

Bloom Consulting

Countries Regions and Cities

San Jose and Madrid

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Bloom Consulting to work with Essential Costa Rica for the development of Country Brand Vision 2035



Bloom Consulting has officially announced its agreement with Essential Costa Rica for the development of the Vision 2035.

Essential Costa Rica, along with Bloom Consulting, started a project with the main objective being to evaluate the performance of the Essential Costa Rica Brand on its 10th anniversary. To plan how the Vision 2035 could best reflect the country strategy for the next decade, and how Essential Costa Rica may help reach the objectives and vision of Costa Rica as a country in the future, the team will work closely with the stakeholders.

Essential Costa Rica has achieved excellent results over the last decade, having become a world model to follow in the sustainable development of countries. The meta-trends that define and will be defining our societies and economies in the coming decades require a constant measurement of perception of countries and places to guide Country Brands' future actions. Further emphasized are the activities and policies to strengthen country's reputation among talents, investors, visitors, trade professionals and general public.

We are thrilled to be part of this important project and look forward to making a positive impact on the future of Costa Rica.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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