

WEBINAR

2ND CONFERENCE

ON BUSINESS

DIPLOMACY:

IN SEARCH OF NEW VALUES, RULES AND PRACTICES

WHEN

December 10th
9.30 am – 5 pm

WHERE

Online via Zoom

Register via: conference@businessdiplomacy.eu

Key notes – round tables – research paper presentations

ORGANIZERS/HOSTS: HUUB RUEL (HOTELSCHOOL THE HAGUE/UNIVERSITY OF TWENTE – IÑIGO ARBIOL – UNIVERSITY OF DEUSTO (BILBAO))



**UNIVERSITY
OF TWENTE.**

PROGRAMME

KEY NOTE SPEAKER:

Dr. Wilfried Bolewski

Diplomat, lawyer and professor, formerly German Ambassador to Jamaica, Belize and the Bahamas, Wilfried Bolewski teaches Diplomacy and International Law at American Graduate School in Paris

ROUND TABLES:

AFRICAN ECONOMIC DIPLOMACY

***MODERATOR: PROF. DOUDOU
SIDIBE*** (ESIEE
PARIS/UNIVERSITY OF
GUSTAVE EIFFEL - FRANCE)

BUSINESS DIPLOMACY IN THE POST-COVID ERA: IN SEARCH OF NEW VALUES, RULES AND PRACTICES

WITH ***SHAUN RIORDAN***
(DIRECTOR OF THE
DEPARTMENT OF DIPLOMACY
AND CYBER DIPLOMACY AT
EII, SENIOR VISITING FELLOW
AT THE CLINGENDAEL
INSTITUTE, AND A FORMER
BRITISH DIPLOMAT)

PAPER PRESENTATIONS

Programme:

9.30 am (GMT+1/CET)

Welcome by webinar hosts (Huub Ruël & Iñigo Arbiol)

9.45 am Key note address – Dr. Wilfried Bolewski

10.15 am Q & A / plenary discussion

10.45 am – 5 minutes break for coffee/tea/beverage

10.50 am Introduction of (paper) presentation session 1

Presentation 1: Naiara Igarabide (11 am – 11. 15 am / Q&A until 11.20 am)

Presentation 2: Ander Caballero (11.15 am - 11.30 am / Q&A until 11.35 am)

Presentation 3: Sergio Caballero & Iñigo Arbiol (11.30 am – 11.45 am / Q&A until 11.50 am)
(University of Deusto, Bilbao, Spain) – Business internationalization and threats to multilateralism

Q&A 11.50 am – 12 pm

Lunch break 12 pm – 12.30 pm

12.30 pm – 13.30 – Round Table: African Economic Diplomacy (1 hr)

Moderator : Prof. Doudou Sidibé, ESIEE/University Gustave Eiffel

Panelists :

1-Faty Diop, consultant in International Relations and Diplomacy

African Economy and Globalisation

2-Dr. Pape Ndongo Dieng, President of HCSDA (Haut Conseil Supérieur de la Diplomatie Africaine)

New African Economic Diplomacy

3- Prof. Raymond Saner, Director, Diplomacy Dialogue, Geneva

Infrastructure investment in Africa: Mainstreaming the SDGs to ensure alignment between Economic, Commercial, Business and NGO Diplomacy

4-Prof. Lichia Saner-Yiu, President CSEND

The role of Business Diplomacy Where Economic Diplomacy Stops – A Critical Reflection of the Belt and Road Initiative in Africa

Concluding remarks: Prof. Doudou Sidibé

13.30 short break (5 min) coffee/tea/beverage

13.40 Paper presentation session 2 (1.45 – 2.45 am)

Presentation 1: (1.45 – 2 pm / Q&A until 2.05 pm) Mark Passamard & Stelios Zyglidopoulos (Kedge Business School, Marseille, France)– How business diplomacy helps extractive industry firms to acquire a social license to operate

Presentation 2: (2.05 – 2.20 pm / Q&A until 2.25 pm) Taghi R. Zadeh & Abdollah Ramezanzadeh (University of Amsterdam and University of Tehran) - Identity work at the front: Border markets as the platform of ethnic conflict management

Presentation 3: (2.25-2.40 pm / Q&A until 2.45 pm) Huub Ruël – (University of Twente/Hotelschool The Hague) – Business diplomacy by multinationals: towards a common good based framework

Short break (10 min)

3 pm – 4 pm – Round Table: Business diplomacy in the post-COVID era: in search of new values, rules and practices (1 hr)

With Shaun Riordan

4 pm – Closing of the webinar: key take aways, special issue for the International Journal of Diplomacy and Economy – possibilities for an edited book (via Emerald) – Deusto master programme promotion – follow up events – community building - open inputs and suggestions from attendees welcomed

4.30/4.45 end of the webinar