

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

The South African Pavilion: Co-branding with FIFA World Cup (Videoblog) ^[1]

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
