



BERLIN  
INTERNATIONAL  
ECONOMICS  
CONGRESS



## The Berlin International Economics Congress 2012

*“Building Economic Bridges: Integrating Cultural Diplomacy into Nation Branding, Corporate Social Responsibility and Global Governance”*

Berlin, March 7th-10th 2012, Held Parallel to the ITB Berlin



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#### Event Introduction

The Berlin International Economics Congress 2012” is one of the world leading global conferences combining the fields of International Economics, Nation Branding and International Relations with an interdisciplinary and multinational program. The conference will take place over 4 days and will examine the role of Cultural Diplomacy in the fields of Corporate Social Responsibility, Economic Bridges, Global Governance and Nation Branding with an international outlook.

In today’s world, with the financial crisis ravaging national economies, the importance of regional alliances, strategic partnerships and co-operations among countries is becoming increasingly relevant. Indeed, countries struggling with unemployment and debt have begun to turn to other nations and international institutions for support. The congress will concentrate on current and emerging business opportunities in the market, created through economic bridges.

With such prominence in today’s world, the international economic system is of the highest importance, the conference will examine relevant aspects of the international economic system and how Cultural Diplomacy can help to support interstate economic relationships.

The four-day international congress will consist of lectures and seminars held by international politicians and various experts in the economic, academic and marketing fields as well as panel discussions, workshops, interactive sessions and social activities.

#### Conference Participants

The conference is open to applications from governmental and diplomatic officials, civil society practitioners, young professionals, students and scholars, private sector representatives, journalists, and other interested stakeholders from across the world.

#### Certificate of Attendance

All participants will be awarded an official certificate of attendance upon completion of the program, which provides details about the speakers and topics at the conference. Each certificate will be signed by members of the ICD’s Advisory Board.



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### Conference Locations

Based in Berlin, the conference will be hosted at a number of important political, historic, and cultural locations across the city.

### Conference Speakers

Speakers during the conference will include leading figures and experts from civil society, international politics, academia, diplomacy, and the private sector from across the world. These speakers will include a number of individuals from the ICD Advisory Board.

### Participant Papers

The Institute for Cultural Diplomacy encourages research and progressive thought on the fields of culture, globalization, and international relations. As such, the ICD welcomes participants of the conference to submit relevant papers addressing topics within these fields particular to their interests and passions. Participants can submit papers written in the past for other purposes or ongoing research, or written specifically for the conference. Groups of students are also allowed to submit collaborative pieces of work.

### Conference Agenda

The Berlin International Economic Congress 2012 will take place over a period of four days in Berlin. The conference is dedicated to increasing awareness and understanding of the world's economic patterns and will critically analyze the economic solutions offered in the modern international system.

Looking at the current economic climate in the aftermath of the 2008 fallout, one of the most powerful positive outcomes is that companies and nations are united in their attempts to find and maintain stability within the economic system. This suggests that in today's international system there is a willingness to forge cultural and economic relationships simultaneously, in fields and regions where it had not been possible before.

This congress aims to explore how the international system reached the breaking point in 2008 and how we can move on from the breaking point in 2008, at both a national and international level, through deeper collaboration between governments, corporations and international cultural diplomacy initiatives, to reach the goals and objectives of sustained economic stability once again.

**The Conference will focus in particular on the following issues:**

#### Nation Branding & Global Economics

- The Vital Importance of Nation Branding in Contemporary International Economics
- Current Trends and Future Prospects of Nation Branding
- Integrating Cultural Diplomacy into Nation Branding
- How can Cultural Diplomacy help strengthen the Nation Brand?



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### The Expanding Role of Corporate Social Responsibility in Society

- The Importance & Economic Benefits of Corporate Social Responsibility
- The Impact of Corporate Social Responsibility in Societies
- The Role of Cultural Diplomacy in Corporate Social Responsibility
- Should the Practice of Corporate Social Responsibility be Compulsory for the Business Operations of Multinational Corporations?

### The Role of Cultural Diplomacy in International Economic Institutions

- The Potential that Cultural Diplomacy has for the Future of Global Economics
- Intercultural Dialogue and International Economic Institutions
- The Role of Cultural Diplomacy in Addressing Economic Fluctuations
- Can Cultural Diplomacy provide a means for Global Economic Institutions to tackle Poverty more Effectively?

### Economic Bridges: Aims, Incentives and Impacts

- The Importance of Economic Bridges in the Modern Global Economy
- How can Economic Bridges be Built and Maintained through the Practice of Cultural Diplomacy?
- The Interdependent Relationships between Cultural Collaborations and Economic Collaborations





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NATION BRANDING  
in a Globalized World

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