

Association (LBA), the Liechtenstein Association of Professional Trustees (THV), and Liechtenstein Tourism. The public-private partnership SIL is thus clearly under the leadership of the State, but with equal numerical participation of representatives of private organizations on the foundation board. This foundation board sets out the vision, mission, and strategy of the foundation, which is to be implemented by the secretariat, which has the equivalent of 1.2 full-time positions.

The SIL has been working under Communication Concepts I (May 2003) and II (September 2005), which it prepared. As part of implementation of these concepts, the *Liechtenstein brand* was introduced as a type of nation branding, in order to communicate the six core messages in a visually uniform manner as well:

The following five core messages standing for Liechtenstein constitute the basis of the Liechtenstein brand:



internationally networked small State open to the world (the heart symbolizes dialogue among people and nations),

successful financial center (the circle represents a coin),



highly developed industrial location (the rectangle stands for precision work),



diverse cultural life (the house as a symbol for customs, tradition, history, and culture),



hospitable vacation and recreation country (the flower stands for nature and is composed of hearts – the symbol of dialogue).

The five symbols are joined together into the brand's depiction of a crown, representing the monarchic system of state and Liechtenstein's entrepreneurial Princely House.



Together, the symbols stand for the identity and diversity of the country of Liechtenstein, united under the Liechtenstein brand.

The introduction of the Liechtenstein brand¹ in July 2004, almost at the same time as the transfer of power within the Princely House – Reigning Prince Hans-Adam II transferred State business to his son Hereditary Prince Alois on 15 August 2004 – met with great media

¹ Details on the Liechtenstein brand available at http://www.liechtenstein.li/en/eliechtenstein_main_sites/-portal_fuerstentum_liechtenstein/fl-multimedia-information-marke.htm.