

Global Conference on National Competitiveness and Nation Brand

2022 Rankings for Over 60 Countries/Regions around the World

- **Host institutions** UNITAR, Franklin University Switzerland, and IPSNC
- **Organizer** IPS Switzerland
- **Date** Thursday, October 27, 2022
- **Time**

San Francisco	New York	London	Geneva	Dubai	Beijing	Seoul
Thur. 01:00	Thur. 04:00	Thur. 09:00	Thur. 10:00	Thur. 12:00	Thur. 16:00	Thur. 17:00

- **Venue** UNITAR, Geneva, Switzerland (Zoom link will be provided)

Program Schedule (10:00 AM - 12:20 PM, Central European Time [CET])

Master of Ceremonies

- SAIN, Branko, Dean of Executive Education and Innovation, Franklin University Switzerland; Director, Taylor Institute

Session 1: Release of Rankings (10:00 AM - 10:50 AM, CET)

■ Congratulatory Remarks (10 minutes, 5 minutes each)

- SETH, Nikhil, Executive Director, UNITAR
- HILDEBRANT, Kim, Chairman, Franklin University Switzerland

■ Keynote Speech 1:

Nation Brand Research: Rankings and Implications (20 minutes)

- CHO, Dong-sung, Chairman, The Institute for Industrial Policy Studies (IPS) Switzerland

■ Keynote Speech 2:

National Competitiveness Research: Rankings and Implications (20 minutes)

- MOON, Hw-y-chang, Chairman, The Institute for Policy & Strategy on National Competitiveness (IPSNC)

Break (10:50 AM - 11:00 AM, CET)

Session 2: Special Topics: Environmental, Social, and Governance (ESG)

(11:00 AM - 12:15 PM, CET) (15 minutes each)

■ Where Do We Stand in Our Endeavors to Achieve the SDGs - Eight More Years till 2030

- KUMAMOTO, Mihoko, Director, Division for Prosperity, UNITAR

■ Korea's Rise, Japan's Fall? Green Transition in the Automotive Industry

Faith Hatani and Jaeho Lee

- Presented by: HATANI, Faith, Associate Professor, Copenhagen Business School

■ Corporate Environmental Strategy for Improved Competitiveness: The Case of Tata Group

Padmanav Adhikari and Kirankumar S. Momaya

- Presented by: MOMAYA, Kirankumar, Professor, Indian Institute of Technology (IIT) Bombay

■ Environmental Challenges to National Competitiveness and Stakeholders' Response: A Case of the Russian Federation

Mariya Bobina and Mikhail Grachev

- Presented by: GRACHEV, Mikhail, Associate Member, Center for East European, Russian and Eurasian Studies, University of Chicago

■ A Case Study of the Economic, Social, and Environmental Impacts of BIC Companies in Peru

Romina Gómez-Prado, Jorge Sánchez-Palomino, Aldo Alvarez-Risco, Maria de las Mercedes-Anderson, and Shyla Del-Aguila-Arcentales

- Presented by: ALVAREZ-RISCO, Aldo, Associate Professor, Universidad de Lima; GOMEZ-PRADO, Romina, Universidad de Lima

Closing Remarks (12:15 PM - 12:20 PM, CET)



Please register [HERE](#) to receive a personalized Zoom link.

