Big international events, such as the Olympics, World Expos, and more regional events such as the Asian Games are commonly seen as an important opportunity for a city to promote itself to the outside world. This is also what Guangzhou did when it hosted the 16th Asian Games in 2010. By analysing promotion material that Guangzhou published before and during the Games, this presentation will examine the kind of image the city wanted to create. This image as well as other political and economic indicators shows that Guangzhou is trying to reinvent itself as a global metropolis. Through further analyses of reports in two major international newspapers, the New York Times and the Guardian, this presentation will also look at how Guangzhou has been perceived
internationally in 2009 and 2010. This time period covers both the most intensive preparation time and the Games. It would seem that internationally Guangzhou is still seen primarily as one of the manufacturing hubs of the world but there are some indications that this picture may change in the future.

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(Free admission)

All are welcome!