

Une promotion globale entre politique et tourisme

Ambassador Nicolas Bideau, Head of de Presence Switzerland

MONTREUX INTERNATIONAL TOURISM FORUM COOPÉRATIONS ET RÉOLUTIONS
15 & 16 novembre 2022 - Casino Barrière Montreux

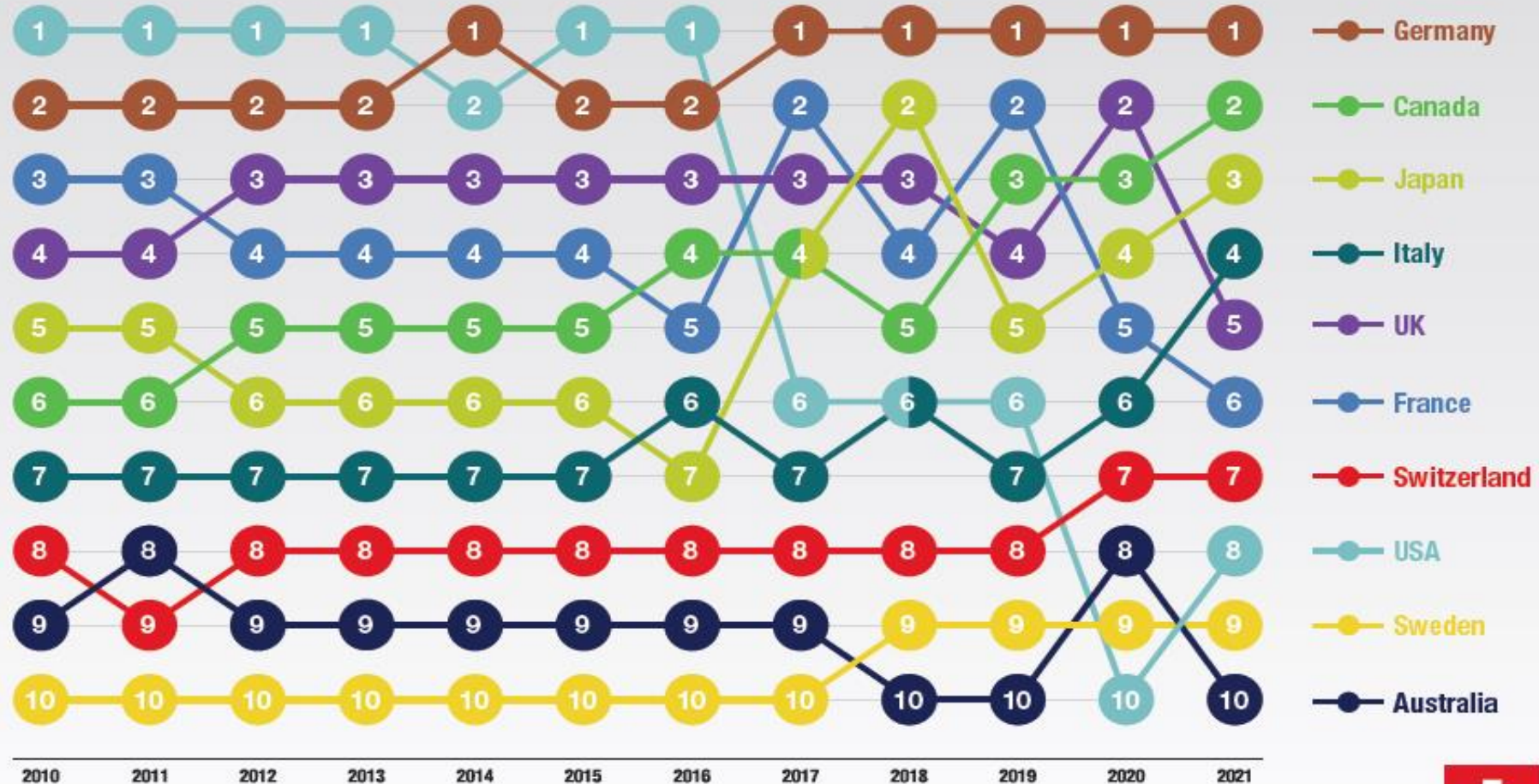


Nationbranding

The Brand Switzerland?

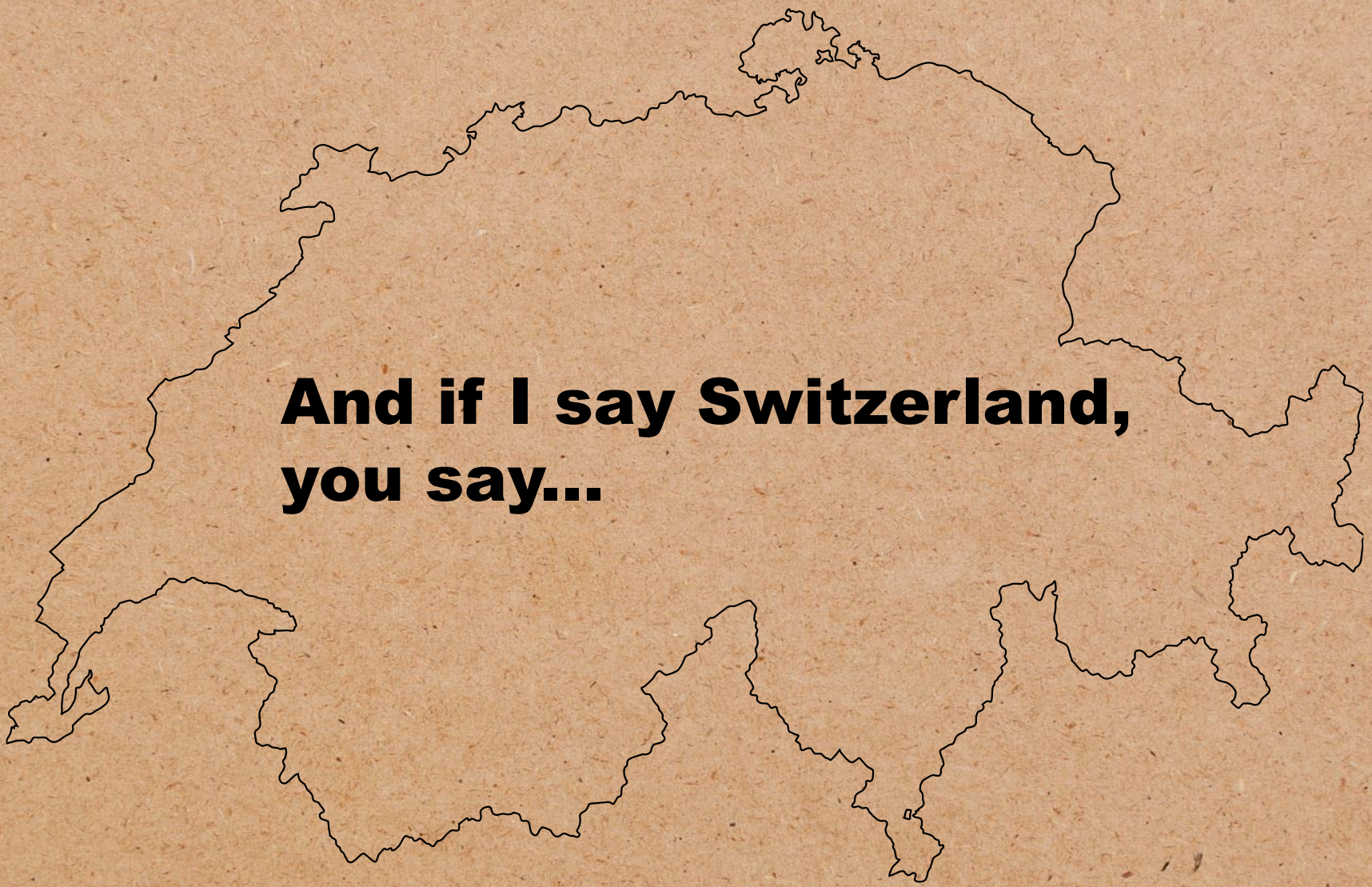
Nation Brand Index

NBI rankings top 10 since 2010



The diagram demonstrates that a country's ranking also depends on changes to the position of other countries. The volatile nature of the United States' International Image over the past few years has thus had an effect on the ranking of numerous other countries.



A black line outline of the Swiss Confederation is centered on the page. The outline includes the main landmass and the four major lakes: Geneva, Neuchâtel, Jura, and Constance. The text is positioned in the center of this outline.

**And if I say Switzerland,
you say...**



Suisse.

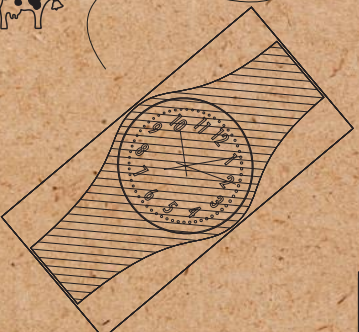
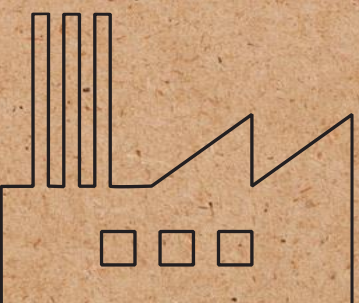
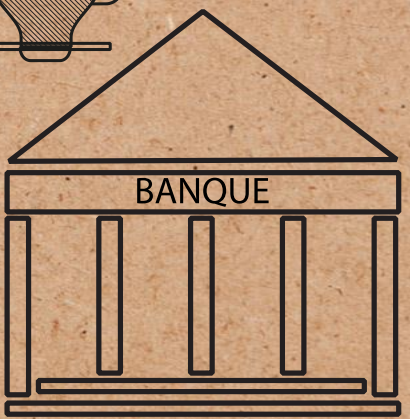
100%
Neutral

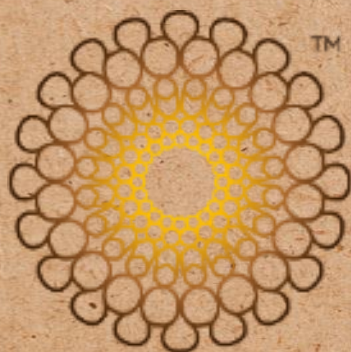
Stabilité &
prospérité

Qualité de vie

Propreté

CHF 5.-





EXPO
2020
DUBAI
UAE



Switzerland.

SWISS PAVILION
EXPO 2020 DUBAI

OFFICIAL PARTICIPANT – SWITZERLAND



20 MINUTES
À DUBAÏ



Les défis de la marque suisse?



Suisse.

Maintenir le rêve



Suisse.

Adapter le narratif



Suisse.



Suisse.

Merci de votre attention



Suisse.