Dubai Expo 2020's Impact on the United Arab Emirates Brand: A Quantitative Analysis of American and European Media Companies

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ARTICLE INFO

ABSTRACT

Countries implement corporate communication initiatives to improve their international relations, achieve business objectives, and strengthen their brands. Nation branding activities are mainly based on international events: sports, culture, and social issues. This paper evaluates the Dubai Expo 2020's impact on the United Arab Emirates brand. We conducted a literature review about nation branding, and then we resorted to 15 indicators to analyze how the most important newspapers from some of the most influential countries (United States, Russia, France, and Germany) covered this event from a journalistic and corporate communication perspective. Our results proved that 82 articles were published about this topic; on the other hand, the most common criteria respected by these companies were quoting organizers (n=61), using the Expo's logo (n=45), and the image of a falcon (n=43). We concluded that most media companies focused on facts related to the Expo 2020 and made references to the country's identity (values, flag, falcon); however, most of them did not include links to the Dubai Expo and UAE public authorities' websites.

1. Introduction

Countries face different challenges that determine their internal functioning: social integration of minority groups, development of information and technology-mediated business models, and implementation of diplomatic relations with other countries and international organizations (United Nations System, World Health Organization, etc.). To efficiently face these challenges, countries collaborate with different institutions such as governments, public authorities, and private companies; and implement several initiatives related to education, social policies, diplomacy, and business. However, in many cases, these activities are not efficient from a branding perspective. That is why, many countries implement corporate communication

initiatives to promote their brand and this way accelerate strategic processes related to diplomacy, international relations, and business. In this framework, some countries organize different international events, such as the FIFA World Cup, the Olympic Games, or the World Expo.

This paper aims to analyze how the Dubai Expo 2020 impacted the United Arab Emirates brand. To do that, we conducted a literature review about corporate communication, brands, and nation branding, and we described the best practices implemented in different countries. Then, we identified four influential but distinctly different countries (United States, France, Russia, and Germany) as well as the five most important newspapers in each of them. Subsequently, we defined 16 indicators to analyze how these 25 media companies covered the Dubai Expo 2020 from a journalistic and corporate communication perspective. Finally, based on our quantitative and qualitative results, we proposed some conclusions about the impact of this event on the United Arab Emirates brand; and we suggested practical recommendations to help countries promote their brand through this kind of international events.

2. Branding Countries through Public Events

Managing corporate communication to reinforce corporate brands constitutes a priority for organizations: people's trust in brands determines their loyalty to these organizations (Kwan Soo Shin *et al.*, 2019). Public and private organizations resort to integrated corporate communication initiatives to strengthen their relations with stakeholders (Keller, 2021) and improve their perceptions about the company, its brands, and employees (Tran, Vo, Dinh, 2020). To efficiently influence stakeholders' perceptions, organizations evaluate their communication initiatives quantitatively and qualitatively (Romaniuk, Wight, Faulkner, 2017). Monitoring these perceptions is essential because most brands are shifting away from a single ownership to a shared ownership model; in other words, companies integrate stakeholders into collective communication processes to build the brand more credibly (Swaminathan, *et al.*, 2020). Thanks to these collective processes, companies engage with stakeholders and expand their influence more efficiently (Kelley, Thams, 2019). Integrating stakeholders' needs into the company's corporate communication initiatives constitutes an opportunity to help the last ones evolve from a marketing approach to an integrated branding approach that focuses on providing stakeholders with meaningful content (Beig, Nika, 2019; Iyer, Davari, Paswan, 2018).

The main objective of branding initiatives is to improve the company's reputation (Keller, 2021; Pérez Cornejo, Quevedo Puente, Wilson, 2021). To efficiently achieve this goal, many companies integrate into their branding communication strategies different intellectual, social, and cultural elements allowing stakeholders to understand why the company is so important to society (Wider, Von Wallpach, Muhlbacher, 2018). That is why, many organizations employ experts in different areas, such as sociology or anthropology, to develop research and build a reputed brand (Iyer *et al.*, 2021). Thanks to this multidisciplinary approach, companies reduce the risk when they make decisions about branding initiatives (Carolino, 2018; Veltri, Nardo, 2013).

Besides public and private companies, many other organizations resort to branding initiatives, such for example public authorities, governments, and international NGOs (Zerfass, Viertmann, 2017). According to Cvijanović, Simić, and Vukotić (2018), countries try to build a reputed brand to promote their economic, social, and cultural interests. The nation brand refers to the common presentation of different elements such as the country's identity, history, and symbols; in other words, the nation brand explains why the country is important and unique (Gunek, 2018). When countries implement branding initiatives, they resort to different topics (tourism, culture, sport) and tactics (events, media relations) to prove why they are unique: this

unique value helps countries promote tourism, accelerate inward investments, and boost exports (Andreja, 2018). On the other hand, the main objective of nation branding initiatives consists of reinforcing the country's reputation (Gondim, Giraldi, 2019). An increasingly high number of countries implement branding initiatives to improve their international stakeholders' opinions, create sympathy towards the country's main projects, and reinforce its reputation (Dogan, 2021). Thanks to nation branding activities, countries enhance their international reputation as well as their own identity (Lahrech, Zaki, Bouayach, 2020), which helps them attract investors, reinforce their social structures, and improve their citizens' quality of life (Frig, Sorsa, 2020).

Nation branding initiatives are also useful to help countries collectively build their brands along with their main stakeholders, such as citizens, media companies, or international NGOs (Hao *et al.*, 2021). To efficiently implement these processes, countries resort to five different branding initiatives. First, *global Internet governance*. Countries collaborate with several policymakers (media companies, start-ups, etc.) to promote positive content about their brands on different Internet platforms: websites, blogs, and social media platforms (Budnitsky, Jia, 2018). Second, *sports events*. Countries prioritize sports events, such as the Olympic Games, to improve their image and achieve diplomatic, social, and business goals (Dubinsky, 2019). Third, *social and cultural events*. Countries implement social events (conferences about diplomacy, higher education fairs, etc.) to build cultural bridges with other countries and organizations (Knott, Fyall, Jones, 2017). Fourth, *logistics*. Building logistic centers, seaports and airports has become a common practice to improve countries' influence from a diplomatic, economic, and branding perspective (Rutter *et al.*, 2018). And fifth, *combatting negative stereotypes*. Some countries resort to different tools (personal testimonies, publication of books, etc.) to reinforce their public image and avoid misunderstandings about their brands (Avraham, 2020).

Every country implements different brand strategies adapted to its cultural background and business objectives (Dogan, 2021). For example, Canada focuses its branding strategies on some values such as its unique national identity and its ideologically deracialized discourse (Bhuyan et al., 2015). Germany promotes its worldwide leadership in economics, environment, and diplomacy to build a credible brand that international stakeholders can associate with positive values such as respect and sustainability (Wood, 2017). Poland, Norway, and Ukraine focus their branding efforts on key concepts related to sincerity, excitement, sophistication, and humanism (Wawrzyniec, Wæraas, 2021). Balkan countries' branding strategies are mainly based on health tourism and social engagements (Sziva et al., 2017). Many African countries prioritize cultural, social, and economic attributes to promote their brands (Schühly, Tenzer, 2017). Concerning Arab countries, some of them, such as Saudi Arabia or Qatar, suffer from a bad reputation because of different issues related to gender inequality and respect for women's rights (Tohme, 2019). To overcome this barrier, Saudi Arabia has recently launched its "2030 Vision" campaign whose main objective is to associate the country with three main ideas: a) being the heart of the Muslim world, b) becoming a global force for investments worldwide, and c) reinforcing its strategic position as a place linking Asia, Europe and Africa (Alsedrah, 2021). Concerning the United Arab Emirates, this country's branding strategies are mainly based on social aspects, such as promoting women's rights (Allagui, Al-Najjar, 2018); remaining neutral on regional political issues (Tal, 2020); and reinforcing Dubai's and Abu Dhabi's strategic positionings as international references for business and tourism (Zeinedinne, 2017). Thanks to these initiatives, the United Arab Emirates has become one of the 20 most valued nation brands in the world (Tal, 2020).

3. Methodology

To better understand how the Dubai Expo 2020 impacted the United Arab Emirates brand, we resorted to the *US News Most Influential Countries Ranking 2021*, a study published every year since 2016 by *BAV Group* and *The Wharton School* (*University of Pennsylvania,* USA). This study analyzes nations' worth based on different criteria. To do that, both organizations evaluate how global stakeholders' perceptions define countries. Both companies focus on 78 nations and consider 76 country attributes. Concerning countries, it only considers those that were listed in these 4 rankings at the same time: 1) Top 100 countries in terms of gross domestic product in 2018 or 2019 (*World Bank*'s data); 2) Top 100 countries in foreign direct investment inflows in 2018 or 2019 (*World Bank*'s data); 3) Top 100 countries for international tourism receipts in 2018 or 2019 (*World Bank*'s data); and 4) Top 150 countries in the U.N.'s Human Development Index, based on the reports published in 2018 or 2019. According to *BAV Group* and *The Wharton School*, only 78 countries met all indicators. These 78 countries accounted for about 94% of the world's global gross domestic product and represented about three-quarters of the world's population (see *Appendix 1. Most influential countries*).

Concerning the 76 country attributes, they referred to concepts that can be used to describe a nation. These attributes were grouped into 10 categories: 1) adventure, 2) agility, 3) cultural influence, 4) entrepreneurship, 5) heritage, 6) movers, 7) open for business, 8) power, 9) social purpose, and 10) quality of life (see *Appendix 2. Categories and indicators*). Based on these attributes, *BAV Group*'s and *The Wharton School*'s researchers conducted an online survey. They contacted more than 17,000 people around the world (informed elites, business decision-makers, and the general public) and asked them to evaluate how closely they associated every country with every attribute (US News, 2021).

According to the *US News Most Influential Countries Ranking,* some of the most important countries in 2021 were the United States, Russia, France, and Germany. We focused on these four countries for several reasons. First, these countries were among the 6 most influential countries in the world. Second, we wanted to include nations from North America (United States), Europe (France and Germany), and Asia (Russia). Third, we chose Russia instead of China because Russia has special ties with the UAE; finally, we did not include the United Kingdom because we wanted to balance the weight of countries chosen from different parts of the world. To analyze the Dubai Expo 2020's impact on the United Arab Emirates brand in North America, Europe and Asia, we considered the five main newspapers by circulation published in these four countries: United States -*The Wall Street Journal*, *The New York Times*, *USA Today*, *The Washington Post* and *Los Angeles Times*– (Agility PR Solutions, 2021a); France -*Le Monde, Le Figaro, L'Equipe, Les Echos,* and *Liberation* (Statista, 2022); Russia - *Argumenty i Faty*, *Komsomlskaya Pravda*, *Rossiyskaya Gazeta*, *Izvestia* and *Moskovskij Komsomlets*- (Statista, 2021); and Germany -*Bild*, *Süddeutsche Zeitung*, *Frankfurter Allgemeine*, *Handelsblatt* and *Die Welt* - (Deutschland.de, 2020).

We analyzed the articles published between July 2021 and Mars 2022. In other words, we evaluated what media companies published during the three months previous to the Dubai Expo 2020 (July to September 2021), and what these organizations released when this event took place (October 2021 to March 2022). To do that, we defined 15 branding indicators that we grouped into three main categories: a) UAE history, b) UAE Brand, and c) Dubai Expo 2020 (see *Table 1. Brand indicators*). These indicators aimed to analyze whether international journalists from the five most influential countries focused on facts directly related to Dubai Expo 2020, or whether they also mentioned some elements related to the UAE's brand.

We conducted this analysis from 1st April 2022 to 30th October 2022. A search through Google.com was conducted using the words "Dubai" and "Expo" as well as the name of the newspaper. Two coders coded the news stories, including identification of the newspaper, its

country of origin, the date it was published, the article's headline, and the URL of the article. Coders coded for three categories: a) UAE History, b) UAE Brand, and c) Expo 2020 Dubai. Each category looked for specific words and images, which were coded as present in the story or not present. Each article was considered a single unit of analysis so each item could only be coded for once in the story, even if it was mentioned more than once. For each category, the number of times the items were coded was added up by article. The 15 items coded for representing UAE history, UAE brand, and Expo 2020 Dubai are specified in Table 1.

Table 1.
Brand indicators

UAE history	UAE brand	Expo 2020 Dubai
1. References to the UAE history	6. Quotes from the UAE rulers	11. Reference to the official theme (*Connecting Minds, Creating the Future*)
2. Reference to the UAE founders	7. Reference to national values (tolerance, multiculturalism)	12. Image of Dubai Expo 2020 corporate logo
3. Reference to the UAE's current social leaders	8. References to the UAE Anthem	13. Quotes from the Dubai Expo 2020 organizers
4. Reference to religion	9. Image of the UAE flag	14. Links to the Dubai Expo 2020 corporate websites
5. Reference to political conflicts	10. Image of the Falcon (national symbol)	15. Links to the UAE corporate websites

Elaboration: authors

4. Results

A convenience sample was created by selecting four countries: the United States, Russia, France, and Germany to represent North America, Europe, and Asia. Then the five newspapers with the highest circulation were selected for each country. After conducting our research, we identified an initial sample of news stories (N=95). However, 13 of them were removed from the sample because they were hidden behind a paywall, leaving 82 stories (N=82). A chi-square test for independence was conducted to examine the relation between the content of the news stories and the nation of origin of the news to ensure that the type of stories written were culturally different in a meaningful way. All three groups showed significant relationships between their set of variables suggesting that the cultural differences between the countries resulted in different types of news stories about the Expo. To present our results more clearly, we broke the data by nations and grouped them into each category for testing (UAE History, UAE Brand, and Dubai Expo 2020).

UAE History. Overall, news organizations were less likely to use any historical references in their stories about the Expo (see Table 2). Out of the 41 references, 10% were mentions of conflicts affecting the UAE, specifically, those related to the unsuccessful attempts to send drones to the Gulf region targeting countries concerned by the conflict in Yemen. Russian news organizations made the most historical references (n=14), and most of those references pertained to social leaders (n=12). A chi-square test of independence was conducted to examine the relation between the history variable totals and the country of origin. The relationship was significant, X^2 (15, N=82) = 40.24, p<.001.

Table 2.
UAE's History

	N	Historical Reference*	Founders Reference	Social Leaders** Reference	Religious Reference*	Politic Reference	Total*
France	21	8	1	0	0	0	9
Germany	30	2	1	2	2	2	9
Russia	20	0	2	12	0	0	14
United States	11	2	0	2	3	2	9
Total	82	12	4	16	5	4	41

*p<.05, **p<.001

UAE Brand. As shown in Table 3 below, France (n=71), Russia (n=31), and Germany (n=23) relied heavily on UAE brand references, in particular focusing on using images of falcons (n=42). France was also much more likely to quote a UAE ruler (n=16) compared to only one other news story from the United States quoting a ruler. National values and the image of the flag were the second most common references in the branding category. A chi-square test of independence was conducted to examine the relation between the brand variable totals and the country of origin. The relationship was significant, X^2 (15, N=82) = 69.05, p<.001.

Table 3.
UAE's Brand

	N	Ruler Quoted**	National values*	National Anthem*	Image of flag*	Image of falcon**	Total**
France	21	16	12	9	13	21	71
Germany	30	0	5	6	5	7	23
Russia	20	0	7	2	8	14	31
United States	11	1	3	0	1	1	6
	82	17	27	17	27	43	131

*p<.05, **p<.001

Expo 2020 Dubai. The Expo category was the most used category by news organizations when formulating news stories (see Table 4). As expected, Expo organizers were quoted, and the image of the logo was used in more than half of all stories studied (n=45). Additionally, the Expo's theme of "Connecting Minds, and Creating the Future" was referenced in 42 news stories. While news organizations were quick to use the Expo references, they were unlikely to use links to the Expo's websites (n=1) or corporations connected to the Expo (n=2). Again, a chi-square test of independence was conducted to examine the relation between the Expo references variable totals and the country of origin. The relationship was significant, X^2 (33, N=82) = 83.80, p<.001.

Table 4.
UAE Expo references

	N	Theme referenced*	Image of logo**	Organizers quoted*	Links to Expo website	Links to UAE websites	Total**
France	21	15	19	17	0	1	52
Germany	30	9	7	21	0	0	37
Russia	20	14	16	18	0	0	48
United States	11	4	3	5	1	1	14
	82	42	45	61	1	2	151

*p<.05, **p<.001

To conclude this quantitative analysis, we can affirm that the Expo category was the most used by publications around the world (n=151), and quoting organizers (n=61) was the most

common category overall. Additionally, using the image of the Expo's logo was the third most common element found (n=45) along with the use of the image of a falcon (n=43).

5. Discussion

Branding initiatives have become a priority for nations interested in influencing their internal and external stakeholders' perceptions (Magnusson, Westjohn, Sirianni, 2018). These initiatives should be based on ethical principles, people's rights, and countries' needs (Hunt, 2019); and should promote the country's history as a main element to integrate all stakeholders' perspectives (Nas, 2017). When all of them agree on both historical and current elements, they can contribute to collectively building the country's brand (Bhatti *et al.*, 2018). Our results showed that most media companies from France, Germany, Russia, and the United States did not refer to the UAE history when reporting about the Dubai Expo 2020. For example, no media company from Russia mentioned the history of the UAE, and only 2 articles published by American media companies referenced a historical element. This fact proved that most media companies conducted merely journalistic activity to cover the Dubai Expo 2020 without making social references that could have helped readers understand why the country decided to organize this event.

On the other hand, only 16 articles out of 82 mentioned the current UAE social leaders in different areas, such as tourism, innovation, business, or education. This lack of reference to the country's history did not represent a problem for media companies when reporting about Dubai Expo 2020, but it limited the impact that these articles on the readership's perceptions about the UAE brand. The lack of cultural, social, and historical information about the UAE represented a problem in terms of branding since this country has a rich cultural background that is integrated into its corporate communication campaigns, such as those launched by some public authorities such as Dubai's Department of Economy and Tourism.

Researching stakeholders' perceptions is essential to identify the values that determine their behaviors (Maier, 2016), and this way promote the organization's reputation more efficiently (He, Balmer, 2013). The UAE follows this logic and focuses its branding strategies on some values that are important for stakeholders, such as cultural opening and tolerance (Saberi, Morris, Marochi, 2018), as well as innovation and entrepreneurship (Allagui, Al-Najjar, 2018). Based on our quantitative analysis, we can state that many journalists working in France, Germany, Russia, and the United States considered some of these values. In fact, out of 82 papers considered, 27 mentioned some of the UAE values, such as tolerance and multiculturalism. On the other hand, some visual elements representing the country, such as its flag and the falcon, were also integrated into many articles (27 and 43 respectively). These results proved that many journalists working for the media companies considered in this paper integrated some of the UAE to provide their readership with a clearer background about the Dubai Expo 2020. These facts proved that most media companies could have made an effort to better explain why the UAE values led the country to organize this event, and how this event could impact its relations with other countries. This cultural background is especially important for readers in European countries, as well as in the United States, where many of them do not have references to the UAE. In the case of Russia, this country has richer cultural relationships with the UAE, which facilitated its readership to understand the impact of the Dubai Expo 2020.

Many countries resort to international events (sport, culture, business) to reinforce their international influence, improve their diplomatic relations, and promote their brands (Papadopoulos *et al.*, 2018). Thanks to these events, they promote their brands externally, but also internally, which contributes to changing citizens' behaviors, attitudes, and perceptions

(Browning, Ferraz de Oliveira, 2017). To do that, some countries implement personal branding initiatives consisting of promoting some social leader's public image (Richelieu, 2018; Wæraas, Dahle, 2020). Our results demonstrated that 61 out of 82 papers quoted Dubai Expo 2020 organizers, which is consistent with the personal branding initiatives. Besides, most papers referred to the Dubai Expo 2020 theme (42) and showcased its corporate logo (45). However, only 2 articles included a link to the UAE public authorities' websites. These facts proved that media companies focused on the Dubai Expo 2020 and did not use these articles to promote other areas related to the country: business, tourism, and international relations. Our results proved that media companies did not an effort to understand the social, cultural, and diplomatic challenges affecting the UAE, as well as other countries in the Middle East. This content could have helped readers to better understand how cultural events contribute to the development of some countries, such as the UAE.

This paper aimed to better understand the impact of Dubai Expo 2020 on the United Arab Emirates brand. Thanks to this research, we could highlight some interesting results related to how the most important media companies in the world covered this event from a journalistic and corporate communication perspective. However, we must also identify three main limitations that have affected this research. First, we did not contact the 20 newspapers considered, which prevented us from understanding the criteria they used to cover this event: teams, budgets, internal structures, main topics, etc. Because of that, we could not check whether these newspapers' journalists covered this event from Dubai, or whether they just collaborated with international news agencies (*Reuters*, *American Press*, etc.) and did not travel to the UAE. Second, we did not analyze how media companies covered other international events that took place in the previous years, such as the *Tokyo Olympic Games 2020* or the *Russia FIFA World Cup 2018*, which prevented us from understanding to which extent media companies covered *Dubai Expo 2020* respected journalistic criteria or focused more on corporate communication contents. And third, we did not find any other article using the same methodology, which made it difficult for us to compare our quantitative results and propose better recommendations.

We recommend researchers interested in this area focus on the following topics: how to implement personal branding campaigns allowing countries to become more credible organizations; how to integrate artificial intelligence, mobile apps, and social media platforms to provide international journalists with meaningful content; and how to develop statistical models to evaluate the impact of branding initiatives on countries' reputation.

6. Conclusion

Promoting brands through corporate communication initiatives has become a common practice in many countries. Private companies, governments, public authorities, and social institutions resort to these techniques to develop meaningful content that influences their stakeholders' perceptions and attitudes. Thanks to these initiatives, countries promote their brands and try to accelerate different processes related to international relations, diplomacy, business, innovation, and tourism. However, governments face different challenges when implementing nation branding activities: limited budgets, stakeholders' new requirements, media companies' influence, etc. This paper aimed to analyze how the Dubai Expo 2020 impacted the United Arab Emirates brand. After evaluating how the 5 most important newspapers in the United States, Russia, France, and Germany covered this event, we conclude this paper with two last ideas. First, most media companies focused on facts related to Dubai Expo 2020 (attendees, investments, events), but they also included some references to the country's identity (national values, flag, falcon), which positively influenced the UAE brand. In other words, thanks to this

event, the UAE could share with international media companies its national identity and explain to them how this cultural element led the country to organize the Dubai Expo 2020. Second, only 3 news stories included links to the UAE public authorities' websites or to the Dubai Expo 2020's official site, which proves that most media companies covering this event followed a journalistic logic, rather than a corporate communication approach.

Based on these conclusions, we propose three managerial implications that countries should consider when implementing corporate communication initiatives to promote their brands. Public authorities in charge of promoting the country's brand should implement an in-house corporate communication department where experts in different areas (journalism, corporate communication, branding, international relations, law) work in an integrated way to identify the country's main needs (investments, diplomacy, international relations) and propose communication strategies fulfilling these needs and reinforcing the country's brand. On the other hand, this department's Director must define a long-term branding plan that includes communication objectives, main and secondary targets, and brand strategic positionings; besides, they must use this document as the main criteria to make decisions about corporate communication. Finally, this department's Director should develop statistical models to evaluate the impact of every communication initiative on the country's brand; and, based on that, they should adjust the country's branding plans.

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Appendix 1. Most influential countries

1. United States	21. Egypt	41. Iraq	61. Bulgaria
2. United Kingdom	22. Brazil	42. Morocco	62. Kazakhstan
3. China	23. Belgium	43. Malaysia	63. Kenya
4. Russia	24. Sweden	44. Philippines	64. Azerbaijan
5. Germany	25. Mexico	45. Hungary	65. Dominican Republic
6. France	26. Austria	46. Jordan	66. Uruguay
7. Japan	27. Portugal	47. Vietnam	67. Myanmar
8. Italy	28. Ireland	48. Peru	68. Serbia
9. United Arab Emirates	29. Singapore	49. Belarus	69. Ecuador
10. Israel	30. New Zealand	50. Romania	70. Costa Rica
11. Saudi Arabia	31. Denmark	51. Sri Lanka	71. Uzbekistan
12. Canada	32. Norway	52. Panama	72. Slovakia
13. South Corea	33. South Africa	53. Colombia	73. Slovenia
14. India	34. Qatar	54. Chile	74. El Salvador
15. Spain	35. Thailand	55. Ukraine	75. Guatemala
16. Australia	36. Finland	56. Lebanon	76. Lithuania
17. Turkey	37. Argentina	57. Oman	77. Estonia
18. Greece	38. Poland	58. Cambodia	78. Latvia
19. Switzerland	39. Indonesia	59. Croatia	
20. Netherlands	40. Czechia	60. Tunisia	

Elaboration: Authors

Appendix 2. Categories and indicators

1) **Agility**: adaptable, dynamic, modern, progressive, responsive.
2) **Entrepreneurship**: connected to the rest of the world, educated population, entrepreneurial, innovative, provides easy access to capital, skilled labor force, technological expertise, transparent business practices, well-developed infrastructure, well-connected digital infrastructure, well-developed legal framework.
3) **Quality of Life**: good job market, affordable, economically stable, family-friendly, income equality, politically stable, safe, well-developed public education system, well-developed public health system.
4) **Movers**: different, distinctive, dynamic, unique.
5) **Social Purpose**: cares about human rights, cares about the environment, gender equality, religious freedom, respects property rights, trustworthiness, well-distributed political power, racial equity, cares about animal rights, committed to climate goals, committed to social justice.
6) **Cultural Influence** : culturally significant in terms of entertainment, fashionable, happy, has an influential culture, has strong consumer brands, modern, prestigious, trendy.
7) **Open for Business**: cheap manufacturing costs, favorable tax environment, not bureaucratic, not corrupt, transparent government practices.
8) **Power**: a leader, economically influential, has strong exports, politically influential, strong international alliances, strong military.
9) **Adventure**: friendly, fun, good for tourism, pleasant climate, scenic, sexy.
10) **Heritage**: culturally accessible, has a rich history, has great food, many cultural attractions, many geographical attractions.