

## A Country Brand for Business and Investments

By the Management Association of the Philippines (Originally published at BusinessWorld's MAP Statement of the Week last 16 May 2011)

The MANAGEMENT ASSOCIATION OF THE PHILIPPINES (MAP) strongly urges President Benigno C. Aquino III to form immediately a National Brand Council that will create a positive and compelling brand for the country.

Through an appropriate national brand, the Philippines will enjoy the following benefits:

1. Enhanced nationhood and strengthened national pride
2. Improved international credibility
3. Shield from possible reputational risks
5. Increased value of domestic products, services and destinations
5. Higher and more sustainable business growth for tourism, trade, foreign investments, etc.

MAP will be happy to help the proposed Council, through a Public-Private Partnership, in identifying the specific strategies, policies, plans, and tactics to develop, promote, nurture and sustain a strong country brand for business and investments.

Selected MAP members can share their expertise with the Council in identifying the core identity and key competitive advantage of the Philippines, how to leverage on it, and how to differentiate the Philippines from the rest of the world.

Through a well executed country brand, the Philippines will gain a bigger share of investments, tourism, consumers, trade, and power that will redound to the benefit of every Filipino.

The Philippines cannot leave its reputation to chance. It must endeavor to develop itself into a country brand. Because when all else is equal, a strong country brand makes the difference.

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statement can be viewed

at <http://map.org.ph/members/mappingthefuture.php?dir=MAP%20Statement%20of%20the%20Week>

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