National brands – international markets

A symposium hosted by the Department of Economic History at 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?

David Higgins (Newcastle University)
"Grappling with Globalisation: Made in the USA and the Federal Trades Commission."

Oliver Kühschelm (University of Vienna)
“The uses of “Made in”-trademarks on the home market”

Pierre-Yves Donzé (Osaka University)
“The nation as a collective brand: the collective promotion of Swiss watches on world markets since 1870”

José Antonio Miranda (University of Alicante)
“Spanish fashion without Made in Spain”

Marco Belfanti (University of Brescia)
“Made in Italy between narratives and history”

Mads Mordhorst (Copenhagen Business School)
“Made in Denmark: branding or building the nation?”

Nikolas Glover (Uppsala University)
”A genealogy of national origin as added value: the case of Swedish export promotion”