

# Bloom Consulting

Countries Regions and Cities

Sao Paulo and Madrid

May 2<sup>nd</sup> 2022

## Bloom Consulting to work with the Brazil Nation Brand



Bloom Consulting officially announces it is working with the Brazil Nation Brand.

Bloom Consulting has been commissioned to analyze perceptions, develop the strategy and manage the image of Brazil, specifically in the realms of trade and investment. The team will implement the project in tandem with the Brazilian Trade and Investment Promotion Agency (ApexBrasil).

We look forward to working with the ApexBrasil team to empower this incredible 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.

[www.bloom-consulting.com](http://www.bloom-consulting.com)