

icd - institute for cultural diplomacy



**The International Symposium on Cultural Diplomacy**  
Berlin, 27<sup>th</sup> – 31<sup>st</sup> July 2009

“

... far from being on the verge of a new order, the world has entered a period of great disorder. In facing these new dangers, a re-examination of old priorities is needed. Cultural diplomacy, in the widest sense, has increased in importance, whereas traditional diplomacy and military power... are of limited use in coping with most of these dangers.

”

Walter Laqueur, Co-chair, International Research Council at the Center for Strategic and International Studies, Washington, D.C.

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## International Symposium on Cultural Diplomacy Berlin, 27<sup>th</sup> – 31<sup>st</sup> July 2009

### The International Symposium on Cultural Diplomacy: The Role of Soft Power in the International Environment

The International Symposium on Cultural Diplomacy 2009 will bring together a diverse group of participants from across the world for a weeklong program of lectures, panel discussions and social events that will look at the role of soft power in contemporary international relations. The speakers during the week will be experts and leading figures from politics, academia, and the private sector. The participants of the Symposium will include students, young professionals, senior academics and diplomats, who will have the chance to consider the future of soft power and cultural diplomacy with fellow participants and leading authorities. In the evenings the participants will have the opportunity to network in social events, enjoy live music and entertainment and to explore Berlin's vibrant nightlife.

#### Program

The International Symposium comprises a weeklong program of panel discussions and lectures in different locations across Berlin. Each component will be followed by an interactive question and answer session with the speaker. This structure enables the participants to hear a range of informed perspectives on the issues under discussion and then raise points they feel are important for further consideration.

During the evenings the ICD will organise activities and events that will allow the participants to experience Berlin, network and socialise with other participants and the Symposium speakers, and discuss the topics raised during the day.

#### Symposium Themes

The International Symposium on Cultural Diplomacy will look at the role of soft power in the international environment and will focus on five related themes:

- The approaches of states and international organisations to soft power and the role it plays in their policy making
- The importance of multi-lateral understanding to cooperation on global challenges
- The role of cultural diplomacy in relations between the Western world and the Middle East
- The challenges and opportunities of using art and culture as vehicles of national foreign policy
- The influence of the private sector in the generation and application of soft power



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To explore these themes thoroughly from both theoretical and practical perspectives we have selected expert speakers from the fields of academia, politics, and the private sector.

We will hear from individuals with experience in prominent international organisations, including the United Nations, the African Union, the North-Atlantic Treaty Organisation, and the European Union, as well as politicians and former politicians who have played instrumental roles in the development and application of foreign and national policies.

The Symposium speakers will also include professors and academics who have been at the forefront of international relations theory over the past two decades and who have played key roles in pioneering and developing the related concepts of soft power and cultural diplomacy.

### Sustainable Network

Participants of the International Symposium on Cultural Diplomacy will become part of a growing international network of people from across the world with different fields of interest and levels of experience who share a commitment to intercultural exchange.

Participants will be able to remain in touch with each other through the ICD Online Network. This network represents a medium through which members can exchange information on research, job opportunities, related events, and coordinate their own cultural exchange initiatives.

The ICD will help to support the Symposium participants in their future activities by providing guidance and advice on possible research topics and helping to support members who plan to organise their own cultural exchange initiatives.



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### ■ Speakers



#### Jorge Sampaio

United Nations High Representative for the Alliance of Civilisations  
Former President of Portugal (1996 – 2006)

Jorge Sampaio served two terms as President of Portugal, during which time he oversaw the return of Macau to China (1999) and campaigned for the independence of East Timor. His Presidency was characterised by prudence and moderation, and was notable for its focus on cultural and social issues. Since finishing his presidency, Mr. Sampaio has concentrated his efforts on international peace and security, and in 2007 was appointed to the position of United Nations High Representative for the Alliance of Civilisations by United Nations Secretary General Ban Ki-Moon. The initiative aims to improve cooperative relations across people from different national, cultural, and religious backgrounds, and is co-sponsored by the President of Spain, José Luis Rodríguez Zapatero, and the Prime Minister of Turkey, Recep Tayyip Erdoğan. Trained as a Lawyer, Mr Sampaio has been involved in Portuguese politics since 1979 and prior to being elected as President has served as Mayor of Lisbon (1989-1995) and was a member of the European Commission of Human Rights (1979 – 1984).



#### Joaquim Chissano

Former Chairperson of the African Union (2003-2004)  
Former President of Mozambique (1986-2005)

Joaquim Chissano has dedicated his life and career to improving international and intercultural relations on the African continent and ensuring Mozambique's development as a stable, peaceful, multi-ethnic country. His long and diverse career to date includes time spent as a freedom fighter during the Mozambique independence movement, serving his country as Foreign Minister, Prime Minister (during the transition government), and President. He has also held the position of Chair Person of the African Union and, more recently, UN Secretary General Special Envoy for the affected areas by the Lord's Resistance Army in Northern Uganda. Throughout his life, Mr. Chissano has won praise for his commitment to peace on the African continent and for showing strong governance in his different roles. He was recently awarded the "Prize for Achievement in African Leadership" by the Mo Ibrahim Foundation..



#### Dr. Vaira Vīķe-Freiberga

Former President of Latvia (1999 – 2007)

Dr. Vaira Vīķe-Freiberga served for two four-year terms as the first female President of Latvia. During her presidency she successfully guided Latvia to European Union and NATO membership whilst maintaining an approval rating of between 70 and 85 percent. Dr. Vīķe-Freiberga has been widely praised for her active involvement in a number of councils and organisations and her knowledge of Latvian folklore and culture. In April 2005, President Vīķe-Freiberga was appointed by the United Nations Secretary General at the time, Kofi Annan, to promote the comprehensive United Nations reform outlined in the report "In Larger Freedom". In December 2007 she was appointed deputy chairman of the Reflection Group on the European Union's long-term future. An academic by profession, Dr. Vīķe-Freiberga earned her PhD in Experimental Psychology at McGill University in 1965.

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### Cassam Uteem

Former President of the Republic of Mauritius (1992 - 2002)

Cassam Uteem is the longest serving President in the history of Mauritius having held the position for nine years. He came under the international spotlight in 2002 when he refused to sign into law a controversial anti-terrorism bill that would have allowed police to hold suspects for longer periods of time without charging them. Mr. Uteem resigned as a result of this incident, leaving the position just three months before his term expired. Drawing from his experience in the multi-ethnic, multi-religious and multi-lingual country of Mauritius, since his presidency, Mr. Uteem has become very active in international public politics, notably in promoting participatory democracy and cultural rights. He has had a lengthy political career, having served multiple terms in the Mauritian parliament since 1976 and held the positions of Minister of Employment, Social Security and National Solidarity, as well as Deputy-Prime Minister and Minister of Industry and Industrial Technology. A graduate of Paris VII University (BA in Art, MA in Psychology), Mr. Uteem has been highly praised for his commitment to peace and democracy, and is a member of the international jury for the UNESCO Prize of Education for Peace.



### Ints Dālderis

Minister of Culture of the Republic of Latvia

Mr. Ints Dālderis, Minister of Culture of the Republic of Latvia, was born in 1971 and studied at Latvia's prestigious Jāzeps Vītols Latvian Academy of Music before joining the Latvian National Orchestra in 1999. He became director of this institution in 2005, a post he held for four years. In 2006 he joined the Council of the State Culture Capital Foundation as well as becoming a member of the National Board of Culture. On March 12 this year, Mr. Dālderis was appointed Latvia's Minister of Culture.



### Dr. Vasile Pușcaș

Romanian Minister for European Affairs

Dr. Vasile Pușcaș is a Romanian politician, author, and international relations scholar who, as Romanian Chief Negotiator with the European Union from 2000-2004, was seen by many as the architect of Romania's accession to the EU in 2007. A Deputy of the Romanian Parliament for two terms with the Social Democratic Party (2000-2004, 2004-2008), Dr. Pușcaș was appointed to the position of Head of the European Affairs Department of the Romanian Government in December 2008 by Premier Emil Bloc. Prior to his political career Dr. Pușcaș's positions included Chairman of the Institute for International Studies at Cluj Napoca (1999-2000), Professor of International Relations at Cluj Napoca (1995-2000), and Dean of the Faculty of Political Science at Bogdan Voda University (1998-2000). He has also served Romania as Councillor Minister and Deputy Ambassador at the Romanian Embassy in the United States.

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### Borys Tarasyuk

Member of Ukrainian Parliament, Former Ukrainian Foreign Minister  
(1998 – 2000, 2005 – 2006)

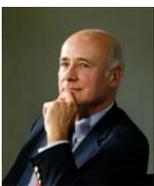
Borys Tarasyuk is a Member of the Ukrainian Parliament (2002-2005, 2006, 2007 – present) and Chairman of the Parliament Committee on European Integration. He has served two terms as Ukrainian Foreign Minister (1998-2000, 2005-2007). Mr. Tarasyuk has contributed significantly to the development of Ukraine's foreign relations with a number of important states and international organisations, including the United States, Russia, NATO and the CIS. His efforts to activate the peacekeeping potential of Ukraine in combination with active diplomacy have helped transform Ukraine into a recognised contributor of European security and stability. A career diplomat, Mr. Tarasyuk has also served the Ukraine as Ambassador to the UN (1981-1986), Ambassador in Brussels (1995-1998, BENILUX, NATO, WEU), Deputy Foreign Minister (1992-1994), and First Deputy (1994-1995). He holds the rank of Ambassador Extraordinary and Plenipotentiary (since 1992), and is the Founder and Director of the Institute for Euro-Atlantic cooperation, an independent think-tank.



### Dr. Erkki Tuomioja

Member of Finnish Parliament, Former Finnish Foreign Minister  
(2000 - 2007)

Politician and author Dr. Erkki Tuomioja is one of Finland's most widely read and influential politicians of the last two decades. As Finnish Foreign Minister during Finland's presidency of the European Union in 2006, he held the position of spokesperson on European foreign policy and was one of the first to call for an immediate cessation of hostilities in the 2006 Israel-Lebanon conflict. Recognised as having a strong anti-war stance, Dr. Tuomioja is also a celebrated author of 18 books and his account of his grandmother and her sister, *A Delicate Shade of Pink*, won the Finnish non-fiction Finlandia Prize in 2006. Dr. Tuomioja has been a member of the Finnish parliament since 1991, a position he also held from 1970-1979.



### Professor Dr. Joseph S. Nye Jr.

(by recorded video lecture)

University Distinguished Service Professor and Sultan of Oman Professor of International Relations, Harvard University

University Distinguished Service Professor and Sultan of Oman Professor of International Relations, Harvard University Professor Dr. Joseph S. Nye Jr. is a renowned political theorist who developed the concepts of "soft power" and "smart power" and, together with Professor Dr. Robert Keohane, co-founded the neoliberal theory of international relations. He currently holds the position of University Distinguished Service Professor at the Kennedy School of Government at Harvard University, where he has been active since 1964, and his previous positions include Assistant Secretary of Defense for International Security Affairs during the Clinton administration. Through his books, which include "Power and Interdependence" and "Understanding International Conflicts", and his positions on the editorial board of *Foreign Policy* and the Board of Directors for the International Council on Foreign Relations, Prof. Dr. Nye can be considered one of the most influential scholars on American Foreign Policy over the past two decades. Prof. Dr. Nye will be delivering a video lecture on the role of "soft power" in today's multipolar international environment.

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### H.E. Mr. Ahmada R. Ngemera

Ambassador of Tanzania to Germany

His Excellency Mr. Ahmada R. Ngemera is the current Ambassador of the Republic of Tanzania in the Federal Republic of Germany. He was assigned to this post from the Tanzanian Ministry of Trade and Industry, where he had spent a large part of his career and held numerous positions including Director and Permanent Secretary. Ambassador Ngemera has also held the position of Deputy Secretary General of the East African Community, an intergovernmental organisation comprising Burundi, Kenya, Rwanda, Tanzania, and Uganda.



### Dr. Gunter Pleuger

Former German Ambassador to the United Nations (2002-2006)

Dr. Gunter Pleuger served as Germany's Permanent Representative to the United Nations from 2002 to 2006, during which time he represented Germany as an elected member in the United Nations Security Council (2003-2004). Whilst sitting on the Security Council, Dr. Pleuger gained public recognition as the representative of Germany's position against the planned invasion of Iraq by the United States. Having begun his career in the German Foreign Service in 1969, Dr. Pleuger has served as State Secretary, Political Director, and Head of the Political Division of the Federal Foreign Office. He has also worked as an advisor to the Foreign Minister on all operative political issues. Dr. Pleuger is the President of the European University Viadrina Frankfurt (Oder), Germany.



### Professor Dr. Cynthia Schneider

Distinguished Professor in the Practice of Diplomacy, Georgetown University  
61st Ambassador of the United States to the Kingdom of the Netherlands (1998 – 2001)  
(ICD Advisory Board Member)

Prof. Dr. Cynthia Schneider served as Ambassador of the United States to the Kingdom of the Netherlands during the Clinton administration. During this time she launched a number of important scientific and cultural initiatives, including an international conference on biotechnology (2000), and a millennium project between Dutch Students and World War II survivors. A graduate in Fine Arts from Harvard University (BA, Ph. D), Prof. Dr. Schneider currently teaches Diplomacy and Culture at Georgetown University, and leads the Arts and Culture Initiative within the Saban Center for Middle East Policy at the Brookings Institution. An expert on cultural diplomacy, Prof. Dr. Schneider focuses in particular on relations with the Muslim world.

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### John Holden

Visiting Professor, City University London  
Associate and former Head of Culture, Demos

John Holden is a Visiting Professor at City University London and an Associate at the independent British think tank Demos. A former investment banker with a Masters Degree in law, Holden left a job in the city to pursue a career in arts management and study for an MA in Design History and Material Culture, before joining Demos in 2000. His interests are in the development of people and organisations across the whole of the cultural sector. He has addressed issues of leadership, education, cultural policy, creative industries, technology and evaluation, and in addition to his positions at City University and Demos is a Fellow of the Royal Society of Arts and a member of the Strategy Board of the Core Leadership Programme.



### Samuel Jones

Head of Culture, Demos

Samuel Jones is head of Culture at the British think-tank Demos. He is the co-author of a number of influential publications including "Cultural Diplomacy" (2007), "It's a Material World" (2008), and "Knowledge and Inspiration" (2006), and spoke at the International Council of Museums (ICOM) conference in Shanghai on the role of culture in international and intercultural dialogue (2007). His research focuses on culture, the arts, and international and intercultural communication. A graduate of Cambridge University (BA in History) and the Courtauld Institute of Art (MA in History of Art), Jones also sits on the UK Executive Board of the ICOM and has worked with the BBC to investigate TV art audiences.



### Willem Noë

European Commission, EU Representation Office Berlin

After starting his career as an economist at the Dutch Ministry of Economic Affairs, Willem Noë transferred to the European Commission in 1991 and has worked there ever since. Within the Commission, he has worked in the Directorate General (DG) Science, DG External relations, DG Enterprise, and DG Economics and Financial Affairs. Mr. Noë has contributed many publications on the globalization of the EU economy, EU trade developments, EU Enlargement, and on the reunification of Cyprus. His interests include the political economy of EU enlargement, globalization, European history and the study of the economic, political, and cultural roots of Europe.

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### Professor Dr. Gudrun Doll-Tepper

Vice President for Olympic Education at the German Olympic Sports Confederation

Prof. Dr. Doll-Tepper has played a key role in the theoretical and practical development of the field of sports science and sport in Germany over the past two decades. Professor of Sport Science at the Free University Berlin, she has authored and co-authored over 300 publications focusing in particular on the areas of Olympic culture and education, the societal values of sports, the effects of the globalisation of sport in developing countries, and sports for people with a disability. Parallel to her academic influence, Prof. Dr. Doll-Tepper has been extensively involved in the management and development of sport in Germany and has been awarded the Distinguished Service Cross of the Federal Republic of Germany.



### Professor Dr. Christian Armbrüster

Judge, Berlin Court of Justice (Kammergericht Berlin)  
Professor of Law, Free University Berlin

Prof. Dr. Armbrüster has been a professor in private law since 2000. After teaching at Brucerius Law School in Hamburg for four years, he became Guest Professor at the University of Paris in 2004, and at LUISS University in Rome in 2005. Since 2004 he has been at the Legal Studies Department of the Free University in Berlin, where he lectures in, amongst other areas, citizenship law, trade law, and civil law. Prof. Dr. Armbrüster also sits as a judge at the Berlin Court of Justice.



### Professor Dr. Ulrich Brückner

Jean-Monnet Professor of European Studies, Stanford University in Berlin  
(ICD Advisory Board Member)

As a graduate in political science, history and literature, Prof. Dr. Brückner has specialized in the political, economic and institution aspects of European integration since 1987. He began lecturing at the Free University Berlin in 1992 and in 2003 became the Jean Monnet Professor of European Studies for Stanford University. Prof. Dr. Brückner now divides his time between California (spring semester) and Berlin (fall and winter semesters). He has previously taught as a visiting professor ECNU and Fudan Universities in Shanghai, MGIMO Moscow, Sabanci University in Istanbul, the University for Economics in Bratislava, and the University of Ljubljana in Slovenia.



### Dr. Gerlinde Niehus

Head Corporate Communications, NATO

Dr. Gerlinde Niehus leads the Corporate Communications Section within NATO's Public Diplomacy Division. As such, she oversees NATO's corporate publishing, image-building and marketing efforts, and also acts as Editorial Director for NATO Review, NATO's online magazine on current transatlantic issues. Gerlinde Niehus started her professional life as a TV and radio editor for public broadcasters in Germany (WDR and Deutschlandfunk). She then moved to policy analysis, focusing on international relations and development cooperation for a German think tank. This work brought her to the European Commission in Brussels, where she built up the information and communications programme EU – NIS, and subsequently developed a communications strategy for the European Commission's Directorate General Information Society. In 1999 she joined NATO, and in 2008 assumed her present position. Gerlinde Niehus holds a Ph.D. in International Relations from Muenster University, Germany.

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### Professor Dr. Bassam Tibi

A.D. White Professor-at-Large, Cornell University

Dr. Bassam Tibi is a renowned political scientist and professor who is famous for his analysis of international relations and the introduction of Islam to the study of International Conflict. He is a pioneer of the controversial concepts of European Leitkultur and Euroislam for the integration of Muslims in Europe. A graduate of Frankfurt University (Ph.D.), Dr. Tibi held the position of Professor for International Relations at Göttingen University from 1973 to 2009. During this time he held a number of visiting professorships at, amongst other institutions, Harvard University (Bosch Fellow), Princeton University, and the University of Michigan/Ann Arbor. Born in Damascus, Tibi has lived in Germany since 1962 and was decorated with the Cross of Merits First Class by the then President of Germany, Roman Herzog, in 1995.



### Dr. Frank Mehring

Research fellow, John F. Kennedy Institute, Free University Berlin  
(ICD Advisory Board Member)

Dr. Frank Mehring has been a research fellow at the cultural department of the John F. Kennedy Institute at the Free University Berlin since 2005, having previously been a Fulbright scholar at the Longfellow Institute of Harvard University. A graduate of the Justus Liebig University in Giessen (English language and literature, historical and musical science) and the University of Wisconsin-Madison, Dr. Mehring's research focus is the representation of race in popular culture, German-American studies, African-American literature, and multilingual America. His current projects include "Imaginary and Transcultural Spaces", and "Transcultural Confrontations of German Émigrés and the Promise of American Democracy from 4th of July to 9/11".



### Professor Dr. Christian Tuschhoff

Professor, Otto-Suhr-Institute for Political Science, Free University Berlin  
(ICD Advisory Board Member)

Professor, Otto-Suhr-Institute for Political Science (Free University Berlin) (ICD Advisory Board Member) Prof. Dr. Christian Tuschhoff has been a professor at the Free University in Berlin since 1998, having held previous positions at Harvard University (Visiting Professor), the Aspen Institute in Berlin (Senior Consultant and Research Director), Emory University in Atlanta (Visiting Associate Professor), and the American Institute for Contemporary German Studies in Washington DC (Research Scholar). A graduate of Munich University (Political and Communication Sciences, Public Law) and the Free University in Berlin (International Relations), Dr. Tuschhoff's research interests include international security, American and German foreign policy, and international organisations and alliances.

# International Symposium on Cultural Diplomacy

Timetable

|       | Monday, July 27th   | Tuesday, July 28th  | Wednesday, July 29th   | Thursday, July 30th   | Friday, July 31st   |
|-------|---|---|--|---|---|
| 10:00 | <b>Coffee &amp; Reception</b>   | <b>Coffee &amp; Refreshments</b>  | <b>Coffee &amp; Refreshments</b>   | <b>Soft Power vs. Hard Power: Opposing Poles? A NATO Perspective</b><br>(Lecture and discussion followed by a guided tour of the Bundestag)   | <b>Coffee &amp; Refreshments</b>  |
| 10:45 | <b>Soft Power and Cultural Diplomacy: An Introduction to the Field</b><br>(Lecture)<br><br><b>Joseph S. Nye, Jr.</b> (video), Distinguished Service Professor, Harvard University<br><br><b>Mark Donfried</b> , Founder & Director, Institute for Cultural Diplomacy<br><br>Location:<br>Amerika Haus Berlin  | <b>New US Cultural Diplomacy Approaches in the Middle East</b><br>(Lecture and discussion)<br><br><b>Prof. Dr. Cynthia Schneider</b> , Former US Ambassador to the Netherlands<br><br>Location:<br>Amerika Haus Berlin  | <b>Welcome by</b><br><b>Monika Nöhre</b> , President of the Berlin Court of Justice<br><br><b>Anti-Discrimination Policy in Europe and Germany</b><br>(Lecture and discussion)<br><br><b>Prof. Dr. Christian Armbrüster</b> , Judge and Professor in Law, Free University Berlin<br><br>Location:<br>Amerika Haus Berlin         | <b>Dr. Gerlinde Niehus</b> , Head, Corporate Communications Section<br>NATO Public Diplomacy Division<br><br>Location:<br>Bundestag<br>(German Parliament)  | <b>International Sporting Events and Intercultural Exchange</b><br>(Lecture and discussion)<br><br><b>Prof. Dr. Gudrun Doll-Tepper</b> , Vice-President, German Olympic Sports Confederation<br><br>Location:<br>Olympic Stadium                            |
| 12:15 | <b>Lunch Break</b>  | <b>Lunch Break</b>  | <b>Lunch Break</b>   | <b>Lunch Break</b>  | <b>Lunch Break</b>  |
| 14:00 | <b>Intercultural Dialogue and the Younger Generation: The Challenges Ahead</b><br>(Lecture and discussion)<br><br><b>Jorge Sampaio</b> , Former President of Portugal (1996 – 2006), UN High Representative for the Alliance of Civilisations<br><br>Location:<br>German Foreign Office   | <b>How to value arts &amp; culture and their role in politics</b><br>(Lecture and discussion)<br><br><b>John Holden</b> , Visiting Professor, City University London<br><br>Location:<br>Amerika Haus Berlin  | <b>Political Islam and World Politics: Areas of Conflict and Constructive Approaches</b><br>(Lecture and discussion)<br><br><b>Bassam Tibi</b> , A.D. White Professor-at-Large, Cornell University<br><br>Location:<br>Amerika Haus Berlin   | <b>The Role of Soft Power in Common EU Foreign Policy</b><br>(Lecture and discussion)<br><br><b>Dr. Erkki Tuomioja</b> , Member of Parliament and Former Foreign Minister of Finland (2000 – 2007)<br><br>Location:<br>European House                         | <b>Breaking the Cycle of Bad News: How to Build Your Nation Brand</b><br>(Lecture and discussion)<br><br><b>Prof. Dr. Salah S. Hassan</b> , Chairman, Department of Marketing, George Washington University<br><br>Location:<br>Amerika Haus Berlin         |
| 15:30 | <b>Afternoon Break</b>  | <b>Afternoon Break</b>  | <b>Afternoon Break</b>   | <b>Afternoon Break</b>  | <b>Afternoon Break</b>  |
| 16:00 | <b>Soft Power in German Foreign Policy</b><br>(Lecture and discussion)<br><br><b>Dr. Gunter Pleuger</b> , Former German Ambassador to the United Nations<br><br>Location:<br>German Foreign Office  | <b>Democratic Participation and Cultural Inclusion in Multi-Ethnic and Multi-Lingual Societies</b><br>(Lecture and discussion)<br><br><b>Cassam Uteem</b> , Former President of the Republic of Mauritius (1992-2002)<br><br>Location:<br>Amerika Haus Berlin                   | <b>Today's Role of Soft Power and Multilateralism in African Politics</b><br>(Lecture and discussion)<br><br><b>Joaquim Chissano</b> , Former Chairperson of the African Union (2003-2004), Former President of Mozambique (1986-2005)<br><br>Location:<br>Amerika Haus Berlin   | <b>Diplomacy, Indifference or Tolerance: Latvian Experience of Cultural Power Distribution and Re-distribution</b><br>(Lecture and discussion)<br><br><b>Ints Dālderis</b> , Minister of Culture of the Republic of Latvia<br><br>Location:<br>European House | <b>The Renaissance of Soft Power in Transatlantic Cooperation - A Goethe Institute Perspective</b><br>(Lecture and discussion)<br><br><b>Dr. Arpad A. Sölter</b> , Head of Planning an Evaluation, Goethe Institute<br><br>Location:<br>Amerika Haus Berlin |
| 17:30 | <b>Break with Refreshments</b>  | <b>Break with Refreshments</b>  | <b>Break with Refreshments</b>   | <b>Break with Refreshments</b>  | <b>Break with Refreshments</b>  |
| 17:45 | <b>Germany's Relations with the Countries of Eastern Europe and the Russian Federation: Soft and Hard Power Approaches</b><br>(Lecture and discussion)<br><br><b>Prof. Gert Weisskirchen</b> , Member of the German Parliament and Spokesperson of the Social Democratic Parliamentary Group on Foreign Relations<br><br>Location:<br>German Foreign Office | <b>The Role of the UN in Promoting Peaceful Intercultural Dialogue in the 21st Century</b><br>(Lecture and discussion)<br><br><b>Dr. Vaira Vīķe-Freiberga</b> , Former President of Latvia (1999-2007)<br><br>Location:<br>Amerika Haus Berlin                                  | <b>Corporate Social Responsibility (CSR+SRI) in Africa: A Form of Soft Power?</b><br>(Panel discussion)<br><br>A panel discussion on the relationship between CSR and Soft Power in Africa featuring President Joaquim Chissano and experts from the field.<br><br>Location:<br>Amerika Haus Berlin                              | <b>Global Developments and the Role of the EU: An Outlook</b><br>(Lecture and discussion)<br><br><b>Dr. Vasile Pușcaș</b> , Romanian Minister for European Affairs<br><br>Location:<br>European House   | <b>The Future of International Cultural Exchange and Cultural Diplomacy</b><br>(Lecture and discussion)<br><br><b>Samuel Jones</b> , Head of Culture, Demos<br><br>Location:<br>Amerika Haus Berlin   |
| 20:00 | <b>Welcome Dinner</b><br><br>A group welcome dinner for the Symposium participants featuring traditional German cuisine   | <b>Music as Cultural Diplomacy Concert</b><br>(Educational Concert, Reception)<br><br>An evening reception at the Amerika Haus Berlin featuring a live jazz concert by Cultural Ambassador Reggie Moore and his band that will explore the use of jazz as a tool of soft power. | <b>Symposium Gala Event and Concert</b><br>(Concert, Reception)<br><br>A gala event at the Amerika Haus Berlin for Symposium participants and figures from Berlin's political, private, and diplomatic sectors. The evening will feature a reception and live performances of traditional African music by Buba Jammeh and band. | <b>Reception at the Nordic Embassies</b><br><br>An evening reception at the unique "Felleshus", home of the embassies of Denmark, Finland, Iceland, Norway and Sweden.  | <b>Reception - Final Event</b><br><br>Symposium participants and speakers are hosted in a Berlin art centre for a group dinner, closing remarks and live musical performances.  |



# International Symposium on Cultural Diplomacy

Berlin, 27<sup>th</sup> – 31<sup>st</sup> July 2009

## “Corporate Social Responsibility (CSR & SRI) in Africa: A Form of Soft Power?”

(Public Panel Discussion, Wednesday, July 29th, 2009)

Amerika Haus Berlin, Hardenbergstr. 22-24 10623, Berlin

The ICD is pleased to announce a forthcoming discussion as part of the International Symposium on Cultural Diplomacy, Berlin, 27<sup>th</sup> – 31<sup>st</sup> July 2009 ([www.icd-internationalsymposium.org](http://www.icd-internationalsymposium.org))

“Corporate Social Responsibility in Africa (CSR+SRI): A Form of Soft Power?” will explore the relationship between CSR and soft power, and evaluate the extent to which companies operating internationally help to generate positive political capital for the country in which they are incorporated through their corporate social responsibility profiles.

### The following issues will be under particular focus:

- Best practices of corporate social responsibility in Africa
- The extent to which corporate social responsibility profiles in Africa involve local communities and other actors in civil society, the private sector, and the political sector
- Who has a larger influence on a country’s image abroad: companies or states?
- The extent to which corporate social responsibility activity can generate a positive image for a country

### The panel of speakers will include:

- **President Joaquim Chissano**  
Former President of Mozambique (1986-2005) and Director and Founder of the Joaquim Chissano Foundation
- **Professor Joachim Schwalbach**  
Professor of International Management, Humboldt-University Berlin
- **Dr. Gerhard Prätorius**  
Head of Coordination CSR and Sustainability, Volkswagen Aktiengesellschaft
- **Matthias Stausberg**  
Public Affairs Manager, United Nations - Global Compact
- **H.E. Mr. Ahmada R. Ngemera**  
Ambassador of Tanzania to Germany
- **Pascal Agboyibor**  
Orrick’s Financial Markets Group - Office Leader Paris, Orrick, Herrington & Sutcliffe LLP
- **Teresa Fogelberg**  
Deputy Chief Executive, Global Reporting Initiative

The moderator will be **Nick Tolhurst** (Managing Director, Institute for Corporate Culture Affairs).

Beginning at 17:45 the panel discussion will be moderated and will have duration of 90 minutes, following which there will be an opportunity for the audience to ask questions.

If you would like to attend the discussion please contact us under [symposium@culturaldiplomacy.org](mailto:symposium@culturaldiplomacy.org)



## International Symposium on Cultural Diplomacy Berlin, 27<sup>th</sup> – 31<sup>st</sup> July 2009

### “Corporate Social Responsibility (CSR & SRI) in Africa: A Form of Soft Power?”

(Public Panel Discussion, Wednesday, July 29th, 2009)

Amerika Haus Berlin, Hardenbergstr. 22-24 10623, Berlin

#### ■ Speakers List

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#### Joaquim Chissano

Former President of Mozambique (1986 – 2005)  
Former Chairperson of the African Union (2003 – 2004)

Joaquim Chissano served as the second President of Mozambique for nineteen years from 6th November 1986 to 2nd February 2005. Since stepping down as president he has become an elder statesman and is regularly called upon by international bodies such as the United Nations to work as an envoy or negotiator. His long and diverse career to date includes time spent as a freedom fighter during the Mozambique independence movement, serving his country as Foreign Minister, Prime Minister (during the transition government), and President. He has also held the position of Chair Person of the African Union and, more recently, United Nations Special Envoy to Northern Uganda and Southern Sudan. Throughout his life, Mr. Chissano has won praise for his commitment to peace on the African continent and for showing strong governance in his different roles and he was recently awarded the “Prize for Achievement in African Leadership” by the Mo Ibrahim Foundation. He is the founder and director of the Joaquim Chissano Foundation, which aims to support development, stability, and cultural awareness in Mozambique and Africa as a whole.



#### Professor Joachim Schwalbach

Director, Institute for Management, Humboldt University

Professor Schwalbach is Director of the Institute for Management at Humboldt University in Berlin and has authored many publications on Corporate Social Responsibility. He is the initiator of the renowned International Conference on Corporate Social Responsibility at Humboldt University and the platform of ‘The Noble Entrepreneur’. Professor Schwalbach previously held the positions of Guest Professor at Harvard, Stanford and Toulouse University, and is a member of the editorial boards of Sage Strategy Series, Zeitschrift für Betriebswirtschaft, the Journal of Economics of Business, Perspektiven der Wirtschaftspolitik and China Management Review. Prof. Schwalbach also sits on the Jury of the Schwab Foundation for Social-Entrepreneurship Prize.

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### Dr. Gerhard Prätorius

Director, CSR and Sustainability Coordination, Volkswagen Corporation

Since 2006 Gerhard Prätorius is in charge of CSR and Sustainability at the Volkswagen Group. His team is, among other things, responsible for Volkswagen's profile with regard to sustainability rankings and ratings and the internal coordination. Prätorius joined Volkswagen in 1992 as manager for environment. He worked for the Volkswagen Group as a managing director for regional development agencies, which dealt with technology transfer, especially in the fields of new transportation systems and environmental technologies. Gerhard Prätorius graduated in Economics, Political Science, and German Literature. Additionally Prätorius works as a lecturer at the Technical University Carolo-Wilhelmina Braunschweig.



### Matthias Stausberg

Public Affairs Manager, United Nations Global Compact

Matthias Stausberg is the Media Relations and Public Affairs Manager and Spokesperson of the United Nations (UN) Global Compact, which focuses on the willingness of companies to develop and lead dialogues on CSR and sustainability. The voluntary engagement of companies is considered a crucial component to achieve goals of greater sustainability and social net profit. Members of the Global Compact commit to publish an official report on their compliance with the membership criteria of the UN Global Compact. When this obligation is not met by a company it is denounced on the website. The UN Global Compact's aim is to raise the awareness and change behavior of companies' public interaction. Moreover the UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with universally accepted principles of human rights, labour, environment and anti-corruption. In Mr. Stausberg's view, Corporate Social Responsibility "is not about how money is being spent; it is concerned with how money is being made".



### H.E. Mr. Ahmada R. Ngemera

Ambassador of the Republic of Tanzania to the Federal Republic of Germany

H.E. Mr. Ahmada R. Ngemera is the serving Ambassador of the Republic of Tanzania to the Federal Republic of Germany. He was assigned to this post by the Tanzanian Ministry of Trade and Industry, where he had spent a large part of his career and held numerous positions including Director and Permanent Secretary. Ambassador Ngemera has also held the position of Deputy Secretary General of the East African Community, an intergovernmental organisation comprising Burundi, Kenya, Rwanda, Tanzania, and Uganda.



### Pascal Agboyibor

Head of Paris Office, Orrick Law Firm

Pascal Agboyibor is the Office Leader in Orrick's Paris office and a member of the Financial Markets Group. Orrick is an international law firm that advises financial institutions, public and private companies, emerging businesses and state and regulatory bodies on the largest and most complex corporate transactions, novel finance, litigation and tax matters through 21 offices in Europe, Asia, and Latin America. Mr. Agboyibor has extensive experience in structured finance, trade finance and project finance and he advises lenders, sponsors, guarantors and governments in financing infrastructure projects. The Financial Markets Group Research Centre is a leading institution for academic research in financial markets. Mr. Agboyibor is an expert in African business relations and active as a legal advisor for this area.

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### Tersea Fogelberg

Deputy Chief Executive, Global Reporting Initiative

Tersea Fogelberg is the Deputy Chief Executive of the Global Reporting Initiative (GRI), which engages in strategic external relationships with business, governments, civil society and other stakeholders. Ms. Fogelberg started her career as an anthropologist at Leiden University in the Netherlands. She has spent many years in development organizations, such as ILO, USAID, and Netherlands Ministry of Foreign Affairs. She has also worked in several countries in West Africa, where she specialized in gender issues and famine-early warning systems. Ms. Fogelberg has thirteen years' experience across various managerial positions at the Netherlands Ministry of Foreign Affairs, including Head of Department for Women and Development, and the Research and Higher Education Department. In 2002 she acted as Executive Assistant to the Special Envoy of the UN Secretary General for the World Summit on Sustainable Development in Johannesburg, and was in charge of private sector involvement in the Summit. GRI is a framework that sets out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. In 2009 the Dutch daily newsletter included her in the "Sustainable 100", the list of the 100 most influential people working in sustainability in the Netherlands.



### Nick Tolhurst

Managing Director, Institute for Corporate Cultural Affairs

Nick Tolhurst is the Managing Director of the Institute for Corporate Cultural Affairs (ICCA). ICCA is an independent, not-for-profit organisation that focuses on linking high level business executives, organisations, and academics in their quest to coordinate and align profit based goals with the good of society. In order to achieve this goal, ICCA promotes CSR among international companies, ensuring its integration into their daily business and offering long-term support to secure future progress. Before joining ICCA, Mr. Tolhurst worked for the British Foreign Ministry in Germany, advising British companies in Germany and German companies investing in the UK. Prior to this he worked for the European Commission in DG II (Economics and Financial Affairs), preparing for the introduction of the Euro in different cultures and economic systems. Mr. Tolhurst studied at London Metropolitan University (UK) and completed a Master's degree at Osnabrück University (Germany), both in European Studies.

## ■ A selection of our seminar locations



**Amerika Haus Berlin** Former home of the cultural department of the US Embassy in Berlin. For almost 60 years the Amerika Haus Berlin represented a firm fixture on Berlin's international political and cultural landscape. An historic institution, the Amerika Haus closed its doors in 2006, but was reopened by the ICD for future activity in September 2008.



**German Foreign Office (Auswärtiges Amt)** Few buildings have experienced Berlin's turbulent history to the extent of the German Foreign Ministry. Built between 1934 and 1940 as an extension of the German Reichsbank, the building was used by the National Socialists to formulate economic policy and the financing of the Second World War. More recently, it was here that the treaty for the reunification of Germany was signed. Although the building has been modernised and expanded, care has been taken to preserve its character and unique history.



**European House Berlin** Berlin's European House is located in the heart of the city, on the famous boulevard Unter den Linden. The building is situated opposite the Adlon, one of the world's most exclusive hotels, and a short walk from Pariser Platz, the Brandenburg Gate, and the Reichstag. The location is home to the European Commission representation in Germany.

**German Parliament** The seat of the German Parliament, the Reichstag, is closely linked to the modern history of Berlin. Burnt down under suspicious circumstances in 1933, stranded in No-Man's Land during the Cold War, and then "unwrapped" as the home of the German Parliament once again in 1995. The glass dome on the roof of the building, designed by British architect Sir Norman Foster, symbolises the transparency of modern German government institutions.



**Olympic Stadium Berlin** The Olympiastadion (Olympic Stadium) is a sports stadium in Berlin. There have been two stadia on the site: the present facility, and one that was built for the aborted 1916 Summer Olympics. Both were designed by members of the same family, the first by Otto March and the second by his son Werner March. The current Olympiastadion was originally built for the 1936 Summer Olympics in the southern part of the Reichssportfeld (today Olympiapark Berlin). During World War II, the area suffered little damage. After the war, the United Kingdom military occupation used the northern part of the Reichssportfeld as its headquarters until 1994.

**Berlin City Hall** Located in the heart of East Berlin, close to the TV Tower and a short walk from the famous Unter den Linden Boulevard, Berlin's City Hall is an impressive building. Home to the Berlin Senate and the offices of the Berlin Mayor, the "Red" City Hall has been in use since 1869 and holds a unique place in the city's history.

**Deutsche Welle** Germany's international media broadcaster conducts its television activity from its Berlin base, in the city district of Mitte. The building was designed by architect Josef Paul Kleihaus and houses director's offices, studios, and a technical department. Its location ensures that DW not only broadcasts from the heart of Europe, but from the heart of Berlin.

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Embassy of Tanzania



Young Germany

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“Soft power is the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country’s culture, political ideals, and policies. When our policies are seen as legitimate in the eyes of others, our soft power is enhanced.”

Joseph S. Nye



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