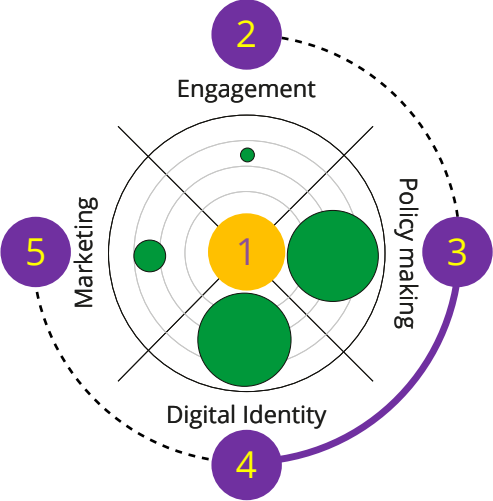


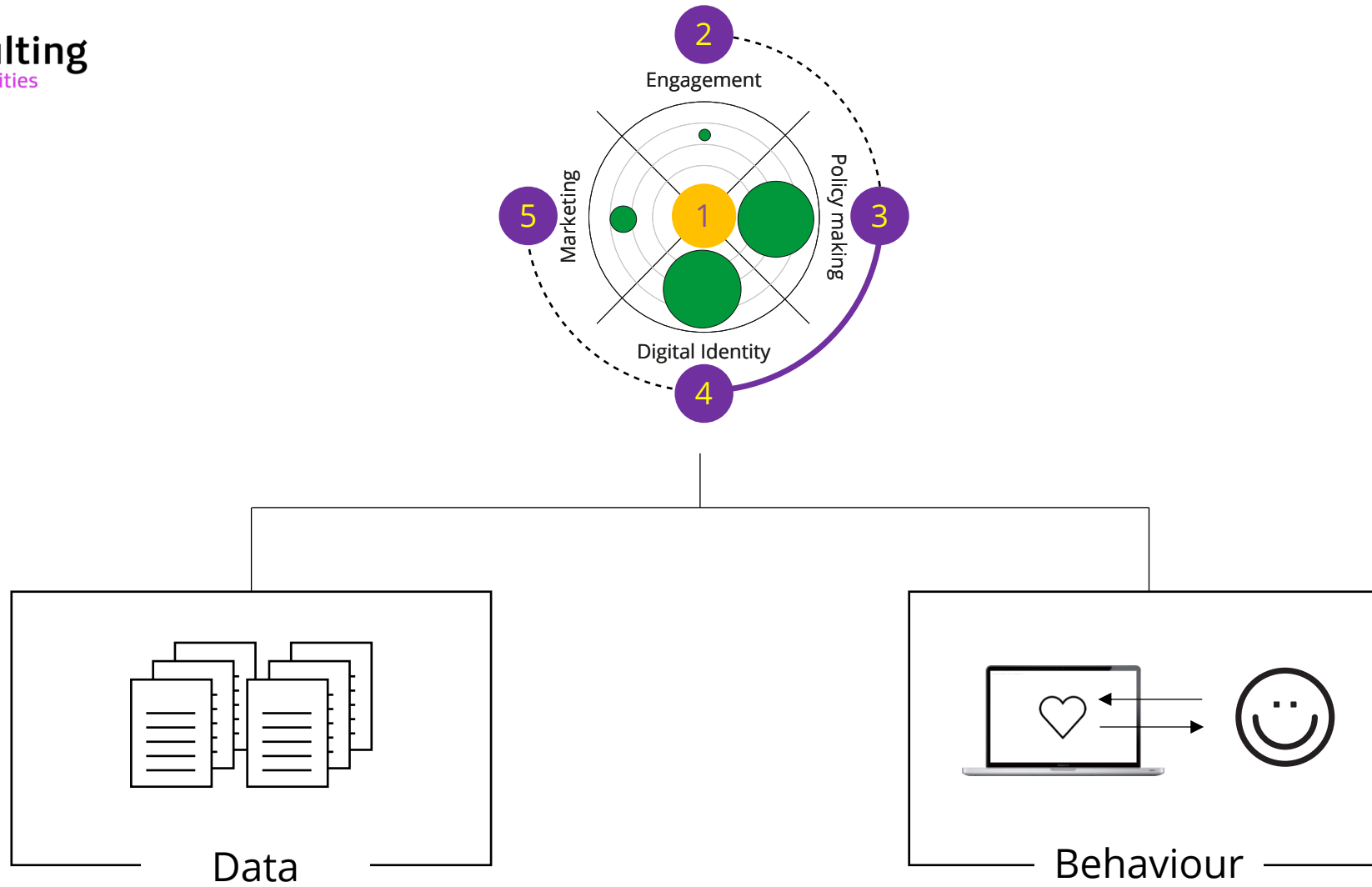


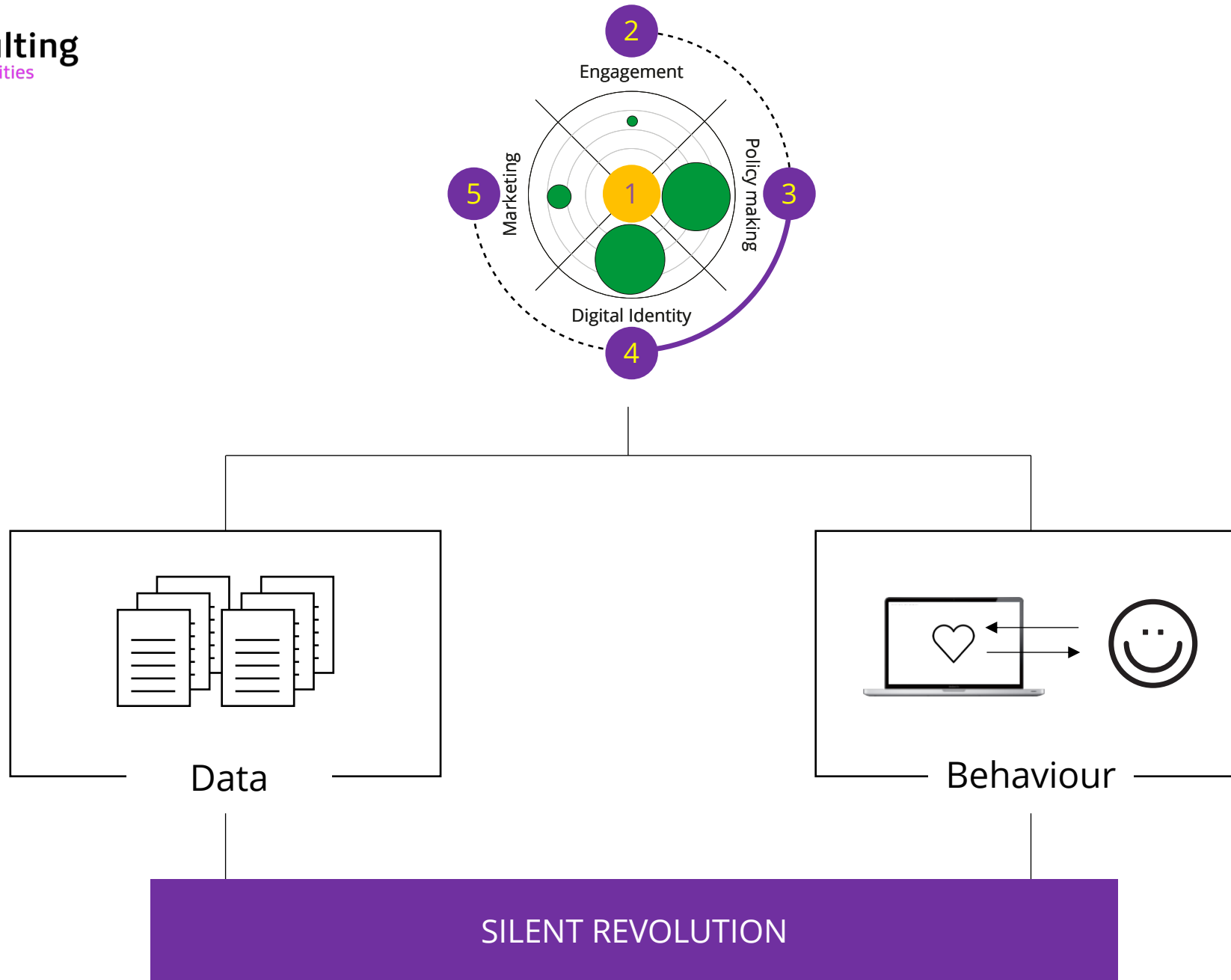
● Level of influence

“ In terms of what influences perceptions,  
I see little difference as the line between  
what influences you in the offline world  
vs. the online world is so blurred ”

Rebecca Smith , Director, New Zealand Story – PBO 2018







## 5 current and future Implications for Country and Place Branding

### 1 - Time

No longer need 10 year to build a Brand, now in 3 you can establish a perception

### 2 - Speed and Reach

Perceptions can be destroyed much easier and faster at a Global Scale

### 3 - Democratic & Meritocratic

It's not a matter of Budget anymore any Country or City can reach any target

### 4 - Digital Identity to manage

Countries and Places now have a Digital Identity which is the same as Nation branding

### 5 - Measurement and Correlation

It is easier to measure and correlate impact and reputation, thanks to data and behaviour







Digital  
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Powered by  Digital  
Demand

[digital\*\*country\*\*index.com](https://digitalcountryindex.com)

Bloom Consulting  
**Digital**  
**City**  
**Index**

Powered by  Digital  
Demand

[digital\*\*city\*\*index.com](https://digitalcityindex.com)

# The **Digital** City Index '18 Asia Edition

Measuring the appeal of Asian Cities in the Digital world.

**Launch** - May 17th 2018 - **City Nation Place** Asia Pacific

Developed by:

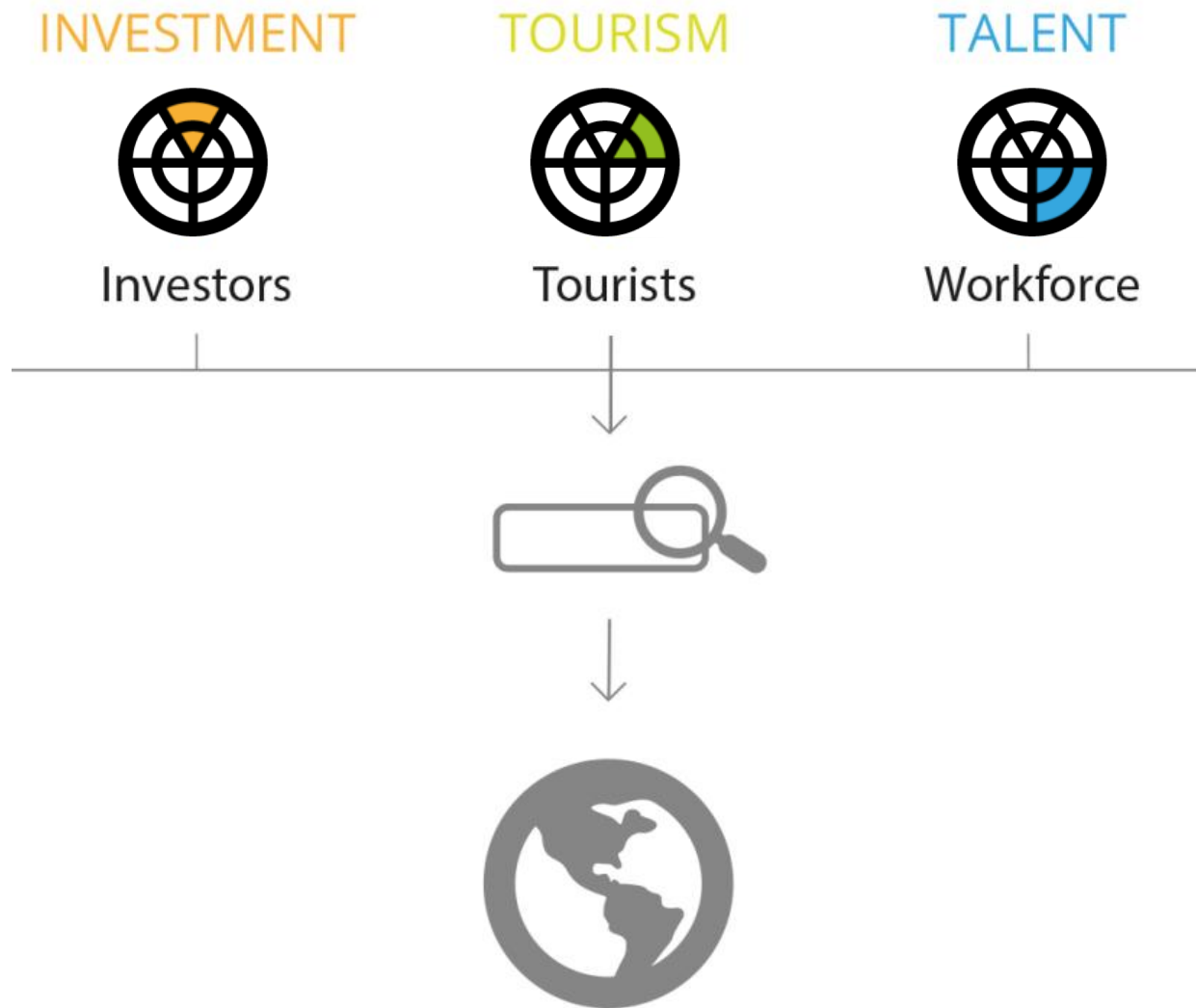
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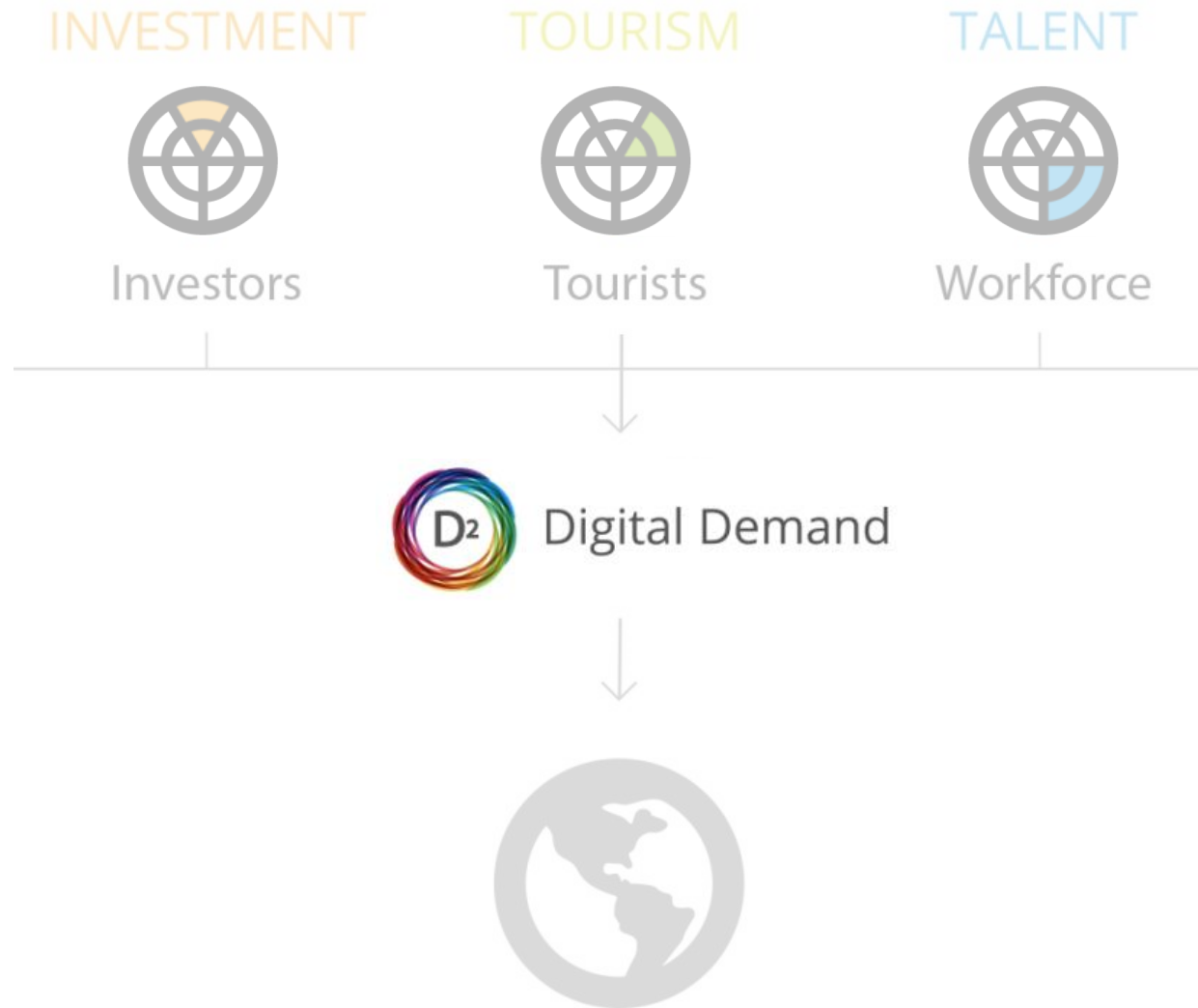
Sourced by:



Digital Demand











34 Asian Cities  
213 m Searches in 2017





# Asia Ranking

## Overall Ranking











01.		Dubai	-
02.		Singapore	+1
03.		Hong Kong	-1
04.		Sydney	-
05.		Tokyo	+1
06.		Melbourne	-1
07.		Bangkok	-
08.		Shanghai	-
09.		Abu Dhabi	-
10.		Macau	-

## Asia Ranking by dimension











### Tourism

01.		Dubai
02.		Singapore
03.		Hong Kong
04.		Bangkok
05.		Sydney
06.		Tokyo
07.		Macau
08.		Osaka
09.		Kuala Lumpur
10.		Melbourne

### Investment

01.		Singapore
02.		Dubai
03.		Hong Kong
04.		Shanghai
05.		Sydney
06.		Abu Dhabi
07.		Mumbai
08.		Shenzhen
09.		Tokyo
10.		Melbourne











### Talent

01.		Hong Kong
02.		Dubai
03.		Singapore
04.		Melbourne
05.		Sydney
06.		Tokyo
07.		Auckland
08.		Macau
09.		Bangkok
10.		Shanghai













# It is all about Dubai, Singapore and Hong Kong

## Tourism

- |     |   |              |
|-----|---|--------------|
| 01. |    | Dubai        |
| 02. |    | Singapore    |
| 03. |    | Hong Kong    |
| 04. |    | Bangkok      |
| 05. |    | Sydney       |
| 06. |    | Tokyo        |
| 07. |  | Macau        |
| 08. |  | Osaka        |
| 09. |  | Kuala Lumpur |
| 10. |  | Melbourne    |











46%

## Investment

- |     |   |           |
|-----|---|-----------|
| 01. |    | Singapore |
| 02. |    | Dubai     |
| 03. |    | Hong Kong |
| 04. |    | Shanghai  |
| 05. |    | Sydney    |
| 06. |    | Abu Dhabi |
| 07. |  | Mumbai    |
| 08. |  | Shenzhen  |
| 09. |  | Tokyo     |
| 10. |  | Melbourne |

68%

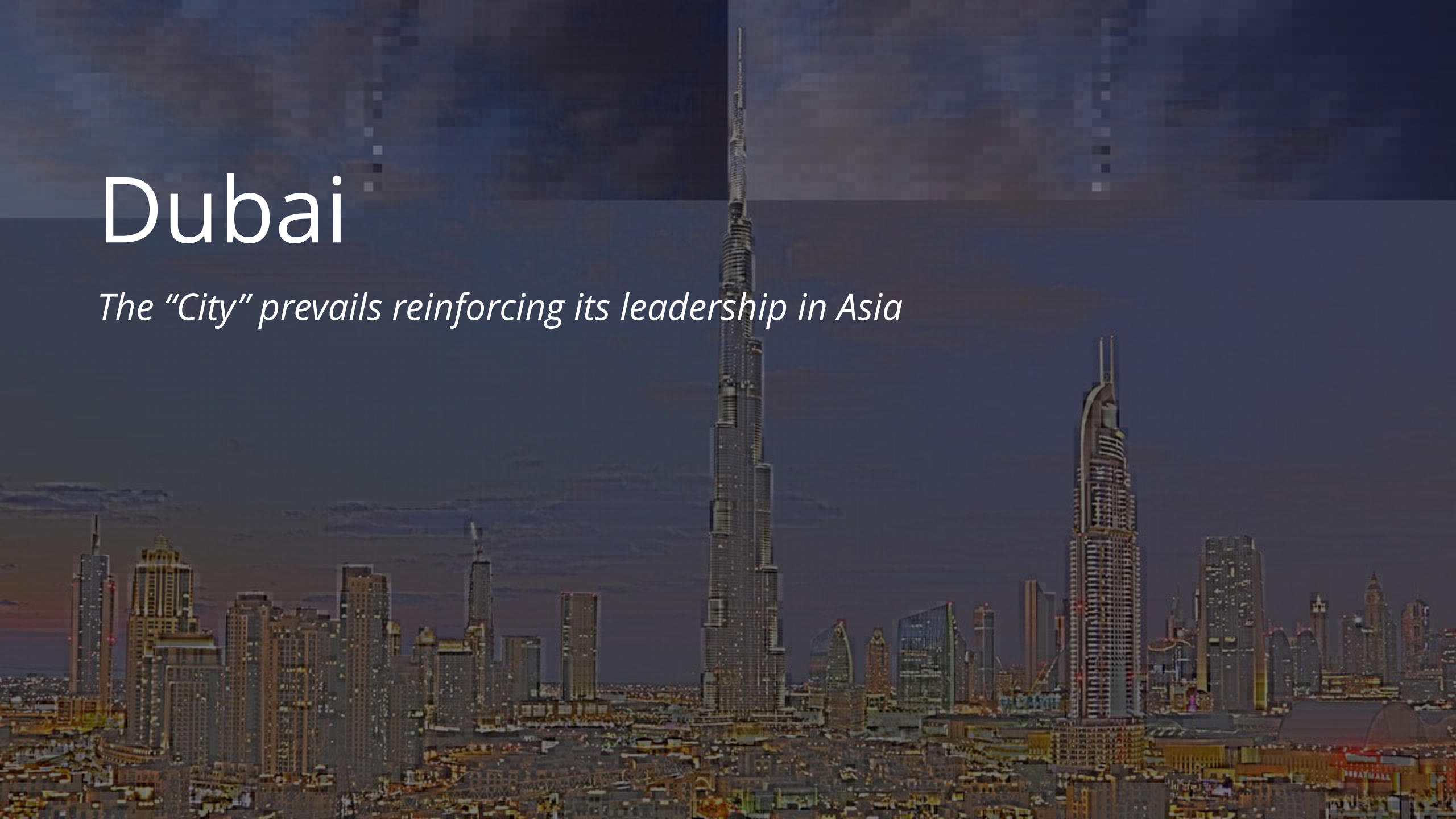
## Talent

- |     |   |           |
|-----|---|-----------|
| 01. |    | Hong Kong |
| 02. |    | Dubai     |
| 03. |    | Singapore |
| 04. |    | Melbourne |
| 05. |    | Sydney    |
| 06. |    | Tokyo     |
| 07. |  | Auckland  |
| 08. |  | Macau     |
| 09. |  | Bangkok   |
| 10. |  | Shanghai  |

52%











# Dubai

*The “City” prevails reinforcing its leadership in Asia*













## Asia Ranking by dimension











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# Dubai is well-known for its wide entertainment offer

*Shopping*



*Underwater Hotels*



*Skydiving*



*Beaches*



*Skiing*



*Aquaparks*



*Safari*



*Nightlife*





# Dubai is the indisputable leader in Tourism in Asia

Benchmark competitors for Tourism



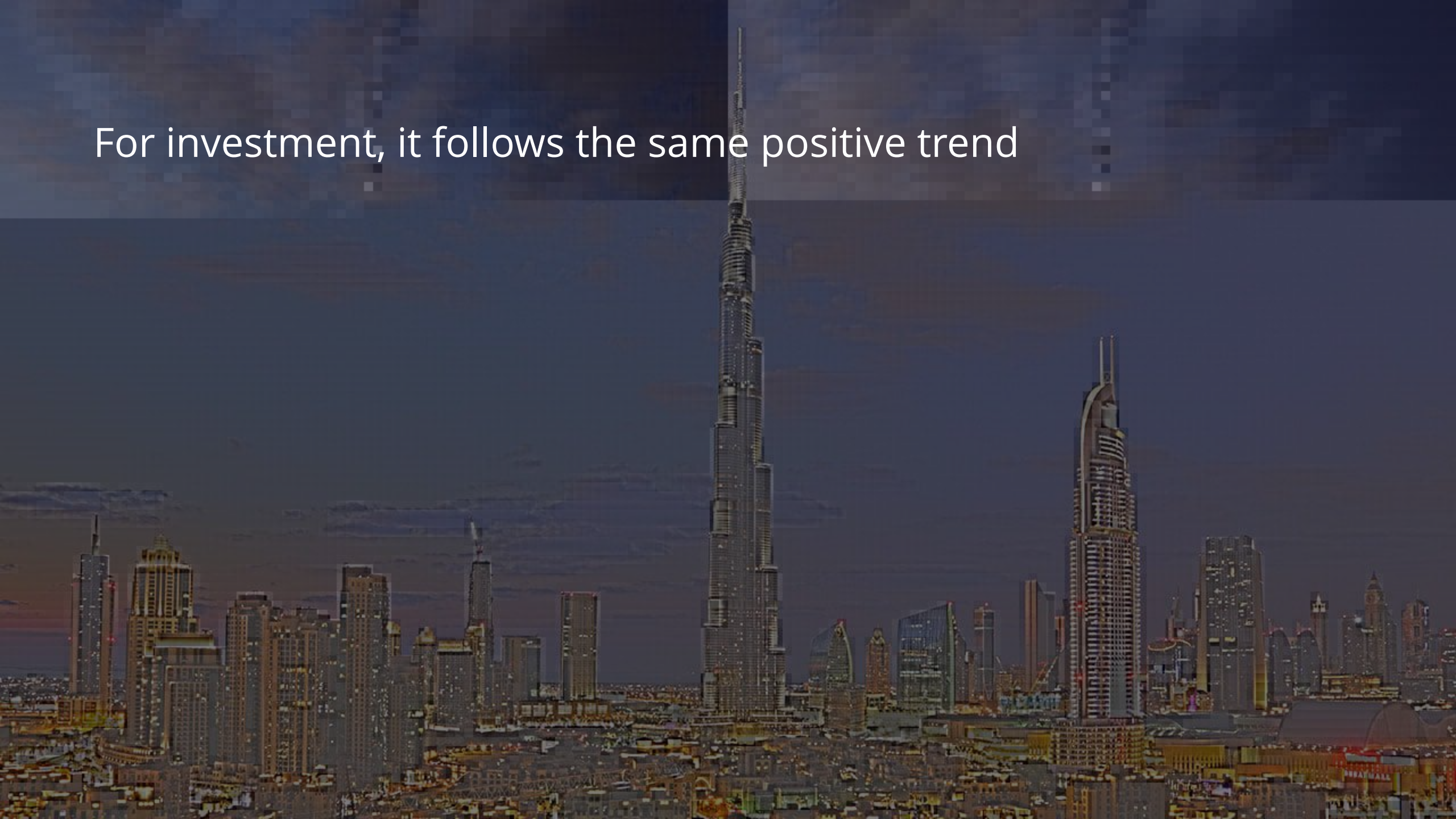


# Experiencing a moderate growth over the last years



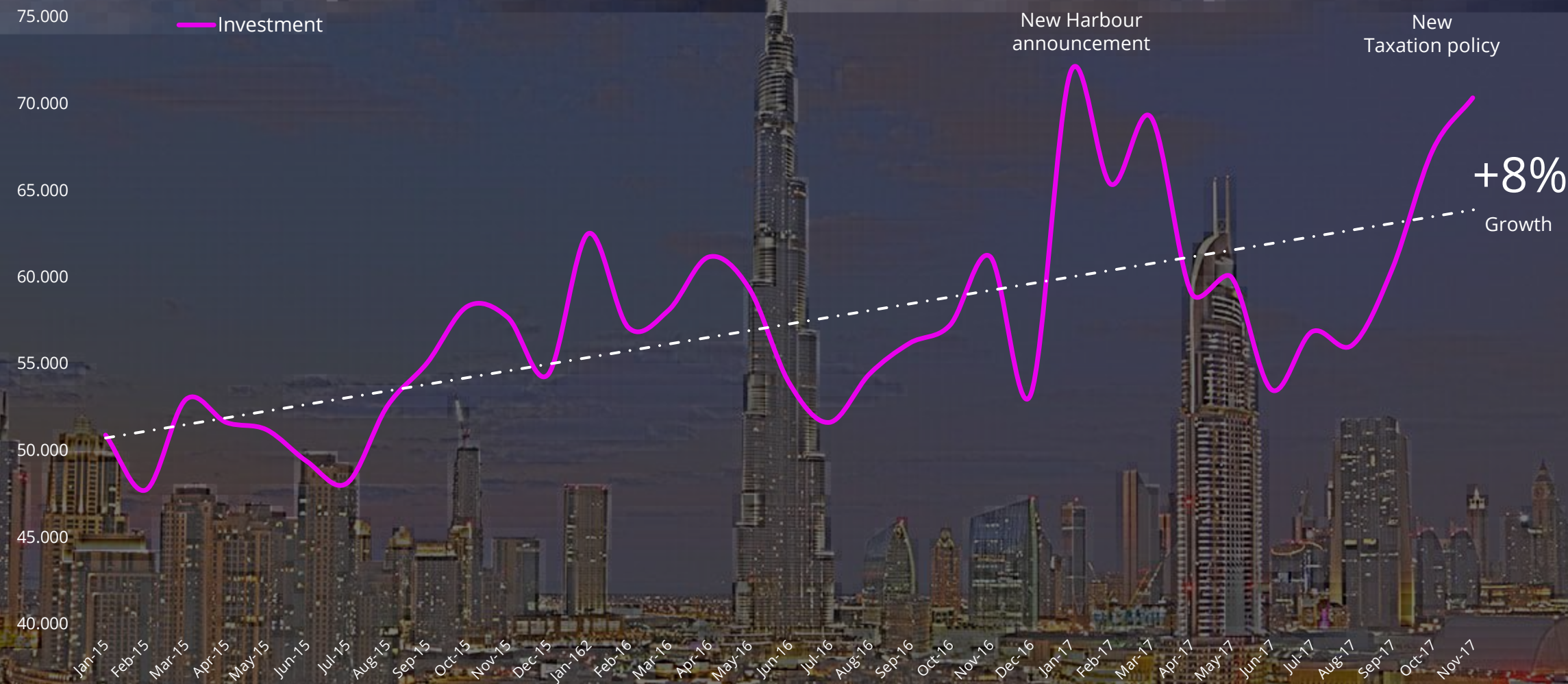


For investment, it follows the same positive trend





For investment, it follows the same positive trend















# Singapore

*The city for Investors and Entrepreneurs in Asia*













# Singapore leads in Investment











## Tourism

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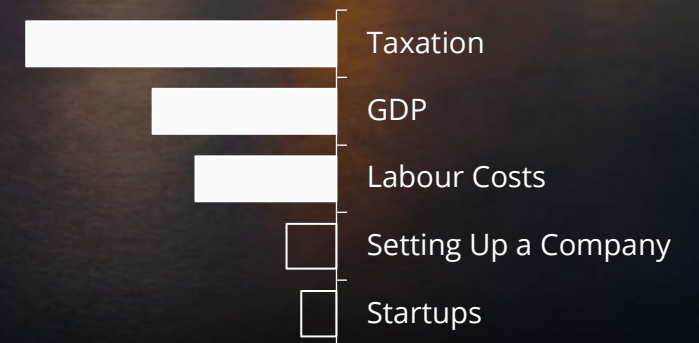
# Singapore exhibits a clear lead in the Investment Dimension with a substantial growth...



# Tax, Economic strength and Labour costs



Top 5 Investment BT's 2017





And also about Entrepreneurship



Top 5 Investment BT's 2017

Taxation

GDP

Labour Costs

Setting Up a Company

Startups



... powered by a new Chinese Singaporean incubation space initiative



# BLOCK71

THE STRAITS TIMES



## BLOCK71 Suzhou opens to boost tech entrepreneurship between Singapore, China

Singapore

### Heng Swee Keat to discuss new areas of collaboration in Suzhou, Beijing



Finance Minister Heng Swee Keat. (TODAY file photo)

SINGAPORE: Finance Minister Heng Swee Keat will be visiting the Chinese cities of Suzhou and Beijing from Nov 22 to Nov 26 for a series of meetings and engagements, the Ministry of Finance (MOF) said in a press release on Wednesday (Nov 22).



✓ **BLOCK71 Suzhou** opens to boost tech entrepreneurship between ...

The Straits Times - Nov 22, 2017

SINGAPORE - **BLOCK71 Suzhou** - an incubation space initiative to promote tech innovation and entrepreneurship between Singapore and ...

NUS launches **Block71** hub in **Suzhou** for start-ups

TODAYonline - Nov 23, 2017

Singapore collaborating with Jiangsu to drive opportunities for ...

OpenGov Asia - Nov 24, 2017

[View all](#)



✓ **Block71 Suzhou** opens to boost tech business ties between Singap...

The Business Times - Nov 23, 2017

**BLOCK71 Suzhou** - an incubation space initiative in the Chinese city to promote tech innovation and entrepreneurship between Singapore and ...



✓ **Heng Swee Keat** to discuss new areas of collaboration in **Suzhou** ...

Channel NewsAsia - Nov 21, 2017

He will also launch the NUS Enterprise's **BLOCK71 Suzhou**, a hub for start-ups located in Suzhou Industrial Park. This will be the first BLOCK71 ...



✓ **Entrepreneurial Hub BLOCK71** Expands To Jakarta - Eyes **Suzhou** ...

Vulcan Post (press release) - Jul 29, 2017

NUS Enterprise, the entrepreneurial arm of the National University of Singapore (NUS) today announced the launch of **BLOCK71 Jakarta**.

NUS Enterprise, Salim Group officially launch **BLOCK71** in Jakarta

e27 - Jul 28, 2017



Singapore clinches 2<sup>nd</sup> in the Tourism





# Singapore clinches 2<sup>nd</sup> in the Tourism dimension achieving an impressive growth















# Hong Kong

*A talent hub for Students,  
and a Tech and Innovation Hub for Investors*













# Hong Kong leads in talent











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01.		Dubai
02.		Singapore
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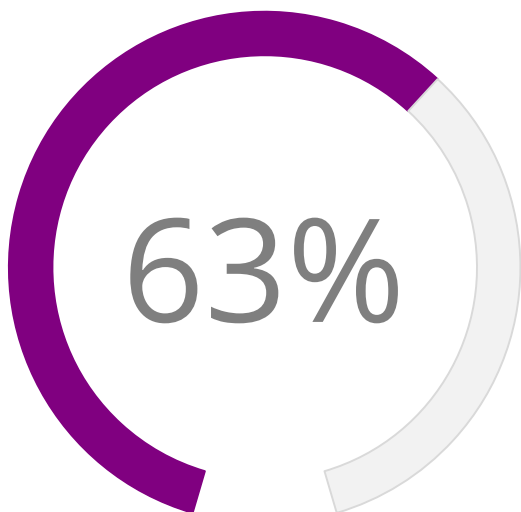


# Hong Kong has a high reliance on the Chinese market

## Tourism

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Share of searches  
from Chinese search engines



## Investment

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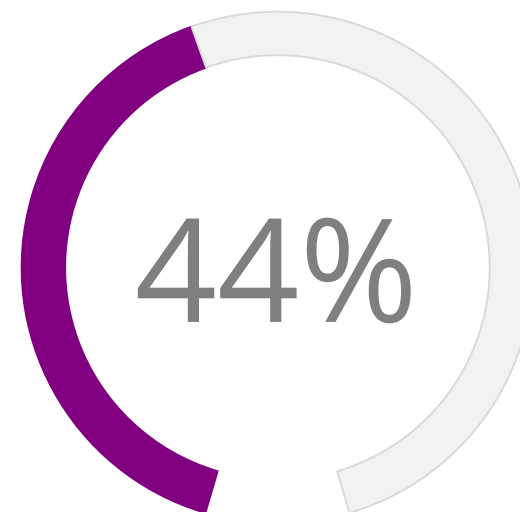
Share of searches  
from Chinese search engines



## Talent

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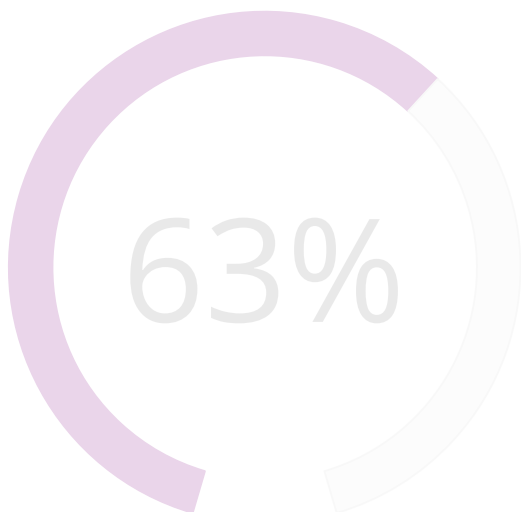
Share of searches  
from Chinese search engines



# Preferred place to Live, Work and Study for the Chinese market

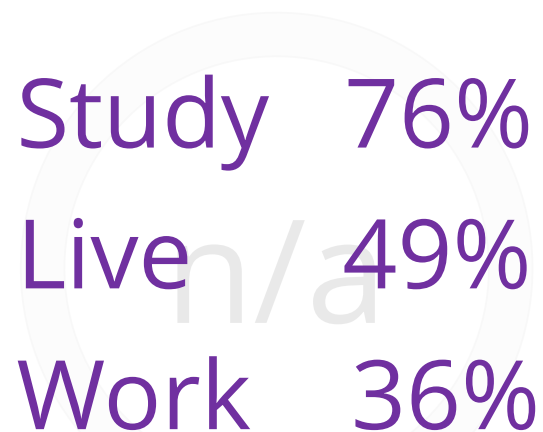
## Tourism

Share of searches  
from Chinese search engines



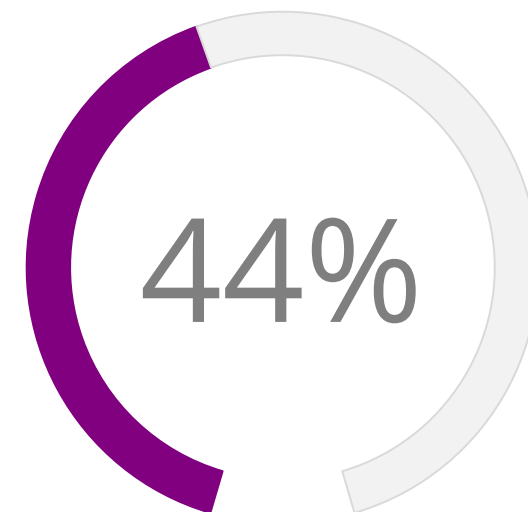
## Investment

Share of searches  
from Chinese search engines



## Talent

Share of searches  
from Chinese search engines





# Hong Kong is the Tech and Innovation hub of Asia

## Top 5 Investment BT's 2017





# Astana

*Great success organizing the Expo'17 but no legacy for the city*





# Astana's Tourism growth 2017 mainly driven by the Expo



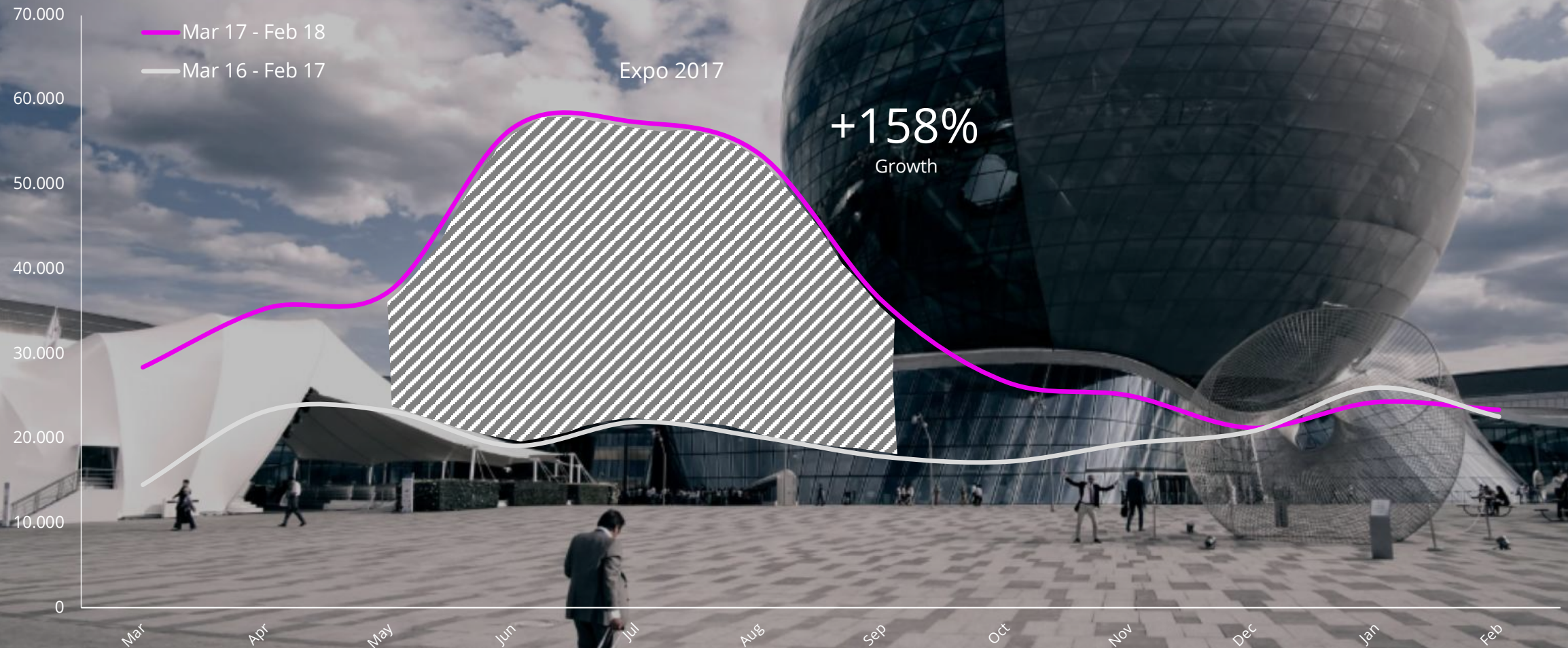


# The Expo had an incredible impact



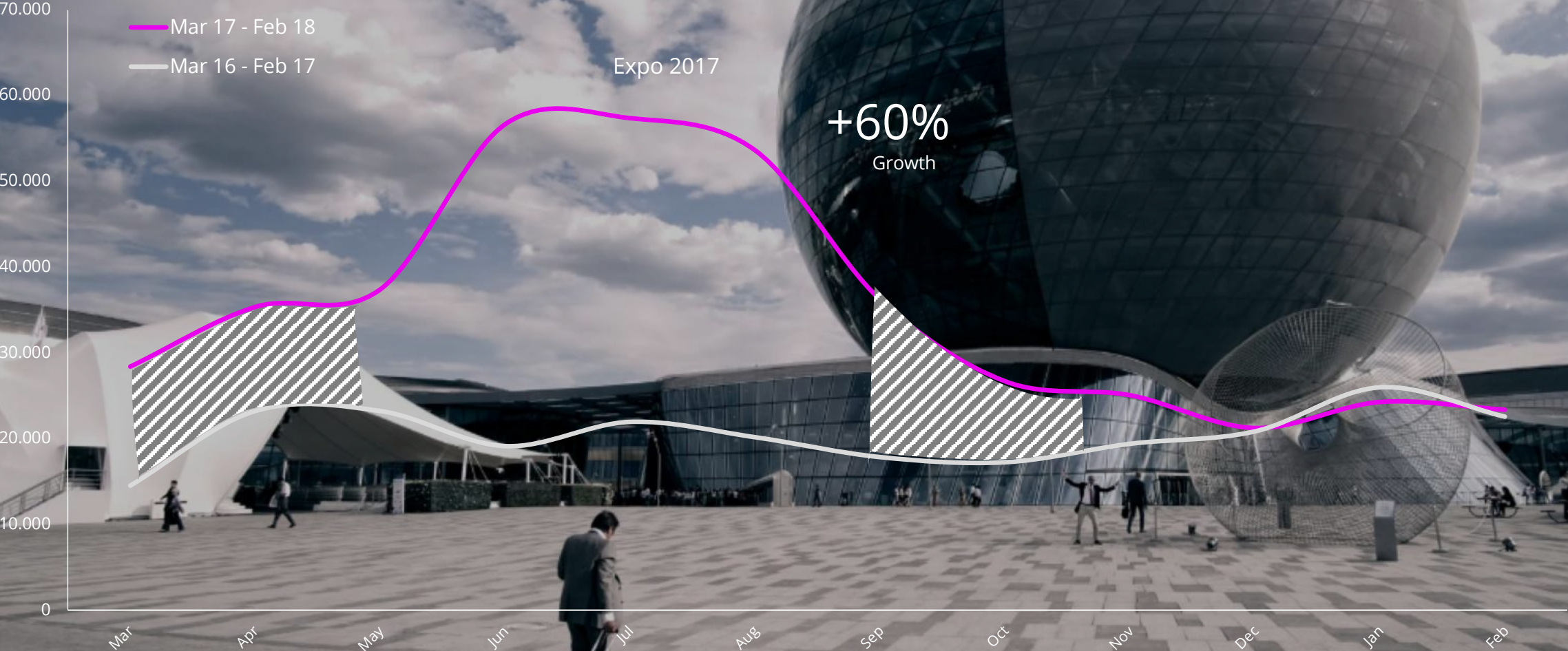


# The Expo had an incredible impact during the event



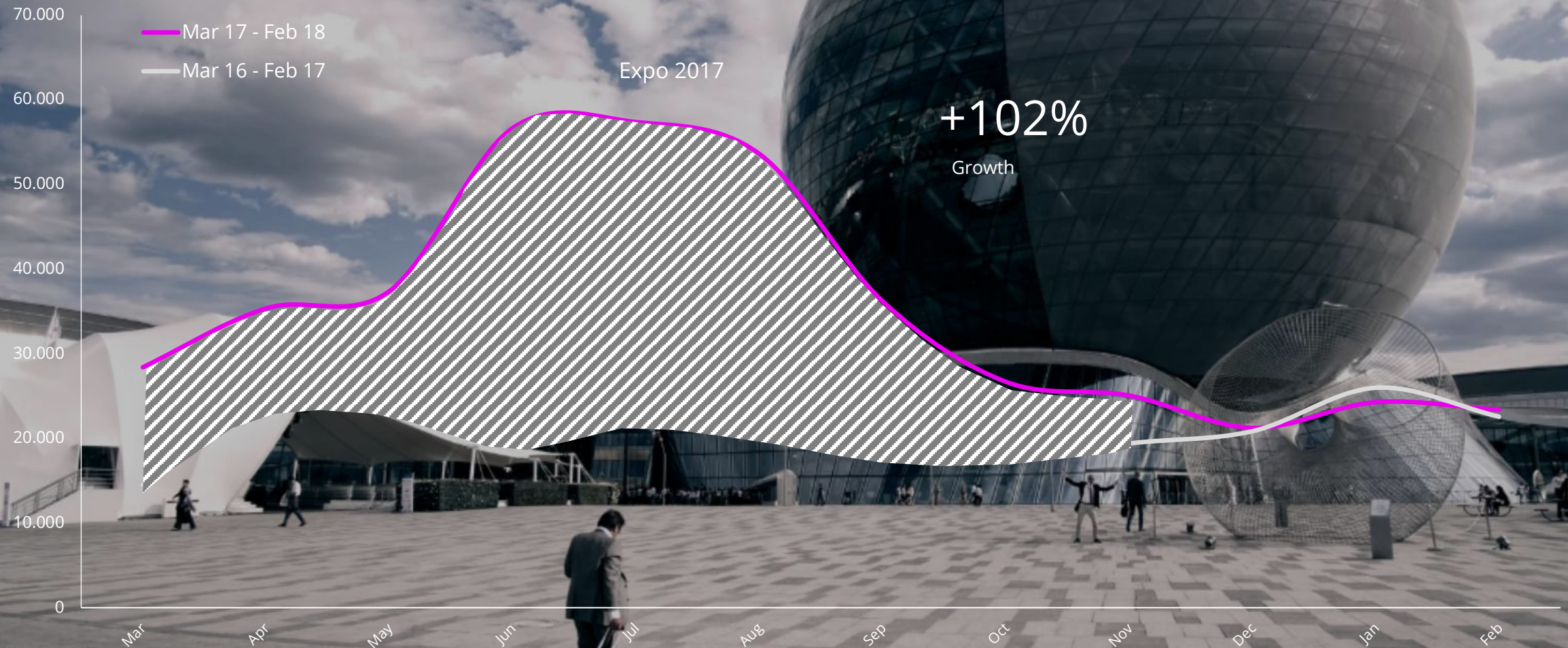


# Even before and after





# The Expo had an incredible impact





# The Expo had an incredible impact but no legacy





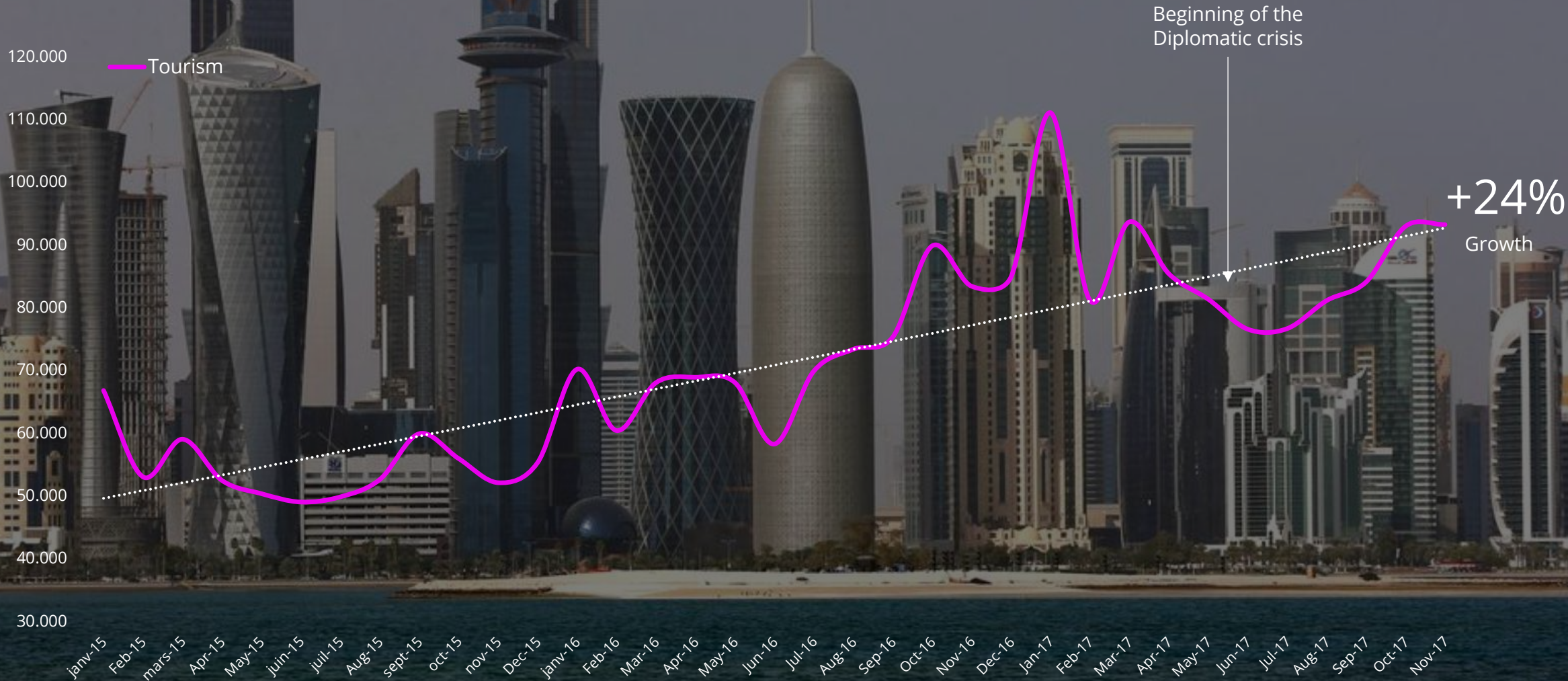
# Doha

*The diplomatic crisis is having a negative impact mainly in tourism but also in areas related to living and investment*



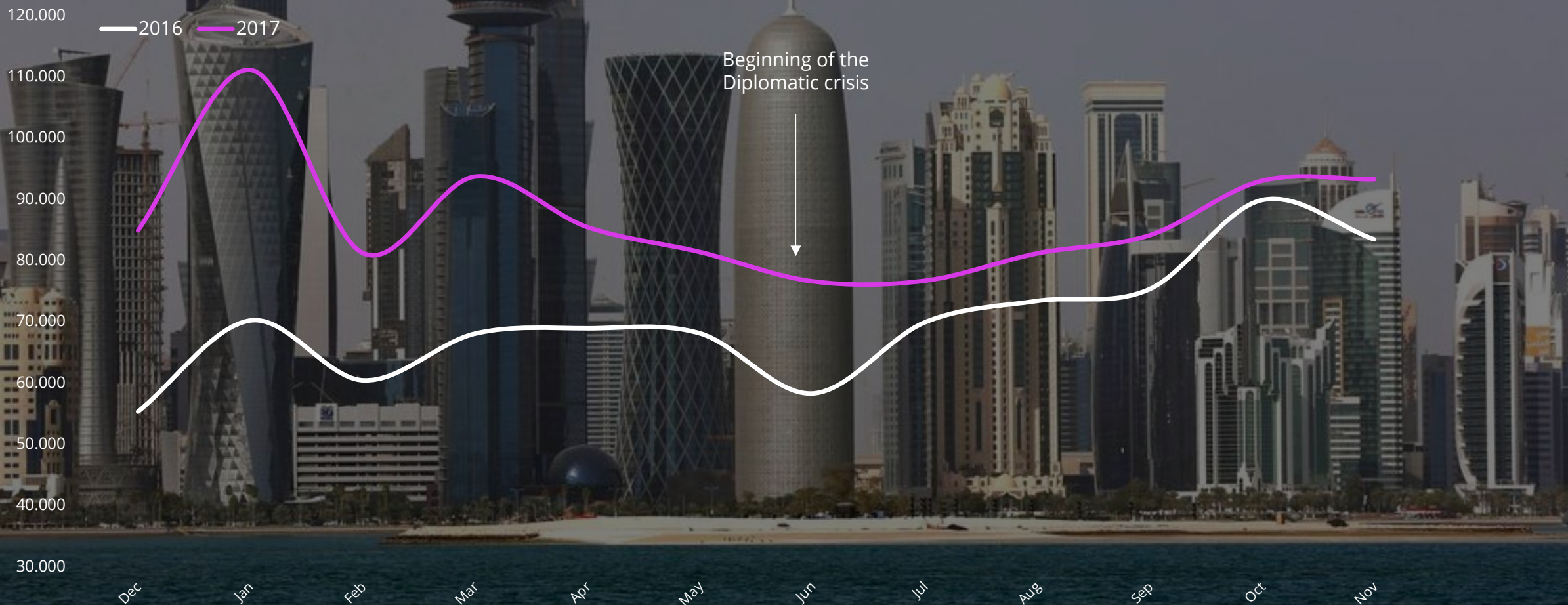


Overall, Doha is experiencing a very good growth



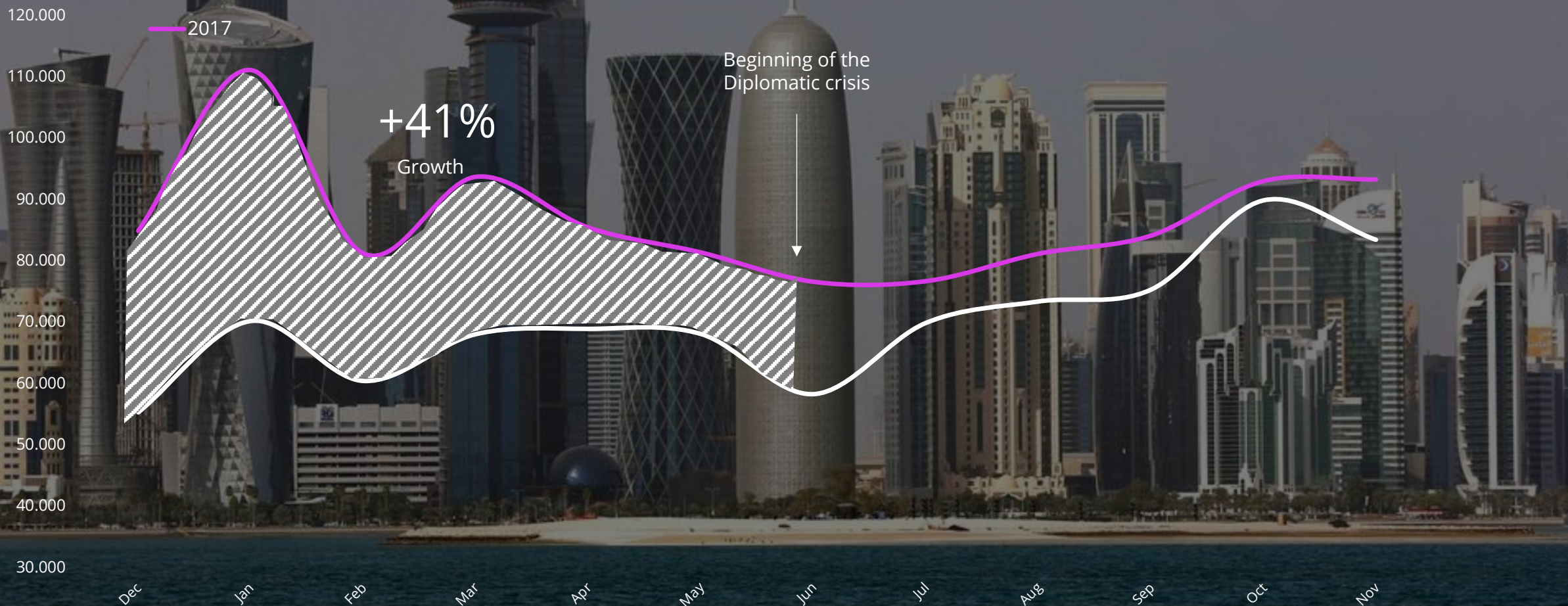


# However, the analysis of the crisis needs to be done



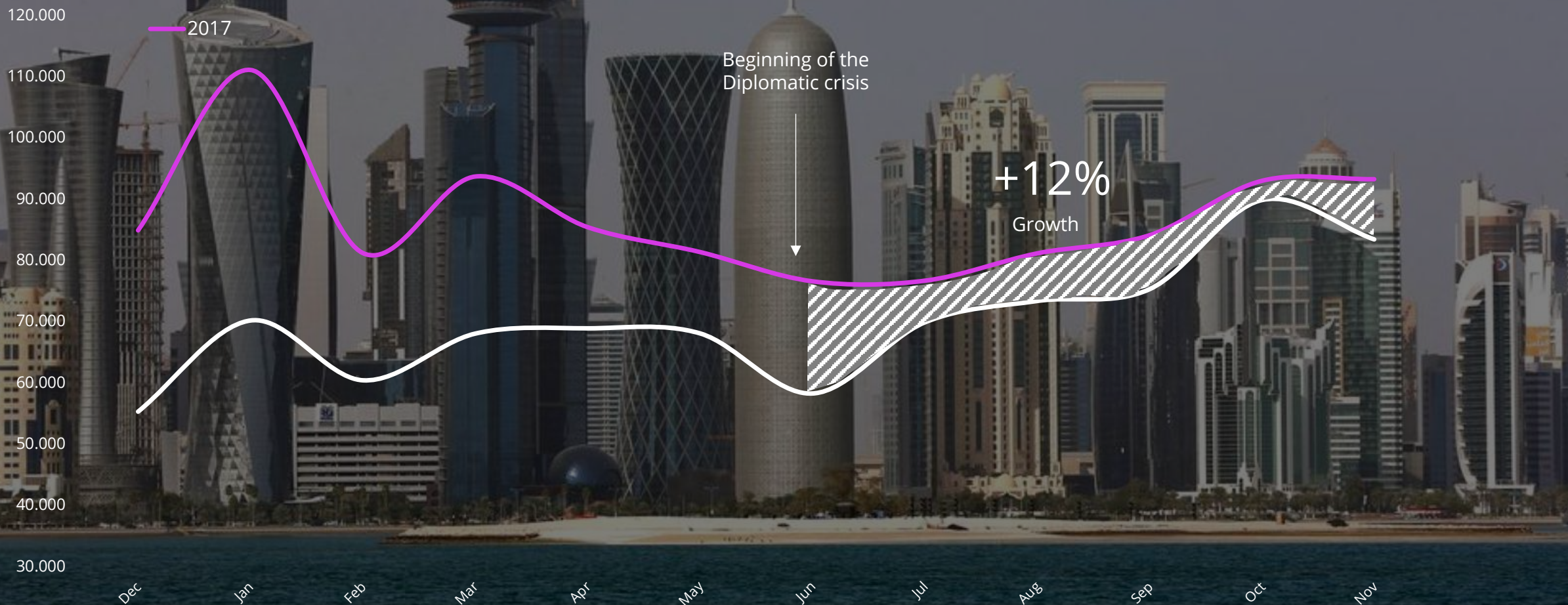


# Doha has had an incredible growth trend



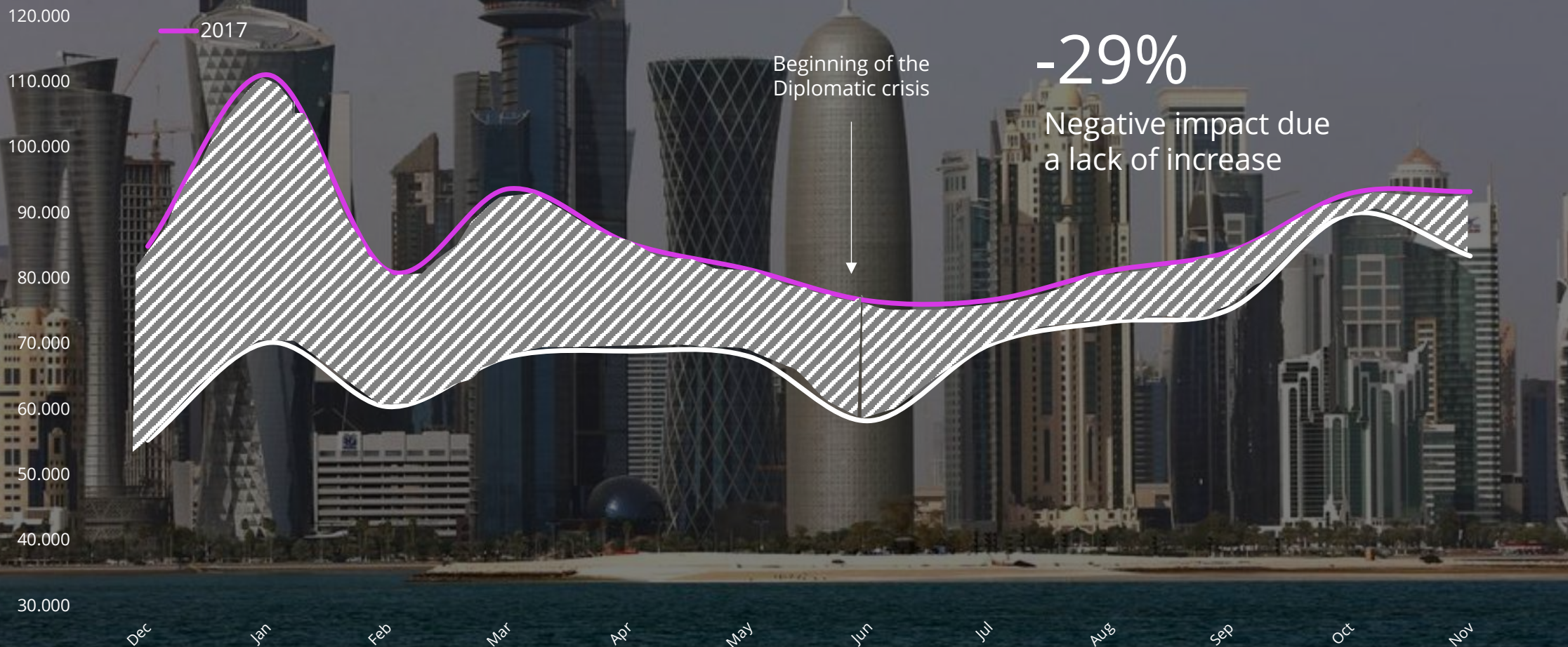


However, the crisis seems have impacted by reducing the growth rate

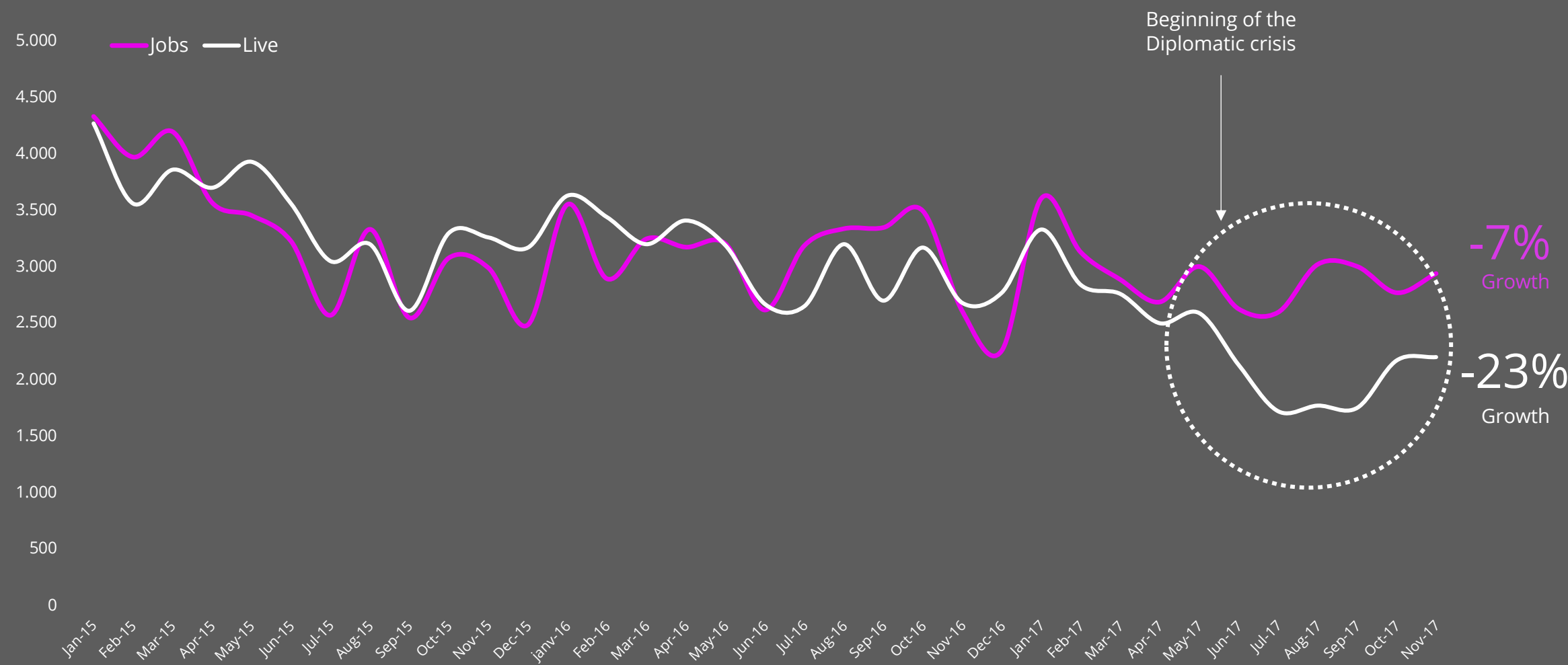




# Having a negative legacy effect compared to last year



# Impacting also for Jobs and Living



Seoul











# NORTH KOREA LATEST MISSILE LAUNCH







Ride  
The **SPACE SHIP**

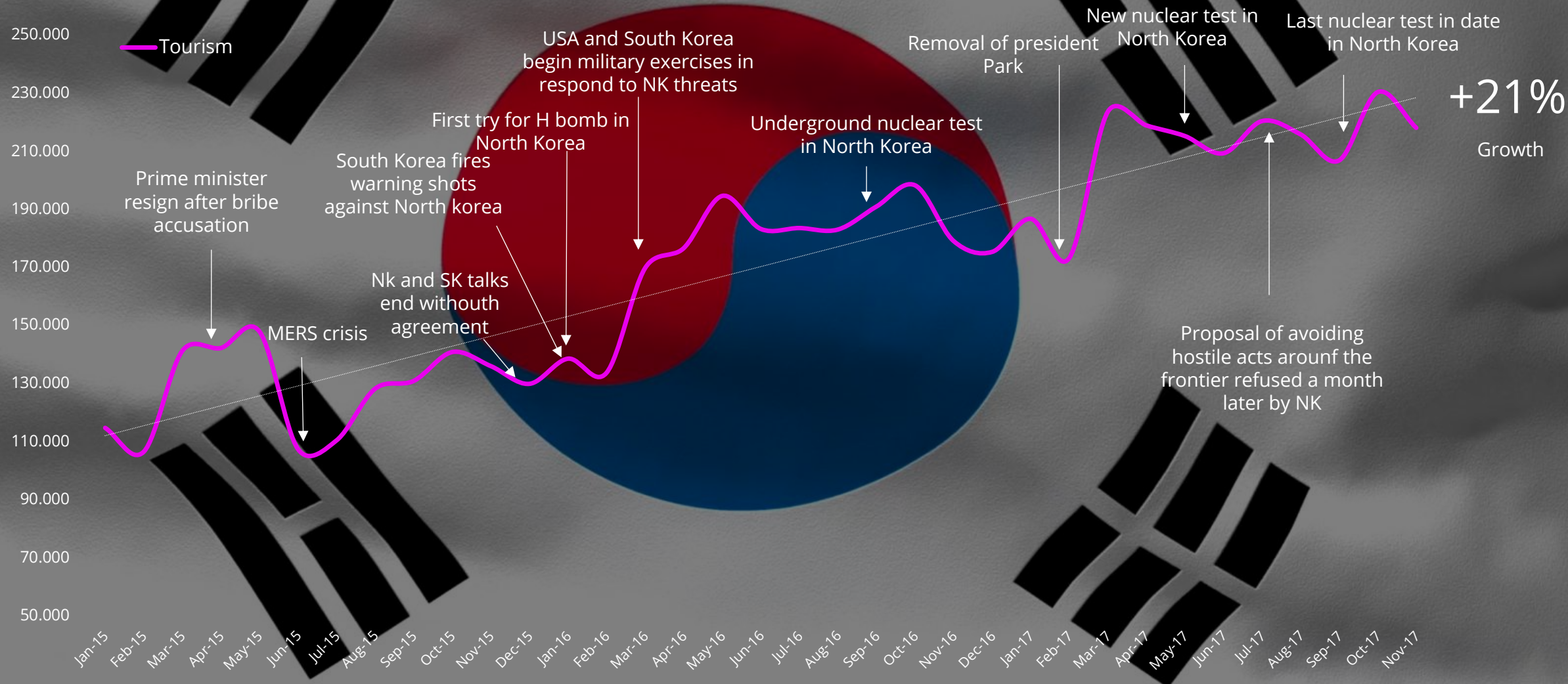
HOW THE  
SPACE SHIP



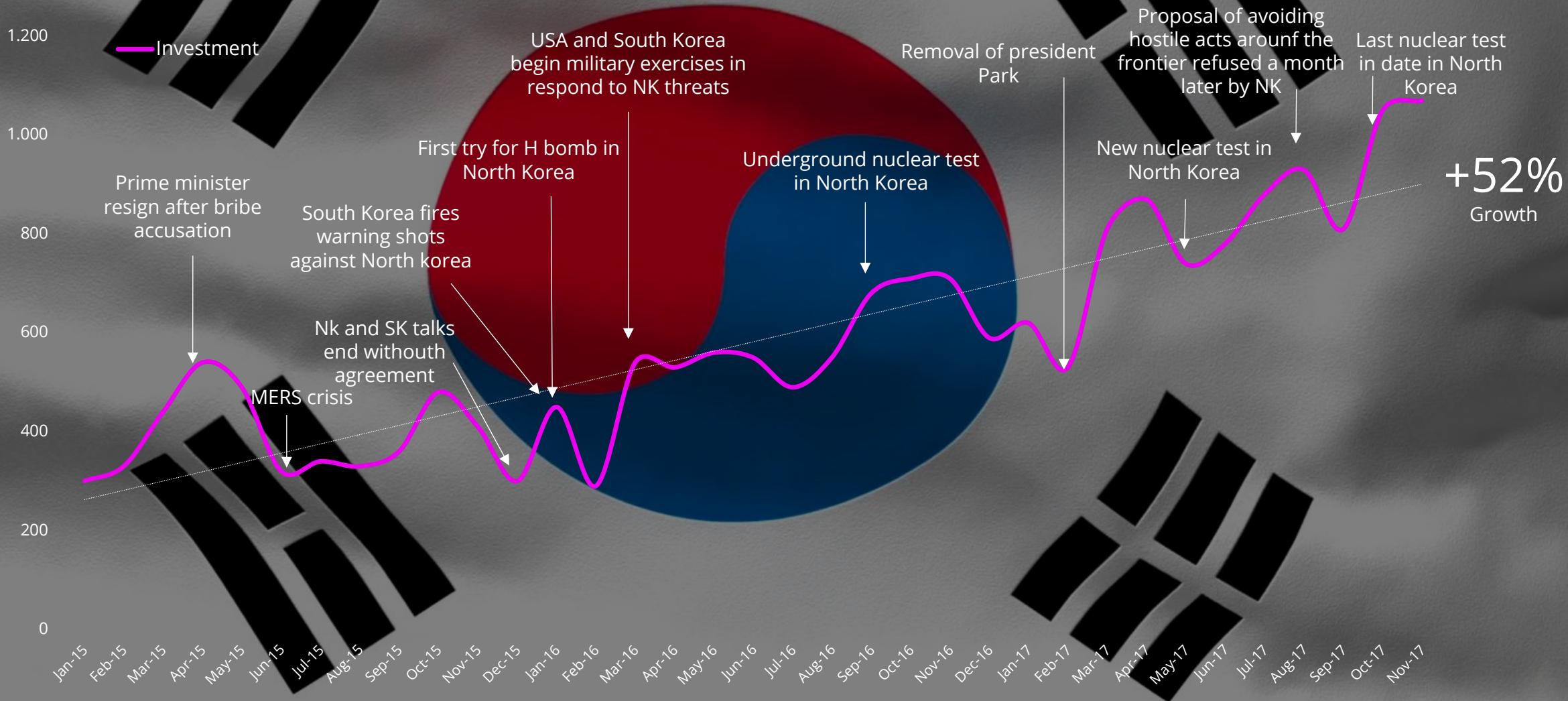


# FIRE AND FURY

# From a tourism point of view, Seoul is growing

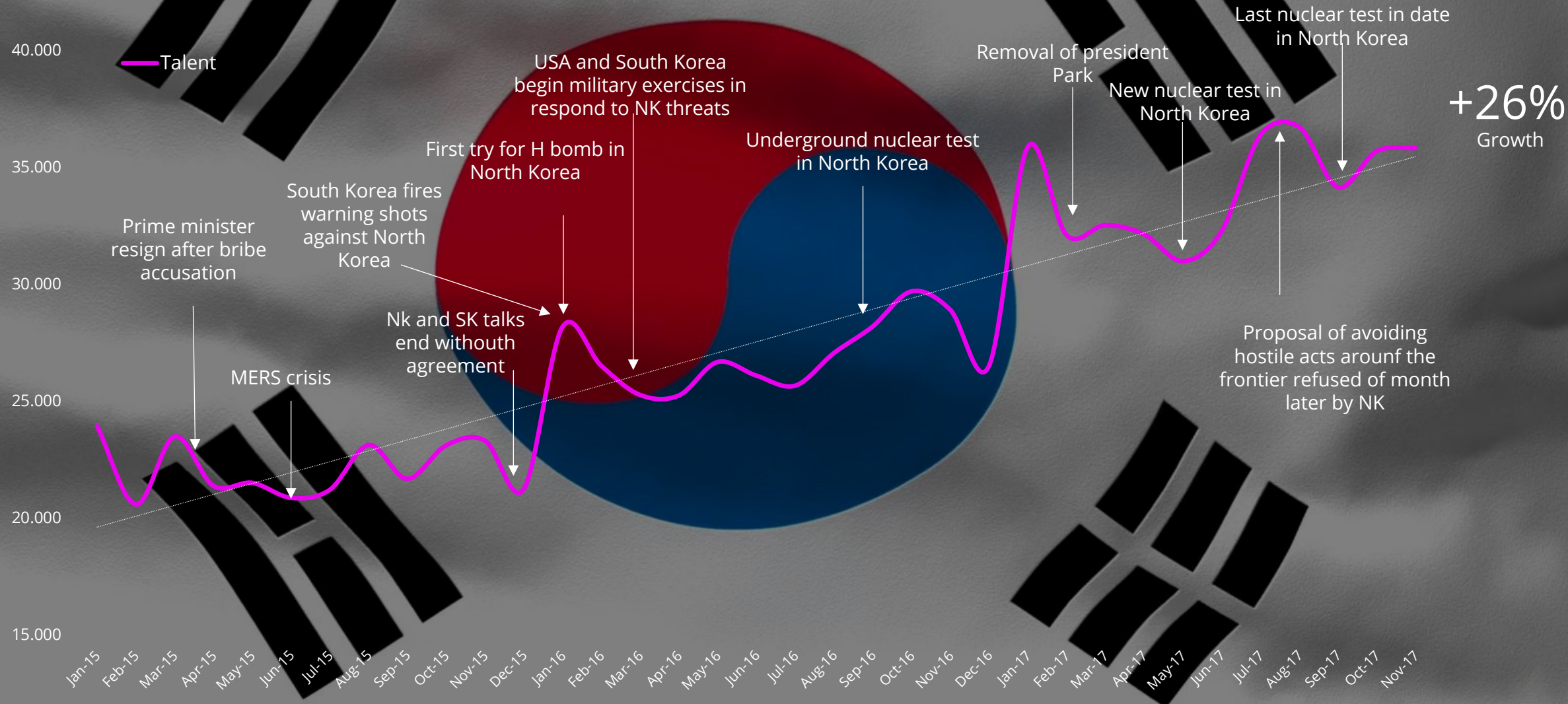


# For Investment, it is growing too





# Ans also from a Talent point of view



# Thank you very much!

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