

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

## **The South African Pavilion: Co-branding with FIFA World Cup (Videoblog)** <sup>[1]</sup>

As the host of 2010 FIFA World Cup, South Africa aims to create a more compelling, dynamic brand image of the country. Its Consul General in Shanghai discusses the South African brand and its co-branding with the World Cup at the Expo.

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**

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