



Country Reputation and Corporate Reputation. Challenges for Global Business

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World Communication Forum
Geneva, 21.03.2018

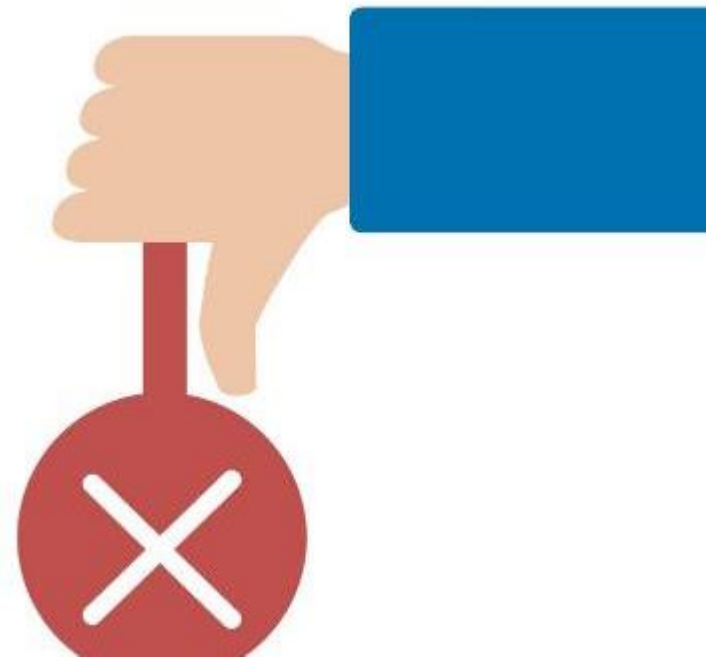
“A country’s reputation precedes and influences its companies’ reputation”

lenovo

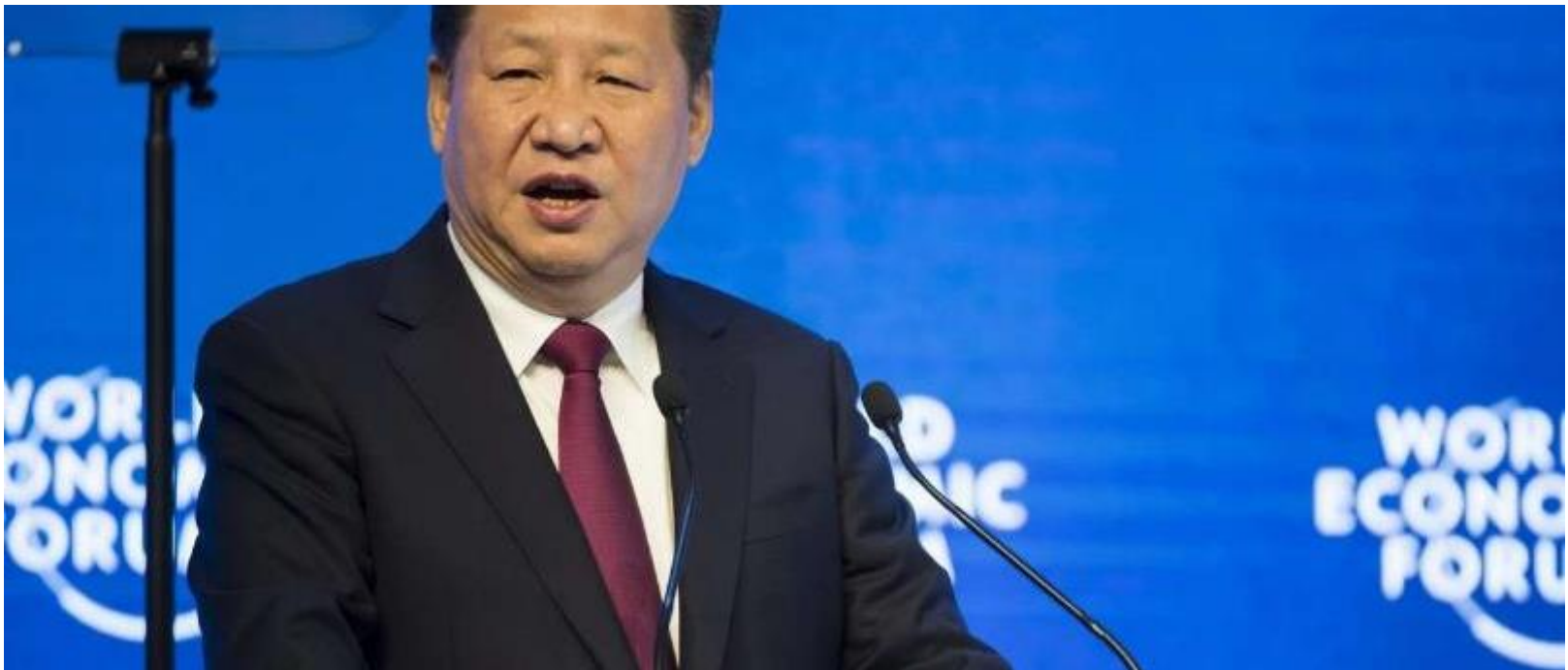


HUAWEI

A country doesn't have ONE reputation



Reputational Risks: Expectations VS Reality



“China wants to be welcome overseas but is much less welcoming at home”

Soft Power 30 Index, 2017

Amid US retreat, China rises in soft power rankings

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Many have speculated that US President Donald Trump's "America first" policy could give China room to grow its global influence, and a new report appears to back up the idea.

According to an annual global ranking of soft power issued yesterday, China's influence has risen for the second year in a row, up to 25th worldwide from 28th last year, while the US dropped from first place to third, sliding for the first time since the ranking was introduced in 2015. However, Uncle Sam still holds much more soft power than most countries, including China — third in the world after France and Britain.

The Soft Power 30 Index is compiled by Portland Communications, a public relations firm based in London, and the University of Southern California Centre on Public Diplomacy.

It measures the influence and reputation of 61 nations using data across six categories — government, culture, education, global engagement, enterprise and digital — and international polling from 25 countries representing every major region of the world.

“The story of this year's Soft Power 30 Index and the wider report is the shifting dynamic between the US and China,” said Jonathan McClory, an author

of the report. “China had made significant investments in developing its soft power, with the opening of more than 500 Confucius Institutes across the world and extensive international branding campaigns, the report said.

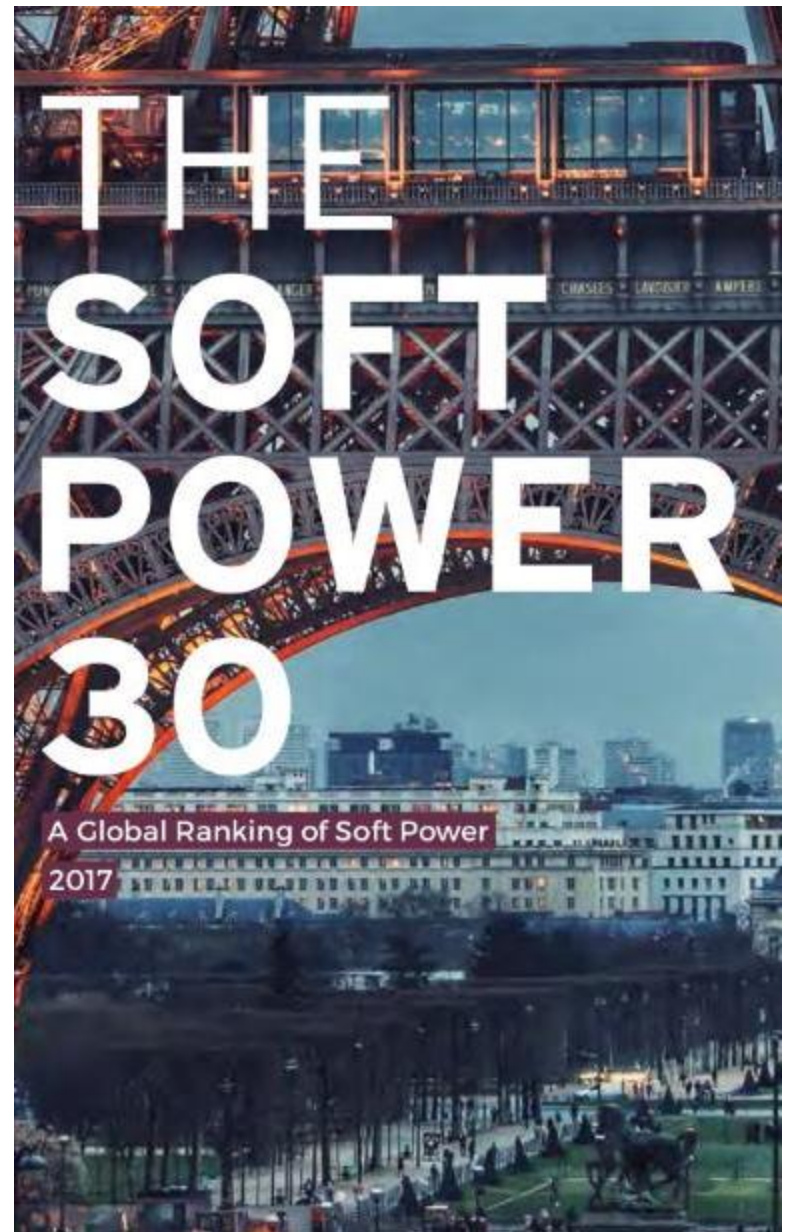
Although Asian countries' soft power on the whole continued to rise in step with the region's growing economic and geopolitical clout, China still ranked the lowest among them while Japan ranked best at the 6th this year.

“In its use of soft power, China also challenges the core concept of universal human rights and values and seeks to replace them with ‘socialist values including equality, economic development and harmony,” said former British Council head Martin Davidson, another author of the report.

The research also pointed to rising tensions in the South China Sea as possible risks to China's soft power in the region.



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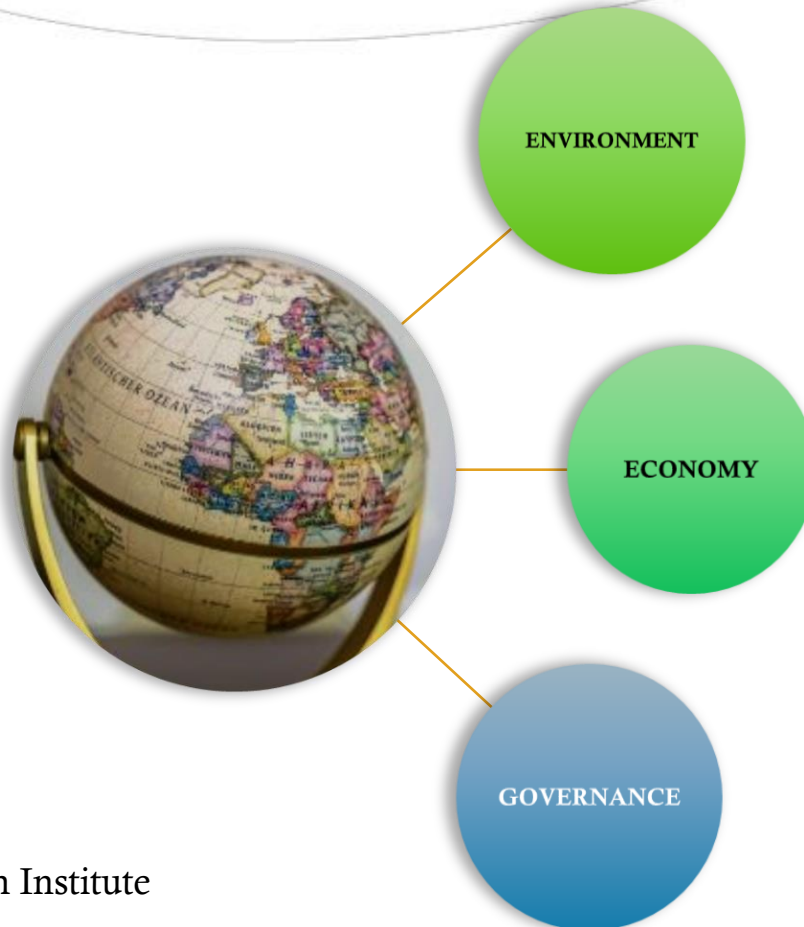
Reputation is in the eye of the beholder:
“Perception is Reality”



The Power of “Framing”



The 3 Factors Driving Country Reputation



Source: Reputation Institute

The Impact of Corporate Reputation on Country's Reputation



Vicious or Virtuous Circle?

