National brands – international markets

A symposium hosted by the Department of Economic History, Uppsala University, 25–26 April 2019. Venue: Ekonomikum

The symposium aims to advance our knowledge on the (inter-)national trajectories of collective national export-promotion and the uses of "Made in"-trademarks/brands. By employing a historical approach and encouraging comparative discussions the symposium will explore questions such as: what actors have been influential in collective export strategies, and in which sectors and markets have the mobilization of national origin been deemed advantageous? Are there patterns in the interaction between private firms and state authorities, and how has that co-operation changed over time? What are the legal, cultural and political factors that have influenced the commercial uses of national signifiers?

Thursday 25 April

13.15 Hörsal 2
Organiser’s welcome
Nikolas Glover, Uppsala University

13.30–14.15 Hörsal 2
Grappling with Globalisation: Made in the USA and the Federal Trades Commission.
David Higgins, Newcastle University

14.15–15.00 Hörsal 2
The uses of ‘Made in’-trademarks on the home market.
Oliver Kühschelm, Vienna University

15.15–16.00 Hörsal 2
The nation as a collective brand: the collective promotion of Swiss watches on world markets since 1870
Pierre-Yves Donzé, Osaka University

16.30–17.15 Faculty Club, H429
Spanish fashion without Made in Spain
José Antonio Miranda, University of Alicante

17.15–18 Faculty Club, H429
‘Made in Italy’ between narratives and history
Marco Belfanti, University of Brescia

18- Refreshments

Friday 26 April

9.30–10.15 K412
Made in Denmark: Branding or building the nation?
Mads Mordhorst, Copenhagen Business School

10.15–11.00 K412
A genealogy of national origin as added value: the case of Swedish export promotion
Nikolas Glover, Uppsala University

11.00–12.00 K412
Summarising remarks from the presenters & general discussion

Sponsored by
Åke Wibergs stiftelse &
The Department of Economic History