



College of Europe  
Collège d'Europe



INTERNATIONAL CONFERENCE

## Challenges Facing the 21st Century Diplomat: Representation, Communication, Negotiation and Training

25-26 OCTOBER 2011

# PROGRAMME

## **Tuesday 25 October 2011**

**9:00 Registration**

**9:30 Welcome and opening**

*Paul Demaret*, Rector of the College of Europe

*Sieglinde Gstöhl*, Director, EU International Relations and Diplomacy Studies, College of Europe

**9:45 EU diplomacy: the impact of the EEAS**

*Gerhard Sabathil*, Director, European External Action Service, Brussels; Visiting Professor at the College of Europe

**10:30-10:45** *coffee break*

## **SESSION I Representation: more actors**

**10:45** Chair's introduction: **The challenges of multi-stakeholder diplomacy**

*Brian Hocking*, Loughborough University; Visiting Professor at the College of Europe; Senior Visiting Fellow at Clingendael

**11:00 Engaging the BRICS as new global players**

*Stephan Keukeleire*, TOTAL Chair of EU Foreign Policy at the College of Europe; University of Leuven

**11:30 Postmodern economic diplomacy**

*Raymond Saner*, Diplomacy Dialogue, Geneva

**12:00 Discussion: The use of multi-actor simulations in diplomatic training**

opened by *Rabih El-Haddad*, Multilateral Diplomacy Training Programme, United Nations Institute for Training and Research (UNITAR), Geneva

**13:00-15:00** *lunch*

## **SESSION II Communication: more channels**

**15:00** Chair's introduction: **The challenge of modern public diplomacy**

*Alan Hunt*, former Director, Foreign Service Programme, Oxford University

**15:15 Intercultural communication crises in contemporary diplomacy**

*Raymond Cohen*, Professor Emeritus at the Hebrew University of Jerusalem

**15:45 Political reporting in the post-WikiLeaks era**

*John Hemery*, Director, Centre for Political and Diplomatic Studies, Oxford; Visiting Professor at the College of Europe



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**16:15-16:30** *coffee break*

**16:30** **Branding the EU? The emerging EU public diplomacy**

*Maria Kokkonen*, Deputy Head of Division, Strategic Communications, European External Action Service, Brussels

**17:00** Discussion: **Training for e-diplomacy**

opened by *Jovan Kurbalija*, Director, DiploFoundation, Malta/Geneva; Visiting Professor at the College of Europe

**19:00** **Dinner** – after dinner speech: **The Middle East after the Arab Spring**

*Amb. Marc Otte*, former EU Special Representative for the Middle East Peace Process; Belgian Ministry of Foreign Affairs, Brussels

### Wednesday 26 October 2011

#### **SESSION III Negotiation: more issues**

**9:30** Chair's introduction: **The challenge of integrating multiple issues into coherent diplomacy**

*Alan Henrikson*, The Fletcher School at Tufts University, Medford

**9:45** **Global health diplomacy**

*Thomas Zeltner*, Global Health Programme, Graduate Institute, Geneva; Professor of Public Health, University of Bern; former Secretary of Health of Switzerland

**10:15** **Conflict prevention diplomacy**

*Fabienne Hara*, Vice-President (Multilateral Affairs), International Crisis Group, New York

**10:45-11:00** *coffee break*

**11:00** **The EU's raw materials diplomacy**

*Signe Ratto*, Director for Market Access and Industry, DG Trade, European Commission, Brussels

**11:30** Discussion: **Training diplomats as specialists or generalists?**

opened by *Amb. Kishan S. Rana*, former Indian Ambassador, Delhi; Professor Emeritus; DiploFoundation, Malta/Geneva

**12:45** **Conclusion: training the 21<sup>st</sup> century diplomats**

*Sieglinde Gstöhl*, Director, EU International Relations and Diplomacy Studies, College of Europe

**13:00** *lunch*