

# 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

16-16.30 *Coffee break*

**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  
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The Department of Economic History*

