Japan is the world’s third largest economy and a super nation brand. It is known best for its cuisine, hospitality, safety, popular and traditional culture and its resilience after 3/11. Public diplomacy, otherwise known as nation branding, has never been more important in post-3/11 Japan. The winning bid for the 2020 Summer Olympics should put everyone on notice that nation branding is a concern for every Japanese citizen. So how does Japan manage its national image going forward? Snow will lead an interactive discussion on Japan’s nation brand in the aftermath of 3/11.