

Nov 04, 2016 by [Jian \(Jay\) Wang](#)

## **French Pavilion: Culture as a Nation-Branding Platform (Videoblog)** <sup>[1]</sup>

This video is part of the series [CPD Video Conversations: National Branding at Expo 2010 Shanghai](#).

**>> For viewers in China, follow this link to watch the video**

To view the CPD videoblog page on France at the Shanghai Expo, [follow this link](#).

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