



- an International Cooperation Program -

Security and Prosperity at the Eastern border of NATO and the EU

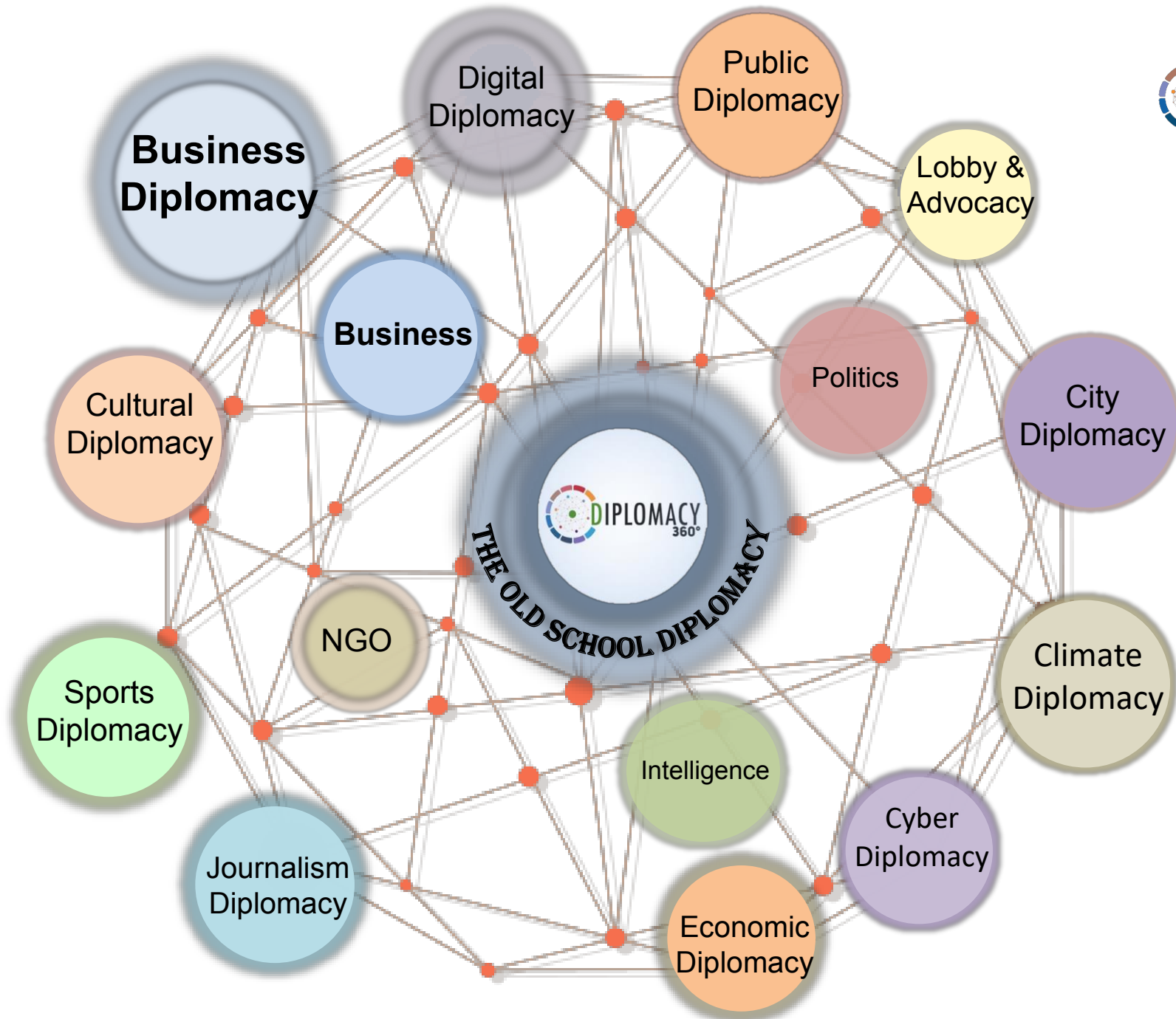
Diplomacy360 International Conference

4th edition

7th of November 2019, JW Marriott Bucharest ROMANIA

<https://diplomacy360.com>

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Agenda

9:00 – 9:30 --- Registration, Welcome Coffee & Networking
9:30 Official opening Ministry of Foreign Affairs (TBA) H.E. Mr. Hans KLEMM – the Ambassador of the United States of America
10:15 – 11:00 70 years of the Transatlantic Alliance – NATO General Nicolae CIUCA – Chief of Defence Staff, Ministry of National Defence Magdalena Szuber-Zasacka – Charge d’Affairs Embassy of Poland <i>Moderator General(r) Alexandru GRUMAZ</i>
11:00 – 11:15 --- Coffee Break & Networking
11:15 – 12:00 The role of the Defense Factor in providing Security and Prosperity at the Eastern border of NATO and EU Colonel Scott A. WESTON – Defense Attaché, Embassy of the United States of America (TBC) Colonel Flavien GARRIGOU-GRANDCHAMP - Defense Attaché, Embassy of France Cdr. Neil THOMPSON - Defense Attaché, British Embassy <i>Moderator General(r) Paul HURMUZ – Career Military Diplomat, Former Deputy Director of the Intelligence Division of the NATO International Military Staff</i>
12:00-12:45 --- Lunch Break & Networking
12:45 – 13:45 Strategic Business Diplomacy Sorin PREDA – CEO, Global Vision Cristian NACU – Sr. Country Officer Romania & Moldova, International Financial Corporation Nick STIRBAN – CEO, AUTOMECANICA Industrial Park Cosmin GHITA – CEO, NUCLEARELECTRICA <i>Moderator Emanuel CERNAT – Public Affairs Manager, McGuireWoods</i>
13:45 – 14:30 Diplomacy’ Synergies with other sectors Ionut RITES - Chief of Classified Information Office – Chamber of Deputies Shaun RIORDAN - British Career Diplomat, Director of the Chair in Diplomacy and Cyberspace and the European Institute of International Studies Dorel CAPRAR - President of the Committee for Defense, Public Order and National Security – Chamber of Deputies <i>Moderator: Monica GHIURCO, TVR</i>



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[Diplomacy360© Program](#) aims to provide international visionary leaders with kind of **tools and methods**, that they need to succeed in the 21st Century.

It is an **International Cooperation Program** that aims to enlighten the links between Diplomacy and other domains & global topics that can be better addressed by **all countries' cooperation**.

We just name few of the topics: Business (Business Diplomacy), Climate changes (Climate Diplomacy), City development (City Diplomacy), Culture (Cultural Diplomacy), Sport (Sport Diplomacy), IT & Cyber security (Cyber Diplomacy), Online (Digital Diplomacy), Public Diplomacy, Media & Journalism Diplomacy.

By understanding the **complexity** of the links between all the above topics, we want to stimulate an open dialog and collaboration between different leaders worldwide.

We strongly believe that dialogue and cooperation between informed international leaders acting on a good faith, it is on mutual benefit and will contribute to the development of a better and peaceful world where the societies will have a sustainable growth based on their competences and resources exploited on a collaborative way.

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City Diplomacy



City leaders took center stage as international diplomatic players.

Cities tend to come up with own plans to address sustainability, safety or smart city priorities.

Mayors should not wait for the Ministry of Foreign Affairs to do the Cityhall's job.

Sports Diplomacy

Could participation in sports event of such importance, be seen as a diplomatic game that contributes to re-launching of countries' relations?

The Winter Olympics and the two Koreas: how sport diplomacy could save the world

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About author



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Climate Diplomacy

To mitigate the impact of climate change: the most important solution is through cooperation between countries and this strengthening the diplomatic network with focus on this issue.

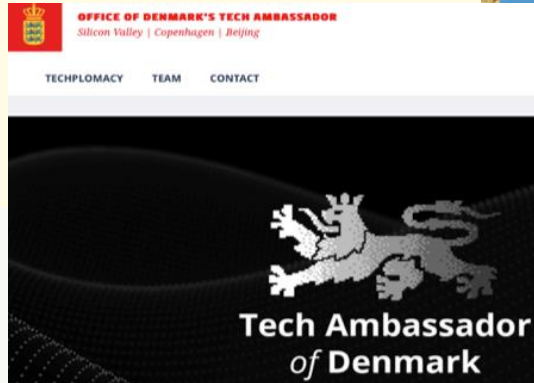
Cyber Diplomacy

Cybersecurity is mentioned so often that it has become a cliché.



Digital Diplomacy

- Denmark created in 2017, the World's first Ever Digital Ambassador – the TechAmbassador, and post it to Silicon Valley, Copenhagen and Beijing
- Other MFA established Digital Diplomacy Departments



Journalism Diplomacy

President Obama has a history of using journalists to ask the other world leaders confrontational questions



Business Diplomacy

“In the 21st century every business executive is a diplomat, or they are outside the debate” (Shaun Riordan)

Cultural Diplomacy

“Culture eats Strategy for breakfast” Sjaak PAPPE - Hofstede Insights.
The key of building relationships between international stakeholders (state and non-state actors) in different cultures, can be found in Diplomacy.

About the Program

- **We started the project in the summer of 2015** with a workshop for young Romanians which studied abroad in the field of economy & international business, that were interested in business diplomacy. A significant number of Foreign diplomats supported the initiative and brought their contribution to the workshop;
- The first Romanian paper on Business Diplomacy, was presented by the end of 2015, at the 1st International Business Diplomacy Conference organized in **Netherlands @ Windesheim University of Applied Sciences – Zwolle**, where the concept and the project for Romania and the region was discussed;
- **In 2016 the first Business Diplomacy Conference** was organized in Bucharest , presenting how the specific methods and techniques used by the Diplomats exclusively to negotiate and deal with the State issues, are now being used by successful international business people and companies to achieve their business goals, address the risks and resolve their problems;
- **The Business Diplomacy Conference 2017** was a seven-hour marathon conference with more than **160 participants** (diplomats, businessmen and international relations experts from **25 countries**). The **19 speakers** explained how diplomacy can help business people anticipate risks, identify and exploit new business opportunities in a global, complex and volatile business environment.

Video clip can be seen here: <https://www.youtube.com/watch?v=OpHZFAGnKWI>

- **2018** came up with a wider and integrated approach, linking other key sectors to Diplomacy (like Cultural, City, Cyber & Digital, Sport, Journalism and Climate Diplomacy), and that is why we called it **Diplomacy360**. Over 200 international key participants attended the conference.

- **2019 International Diplomacy360 Conference will be dedicated to the anniversary of 70 years of NATO and to the “Lessons learned from Romania’s EU Council Presidency” with accent both on security and economic development in our region**





Join the

International DIPLOMACY360 Conference 2019

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