

Diplomatic World Institute Director Discusses Brand Zambia in Exclusive Interview with the Embassy of Zambia

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The Embassy of the Republic of Zambia to the Benelux recently released an official press statement highlighting an exclusive interview with Haya Mvita, Director Nation Branding at the Diplomatic World Institute, on the strategic significance of the Brand Zambia Initiative.

During the interview, held at the Zambian Mission in Brussels, Ms. Mvita discussed the growing importance of national reputation as a strategic asset for countries seeking to strengthen their international influence, attract investment and reinforce long-term development.

She welcomed the Brand Zambia Initiative, launched under the theme *"Ignite the Spirit of Zambia,"* as an ambitious national effort to position Zambia as a peaceful, investment-ready and regionally connected nation.

Throughout the discussion, Ms. Mvita emphasised that successful Nation Branding extends beyond communication campaigns. It requires coherence between governance, development, institutional credibility and national identity—principles that underpin the SEED Power Framework.

"Every country deserves to think strategically about its national reputation and its future..."

The Embassy's official statement also highlighted the relevance of the SEED Power Framework in understanding Zambia's long-term positioning strategy.

The Diplomatic World Institute thanks the Embassy of the Republic of Zambia to the Benelux for the invitation and looks forward to continuing discussions on Nation Branding, strategic communication and international positioning.

The Embassy of the Republic of Zambia's official press statement can be consulted below.

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