

## 発表者プロフィール / Presenter Profile



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所属大学/所属機関	神戸大学/国際人間科学部
University/Affiliation	Kobe University/ Global Human Sciences

出身国/Country	スペイン/Spain
発表テーマ/ Presentation Topic	The limits of nation branding. The case of Spain.
発表の際に使用する言語/Language which you will use at your presentation	英語/English

### プロフィール Profile

#### 自己紹介/Self-introduction

I am Javier, from Guadalajara a city close to Madrid, although my father is from Barcelona. Therefore I am a FC Barcelona supporter. I am 24, and I have been living in Japan for 6 years. Now I am finishing my degree at Kobe University and hopefully start also my professional career here in Japan too. I love traveling and interact with people with different backgrounds.

#### 研究分野について/About study field

As I am interesting in marketing I was looking for a field that relates marketing strategies to political science. Then I found "nation branding", a new terminology created by Simon Anholt in 1996 that is becoming very popular in diplomacy. I try to question the idea of applying branding to a nation using the case of Spain.

### 参加者へのメッセージ Message to Participants

Call me Javier. It is sad that the event its hold online, but hope we can meet in person someday.