

## **Brand SA's brand forum to focus on sports, creative industries**

Brand South Africa will host the 2018 Nation Brand Forum at the Industrial Development Corporation (IDC) in Sandton, Johannesburg on 11 October 2018. The forum, now in its third year, aims to promote a cohesive approach when marketing South Africa internationally.

The theme for this year is 'Inspiring excellence through sports and the creative industry'; in line with the agenda of advancing South Africa's reputation and image. The theme also encourages collaborations with experts in the fields of sport and creative industries.

For more, visit: <https://www.bizcommunity.com>