

Bloom Consulting

Countries Regions and Cities

Montevideo and Madrid

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Uruguay XXI and Bloom Consulting partner up to understand the perception and positioning of Uruguay in China



Uruguay XXI
PROMOCIÓN DE INVERSIONES
Y EXPORTACIONES

Bloom Consulting has been selected by Uruguay XXI to conduct a six-month project aimed at understanding the perception of Chinese individuals towards Uruguay in regard to tourism and business opportunities.

The main goals of the project are to identify what shapes the perception of Chinese people and how Uruguay is perceived in comparison to its competitors in South America. In order to do this, Bloom Consulting will conduct quantitative and qualitative research to gain further insights both prior to and following the events organized by Uruguay in China during the commemoration of bilateral relations between both nations.

Bloom Consulting will provide Uruguay XXI a series of reports to distribute among other governmental institutions, showcasing the insights of the research and set of strategic recommendations to strengthen Uruguay's Nation Brand.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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