The Berlin International Economics Congress 2013

“Intercultural Relations, Youth Development Advancement, Environmental Responsibility & Ecotourism: Opportunities for Successful Nation Branding in the 21st Century”

(Berlin, March 6th - 10th, 2013)
Introduction

From the 6-10th of March 2013, the ICD held “The Berlin International Economic Congress 2013”, one of the world’s leading global conferences combining the fields of International Relations, International Economics, Globalization and Nation Branding. The event coincided with the ITB Berlin (Internationale Tourismus-Börse Berlin), which is the world’s largest tourism trade fair. The Berlin International Economic Congress featured a wide range of speakers from various backgrounds, giving insight into the role of Cultural Diplomacy in the context of their own fields, which included Environmental Responsibility, Intercultural Relations, Youth Development Advancement, Nation Branding and Economics.

The 2013 Congress focused on innovative strategies to promote nation branding activities as a means to tackle economic, environmental, social and cultural concerns, while also reviewing, debating, and evaluating the latest developments in the fields of international relations, international economics, and globalization. With nation branding as its core theme, the Congress explored and presented the benefits and opportunities for nation branding campaigns established on the promotion of intercultural relations, sustainable development, youth education and advancement, ecotourism and environmental responsibility.

The issues of intercultural relations, environmental responsibility, and youth development advancement are becoming increasingly significant topics within the international community and are currently even included as priorities in the second-term agenda of the Obama Administration. Concurrently, global challenges such as climate change migration, graduate unemployment, intercultural dialogue and sustainable development continue to dominate the agendas of global governance organizations and governments. Due to the prominence of these universal dilemmas, the Institute for Cultural Diplomacy has dedicated the 2013 Congress to exploring best practices in raising awareness and finding solutions.

Expression of Gratitude

The Institute for Cultural Diplomacy (ICD) would like to extend its sincere gratitude to all those who dealt with the outreach, planning, organization, and support of the “Berlin International Economics Congress 2013,” including: Piotr Wójcik, Seth Timpke, Kamila Zatorska, Alia Lang, Alberto Traval, Pilar Rukavina, Jakub Cywinski, Karen Diop, Witold Wrótnia, Tjaša Sobočan, Katarzyna Gluszak, Peter Dudič, Umamah Basit, Sofiya Petkova, Denisu Pikusova, Dantė Kotsinas, Cassia Casagrande, Arturs Holavins, Andrea Peptine, Davide Rastelli, Alex Hannah, Laura Richardson, Victoria Perlini, David Krajj, Josephie Smet, Cindy Pelgrims, Ludmila Vávrová, Ester de Greef, Jacek Jarosiński, Charlotte Vande Woestyne, Vicky Ramsden, and Lucie Gil.

We would also like to issue special warmth of gratitude to the Program Directors and Managers of the “Berlin International Economics Congress 2013,” including: Denislav Botev, Katie Dickmeyer, Elvira Gonzalez-Valles, and William Hernad.

The ICD and the organizers of the “Berlin International Economics Congress 2013,” would further like to thank the participants and speakers of the conference, whose enthusiasm and participation were a vital contribution to the phenomenal success of our event.
**Agenda**

The Congress 2013 was divided into three complementary parts. The program began by looking in greater detail at the theme: “Process and Progress of Nation Branding and National Brands in the 21st Century.” During this part of the program participants had the opportunity to experience Berlin’s famous “International Tourism Exchange Conference - ITB Berlin”. In addition, over the three days of the conference, the concepts of “Cultural Diplomacy” and “Soft Power” were explored in greater depth.

The second part of the program built on these components by considering the role that nation branding campaigns can play in promoting youth education & development.

The final part of the program applied the discussions to one of the most vital issues that will determine global politics and international economics over the coming years: “Sustainable Development, environmental responsibility and Climate Change.”

**Innovative Nation Branding Strategies in a Globalized World**
- The Process and Progress of Nation Branding and National Brands in the 21st Century
- The Importance of the Cultural Aspects for Contemporary Nation Branding Campaigns
- Understanding and Shaping National Brands in the Communication Age
- Nation Branding, Youth Development Advancement and Environmental Responsibility

**Nation Branding Global Politics and Intercultural Relations**
- Strengthening Intercultural Relations and Increasing Foreign Investment
- International Relations and Nation Branding in the Communication Age
- Comprehensive Strategies for the Future: Linking Nation Branding, Multiculturalism and International Investment Policies
- Nation Branding and Corporate Social Responsibility in a Globalized World

**Environmental Responsibility & Ecotourism**
- The Development of Ecotourism in the 21st Century
- Nation Branding, Environmental Responsibility & Ecotourism
- Cultural Diplomacy and Sustainable Tourism
- High Levels of Tourism and a Strong National Brand

**International Economics: Integrating Fair and Free Trade**
- Fair Trade: Understanding the relation of Fair Trade to Sustainable Tourism and International Investment
- Current and Future Free Trade Areas: the Political, Economic, and Cultural Dimensions

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Dr. Supachai Panitchpakdi, the Secretary-General for the UN Conference on Trade and Development and the Former Director-General of the World Trade Organization with a participant of the BIEC
Thursday, March 7th

9:30: Participant Paper Congo - Between Conflicts and Human Rights (Lecture & Discussion)
Speaker:
Salam Zahran,
(International Law Student at the Adam Mickiewicz University and Representative of the Human Rights Center in Beirut, Lebanon)

10:00: “Are we our Brother’s Keeper? U.S. NGOs and Global Poverty” (Lecture & Discussion)
Speaker:
Edward W. Scott
(American Businessman, Philanthropist; Co-Founder of Enterprise Software Company BEA Systems)

11:00: “Corporate Cultural Diplomacy: Cultural & Social Responsibility in the Corporate Environment” (Interactive Panel Discussion)
Moderator:
Mark C. Donfried
Speakers:
Hans B. Sicat; Milan Maric; Edward W. Scott

12:00: Reception - Tajikistan Embassy. Tea, Coffee and Refreshments
“Nation Brand Tajikistan” (Presentation)
Speaker:
Deirdre Shurland
(Senior Consultant, UN Environment Program)

13:00: Lunch Break Session

14:30: Welcome Words President Emil Constantinescu
(President of the Academy for Cultural Diplomacy; Former President of Romania; Former President of the University of Bucharest)

15:30: Tea, Coffee & Refreshments
16:00: “Sustainable Tourism in the Mediterranean” (Lecture & Discussion)
Speaker:
Hans B. Sicat
(President & CEO, The Philippine Stock Exchange, Inc.)

18:30: Sri Lanka Cultural Evening (Keynote Speech and Presentations, Cultural Performances & Dinner)
Keynote Evening Address
Speaker:
H.E. Amb. Upali Sarrath
(Ambassador of Sri Lanka to Germany)

19:00: Dinner Reception &Lunch

18:30: “Innovative Nation Branding in Africa: the Case Malawi”
Speaker:
H.E. Amb. Isaac Chikwekwere Lamba
(Ambassador of Malawi to Germany)

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17:30: “Capital Market in the Philippines: Sustaining Growth and Creating Opportunities” (Lecture & Discussion)
Speaker:
Eka Tkishelashvili
(Former Vice Prime-Minister, State Minister of Georgia for Reintegration; Former Foreign Minister)

10:30: Opening Speech

15:00: “Environmental Responsibility & Ecotourism: Opportunities for Successful Nation Branding in the 21st Century” (Lecture & Discussion)
Speaker:
Dr. Supachai Panitchpakdi
(Secretary-General, UN Conference on Trade and Development; Former Director-General of the World Trade Organization)

11:00: “Graduate Unemployment & Youth Development Advancement” (Interactive Panel Discussion)
-speaker-
Dr. Supachai Panitchpakdi

11:30: “Eco-Tourism in the Democratic Republic of the Congo: Opportunities & Challenges" (Lecture & Discussion)
Speaker:
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Conference Timetable

**Friday, March 8th**

- **9:30:** "Burkina Faso to the Test of Climate Change" (Lecture & Discussion)  
  Speaker: H.E. Amb. Marie Odile Bonkoungou-Balima (Ambassador of Burkina Faso to Germany)  
  - **12:00:** Reception – The Kyrgyz Republic Embassy  
  Speaker: H.E. Amb. Bolot Ottunbaev (Ambassador the Kyrgyz Republic to Germany)  
  - **13:00:** Lunch Break Session  
  - **14:30:** "Branding Hong Kong in the 21st century - Asia’s World City" (Lecture & Discussion)  
  Speaker: Ivan K B Lee (Director, Hong Kong Economic and Trade Office, Berlin)  
  - **15:00:** "Opportunities for Nation Branding: Ireland’s EU Presidency and The Gathering, 2013" (Lecture & Discussion)  
  Speaker: H.E. Amb. Dan Mulhall (Ambassador of Ireland to Germany)  
  - **15:30:** Irish Embassy Afternoon Reception  
  Speaker: Ian Smith (Faculty Manager: Ireland, Embassy of Business, Cape Peninsula University of Technology, South Africa)  
  - **16:00:** "Innovative Nation Branding Strategies" (Interactive Panel Discussion)  
  Moderator: Mark C. Donfried  
  - **16:30:** Participant Paper "Land Degradation in the Upper East Region of Ghana, West Africa" (Lecture & Discussion)  
  Speaker: Richard Ashley  
  - **17:00:** "Economic Diversification: Azerbaijan Model of Development" (Lecture & Discussion)  
  Speaker: H.E. Amb.Alberto Correia Neto (Ambassador of Azerbaijan to Germany)  
  - **17:30:** Participant Paper "Building the Economy of Coastal Rural Communities through Tourism Sector in Africa: Experiences & Advancement in South Africa" (Lecture & Discussion)  
  Speaker: H.E. Amb. Kamanga Clementine Shakesmo (Ambassador of the Democratic Republic of the Congo to Germany)  

**Saturday, March 9th**

- **10:00:** "The Impact of Immigration, Education, and the Funding of Youth Education on North-South Solidarity and Divisions between the Regions of the European Union" (Lecture & Discussion)  
  Speaker: H.E. Amb. Daniyar Kazakov  
  - **11:30:** Tea, Coffee and Refreshments  
  Speaker: Lord Jack McConnell  
  - **12:00:** Intergenerational Conflict & Solidarity" (Lecture & Discussion)  
  Speaker: Metta Sparre  
  - **12:30:** Establishment Ceremony - Organization for Youth Education & Development (OYED) (Keynote Address)  
  Speaker: President Emil Constantinescu  
  - **13:00:** "Tourism for the Future: Why Tourism will Play a Key Role in Global Development and what Key Factors can make Tourism a Force for Good Business and Sustainable Futures" (Lecture & Discussion)  
  Speaker: Dr. Erhard Busek  
  - **14:00:** Lunch Break Session  
  - **15:30:** "A New Sustainable Economic Model for Cyprus" (Lecture & Discussion)  
  Speaker: Adonis Yiannou  

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  Speaker: Adonis Yiannou
Conference Timetable

Sunday, March 10th

9:30 : Participant Paper
"African festivals – Perspectives on Cultural Investment"
(Lecture & Discussion)
Speaker:
Amer Nabeel Tadros Gerges
(General Director for Programs & International Festivals, Foreign Cultural Relations, Ministry of Culture of Egypt)

10:00 : “Energy, Economy and Sustainable Societal Behavior – How These are Linked Together?”
(Lecture & Discussion)
Speaker:
Dr. Werner Zittel
(Chairman of the Board, Ludwig-Bölkow-Stiftung)

10:30 : "New Hope for a New Generation: How youth are addressing climate change issues through collective action to advance the Green Economy"
(Lecture & Discussion)
Speaker:
Prof. Carlo Alberto Pinelli
(Asian Desk, Mountain Wilderness International)

11:00: "Climate Change and Global Justice"
(Lecture & Discussion)
Speaker:
Prof. Dr. Thomas Jung
(Professor, Climate Sciences, Alfred-Wegener-Institute for Polar and Marine Research)

11:30: "Successful Socio-Environmental Processes protecting Urban Ecosystems facing Climate Change"
(Lecture & Discussion)
Speaker:
Axl Caicedo
(Director, Natural Planet Foundation)

12:00: "Mountaineering: Sustainable Development & Environmental Protection"
(Lecture & Discussion)
Speaker:
Joy Hyvarinen
(Executive Director, Foundation for International Environmental Law and Development)

12:30: "Uncertainty in Regional Climate Change Predictions"
(Lecture & Discussion)
Speaker:
Nicola Spafford Furey
(Vice President, The Earthfocus Foundation)

13:00: "Civil Society’s Role in Tackling Climate Change Issues"
(Lecture & Discussion)
Speaker:
Andreina Maggiore
(Director, Club Alpino Italiano)

15:00: "Successful Socio-Environmental Processes protecting Urban Ecosystems facing Climate Change"
(Lecture & Discussion)
Speaker:
Axl Caicedo
(Director, Natural Planet Foundation)

15:00: "Climate Mitigation: Lessons from Best Practice"
(Lecture & Discussion)
Speaker:
Prof. Dr. Martin Jänische
(Professor Emeritus, Political Science, Free University of Berlin)

15:30: "Earth Focus - Inspiring, Empowering and Giving a Voice to Youth to Bring about Positive Change"
(Lecture & Discussion)
Speaker:
Nicola Spafford Furey
(Vice President, The Earthfocus Foundation)

16:00: "New Hope for a New Generation: How youth are addressing climate change issues through collective action to advance the Green Economy"
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Speaker:
Chris Castro
(Co-founder / Executive Director, IDEAS For Us)

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Speaker:
Andreina Maggiore
(Director, Club Alpino Italiano)

17:30: "Meeting the Challenges of Climate Change: A Global Perspective"
(Lecture & Discussion)
Speaker:
Louis D’Amore
(Founder & President, International Institute for Peace through Tourism)

18:00: "Environmental Responsibility & Sustainable Action for Climate Change: The Cultural Dimension"
(Concluding Panel Discussion)
Moderator:
Mark C. Donfried
Speakers:
Louis D’Amore; Prof. Carlo Alberto Pinelli; Andreina Maggiore; Joy Hyvarinen; Nicola Spafford Furey; Mátỳás Prommer; Axl Caicedo; Chris Castro
Conference Summary

The Berlin International Economics Congress 2013


(Berlin, March 6th - 10th, 2013)

The Berlin International Economics Congress (BIEC) is one of the most important Conferences that take place every year in Berlin. This year, the BIEC was held in parallel to the ITB and focused on the innovative strategies for nation branding, but included a wide range of topics such as intercultural relations, youth development advancement and environmental responsibility and ecotourism.

The support of the ICD Advisory Board Members was key during the BIEC 2013. The ICD Board Members who assisted included Eka Tkeshelashvili (Former Vice Prime-Minister, State Minister of Georgia for Reintegration; Former Foreign Minister); Lord Jack McConnell (Member, House of Lords; Former First Minister of Scotland); The Hon. Dr. Erhard Busek (Former Vice-Chancellor of Austria; Former Minister for Science and Research of Austria) and the Hon. Anna Diamantopoulou, Former European Commissioner for Employment, Social Affairs and Equal Opportunities.

State Minister of Georgia for Reintegration and Former Foreign Minister Eka Tkeshelashvili officially opened the "Berlin International Economic Congress 2013," with a presentation on successful strategies for Nation Branding, a major theme which was continuously touched upon throughout the day.

This was followed by an opening speech from Dr. Supachai Panitchpakdi, the Secretary-General for the UN Conference on Trade and Development and the Former Director-General of the World Trade Organization., whom analyzed the political, economic and cultural dimension of the multilateral, regional and unilateral trade agreements; Dr. Panitchpakdi introduced many of the topics that were to be discussed further on during the week, such as environmental policy, intercultural relations and the importance of cultural dimension for trade and development.
Innovative Nation Branding Strategies for the 21st Century

The first part of the Conference focused primarily on the role of Nation Branding in the 21st Century and featured an impressive list of speakers, including Amb. Mohamed Orabi, the Former Foreign Minister of Egypt, who held a speech on the importance of Public Diplomacy and Nation Branding. He focused on the challenge of avoiding a stereotyping war and how the power of public diplomacy has the potential to be used for positive and negative ends. Another noteworthy speech was held by Minister Maria Grapini, the Minister for Business & Tourism in Romania. Her speech focused on Nation Branding strategies used in Romania. Deirdre Shurland, the Senior Consultant of the UN Environment Program, delivered a fascinating speech on sustainable tourism in the Mediterranean and the opportunities and challenges facing the ecotourism sector.

Distinguished politicians such as Lord Jack McConnell, Member of the House of Lords and Former First Minister of Scotland, emphasized the opportunity to influence change through Nation Branding, using Scotland’s Nation Branding success as a prime example. This was added to by H. E. Amb. Dan Mulhall, the Ambassador of Ireland to Germany, who focused on the successes that Ireland has seen with its Nation Branding campaign. H. E. Amb. Luís Almeida Sampaio, the Ambassador of Portugal to Germany, honored the ICD with a captivating speech entitled “Yes, I do! - Portuguese Commitment Towards Youth Development & Intercultural Relations”, which focused, among other things, on the importance of the youth in Cultural Diplomacy practices of the future. One of the highlights of the day was a lecture by Abed Nadjib, the Minister Counselor at the Embassy of the Islamic Republic of Afghanistan in Berlin. Mr. Nadjib focused on some of the major challenges faced when considering National Branding for a country, such as Afghanistan with its turbulent international reputation. The lecture further emphasized the many positive steps being taken, to rebuild Afghanistan in the eyes of the international community and the National Branding approaches taken to achieve this.

The representation the Governments from all around the world and the presence of the Berlin Diplomatic Community demonstrated not only the importance of nation branding in the 21st century, but also the role that Cultural Diplomacy can play in this field. In this context, the involvement of the Embassies of Burundi, Angola, RDC, Sri Lanka and Pakistan made the evenings of the BIEC a special occasion to experience cultural diplomacy in practice and get a deeper knowledge of their countries and respective cultures.
Celebrating Sixty Years of Diplomatic Relations between Sri Lanka and Germany

Democratic Republic of Congo Cultural Evening  
Angola Cultural Evening

Pakistan Cultural Evening

Burundi Cultural Evening

Minister Victoire Ndayisenga, Minister of Commerce, Industry, and Tourism of Burundi
Burundi Cultural Evening during the Berlin International Economics Congress 2013
While the first part of the conference focused on nation branding and intercultural relations, the second part brought an important debate on youth, education and development, including issues such as unemployment, immigration, and the intergenerational conflict and solidarity.

This part of the Conference was of particular importance to the ICD, as it was marked by the establishment ceremony for the Organization for Youth Education & Development (OYED). In a speech marking the occasion, the former President of Romania Emil Constantinescu called for a new approach to tackling the problems facing the youth of today. He stressed the need to find answers through policies based on new human values that incorporate a knowledge-based society.

One of the highlights of the establishment ceremony for the OYED was a speech by the The Hon. Dr. Erhard Busek, Secretary General of the OYED and Former Vice-Chancellor of Austria, on “The Impact of Immigration, Education, and the Funding of Youth Education on North-South Solidarity and Divisions between the Regions of the European Union”.

One of the most thought provoking speeches came from the Former European Commissioner for Employment, Social Affairs and Equal Opportunities, The Hon. Anna Diamantopoulou (MP), on “Intergenerational Conflict and Solidarity”. The speech focused on the complex web of intergenerational solidarity, in relation to problems associated with the current economic crisis, including increased political radicalization, unemployment, the brain drain etc.

The Ceremony concluded with a panel discussion with some of the prominent speakers of the day, entitled “Youth & Unemployment – Who is to blame?”
Environmental Responsibility and Ecotourism

The last part of the Conference focused on Environmental Responsibility and Climate change, analyzing the social, economic and cultural dimension of this issue and the role that Cultural Diplomacy can play in a common sustainable agreement. This part of the Conference included a number of noteworthy speeches including Louis D’Amore, the Founder and President of the International Institute for Peace through Tourism. Mr D’Amore conducted a passionate speech on the consequences of the weather and natural phenomena on people around the world, as well as the potential for good that tourism possesses. A further highlight of the day was a presentation by Chris Castro, the Co-founder/Executive Director of IDEAS For Us, which focused on the role of the youth in advancing sustainability and the increasing importance of social entrepreneurship globally.

The main themes, environmental responsibility and climate change, were explored through interactive panel discussions entitled “Environmental Responsibility & Sustainable Action for Climate Change: The Cultural Dimension” and “Climate Change as a Threat to Global Peace & Stability?”.

Panel Discussion on “Environmental Responsibility & Sustainable Action for Climate Change: The Cultural Dimension”
Mark Donfried with Louis D’Amore, Prof. Carlo Alberto Pinelli, Andrea Maggioran, Joy Hyvarinen, Nicola Spafford Furey, Marjolein Pomerier, Ail Caisled, Chris Castro and Darnell Summers
The Berlin International Economics Congress 2013
“Intercultural Relations, Youth Development Advancement, Environmental Responsibility & Ecotourism: Opportunities for Successful Nation Branding in the 21st Century
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Speakers List

H.E. Amb. Abdul Basit, Ambassador of the Islamic Republic of Pakistan to Germany
Adonis Yiangou, Deputy Secretary General, Cyprus Green Party
H.E. Amb. Alberto Correia Neto, Ambassador of Angola to Germany
Amer Nabeeh Tadros Gerges, General Director for Programs & International Festivals, Foreign Cultural Relations, Ministry of Culture of Egypt
Andreina Maggiore, Director, Club Alpino Italiano
Axl Caicedo, Director, Natural Planet Foundation
Dr Berhane Asfaw, Ethiopian Paleontologist
H.E. Amb. Bolot Otunbaev, Ambassador the Kyrgyz Republic to Germany
H.E. Amb. Boyko Borissov, Former Prime-Minister of Bulgaria
Prof. Carlo Alberto Pinelli, Asian Desk, Mountain Wilderness International
Chris Castro, Co-founder / Executive Director, IDEAS For Us
H.E. Amb. Dan Mulhall, Ambassador of Ireland to Germany
Daniyar Kazakov, Deputy Minister of Culture & Tourism of the Kyrgyz Republic
Deirdre Shurland, Senior Consultant, UN Environment Program
H.E. Amb. Edouard Bizimana, Ambassador of Burundi to Germany

Edward W. Scott, American Businessman, Philanthropist; Co-Founder of Enterprise Software Company BEA Systems
Eka Tskheshvelishvili, Former Vice Prime-Minister, State Minister of Georgia for Reintegration; Former Foreign Minister
President Emil Constantinescu, President of the Academy for Cultural Diplomacy
The Hon. Dr. Erhard Busek, Former Vice-Chancellor of Austria; Former Minister for Science and Research of Austria
Mulugeta Seid Damtew, State Minister, Ministry of Cultural Tourism of Ethiopia
Hans B. Sicat, President & CEO, The Philippine Stock Exchange, Inc.
H.E. Amb. Imomudin Sattarow, Ambassador of Tajikistan to Germany
H.E. Amb. Isacq Chikwekwere Lamba, Ambassador of Malawi to Germany
Ivan K B Lee, Director, Hong Kong Economic and Trade Office, Berlin
Lord Jack McConnell, Member, House of Lords; Former First Minister of Scotland
Joy Hyvarinen, Executive Director, Foundation for International Environmental Law and Development
Jürgen Janssen, Head, German Global Compact Network

H.E. Amb. Kamanga Clementine Shakanmo, Ambassador of the Democratic Republic of the Congo to Germany
Lochin Nusratulloevich Fayzulloev, Vice-Chairman in charge of Tourism, Committee of Youth Affairs, Sports and Tourism under the Government of Tajikistan
Louis Di Amore, Founder & President, International Institute for Peace through Tourism
H.E. Amb. Luis Almeida Sampaio, Ambassador of Portugal to Germany
Lulamile Ntonzima, Faculty Manager: Faculty of Business, Cape Peninsula University of Technology, South Africa
Minister Maria Grapini, Minister of Business & Tourism of Romania
H.E. Amb. Marie Odile Bonkoungou-Balima, Ambassador of Burkina Faso to Germany
Prof. Dr. Martin Jänicke, Professor Emeritus, Political Science, Free University of Berlin
Måtyas Prommer, General Secretary, CEEweb for Biodiversity
Metta Sparre, Coordinator for “Women Leaders for Sustainability”
Milan Maric, Director, S&T Montenegro
Amb. Mohamed Orabi, Former Foreign Minister of Egypt
Prof. Dr. Martin Jänicke, Professor Emeritus, Political Science, Free University of Berlin
Nicola Spafford Furey, Vice President, The Earthfocus Foundation
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H.E. Amb. Parviz Shahbazov, Ambassador of Azerbaijan to Germany

Pierre M. Kerby Lacarriere, Deputy Head of Mission, Embassy of Haiti to Germany
Prof. Dr. Raúl A. Montenegro, Professor of Evolutionary Biology at the National University of Cordoba, Argentina
Richard Ashley, Executive Director /Senior Research Fellow, Center For Policy Integration And Resources Management (CPIRM), Rural Urban Partnership For Africa (RUPFA), Ghana
Salam Zahran, International Law Student at the Adam Mickiewicz University and Core Assistant at the Poznan. Human Rights Centre
Minister Sanja Vlahovic, Minister of Science of Montenegro
Shannon Stowell, President of the Adventure Travel and Trade Association
President Staffan Nilsson, President, European Economic and Social Committee
Dr. Supachai Panitchpakdi, Secretary-General, United Nations Conference on Trade and Development
Tames Rietdijk, CEO, Afghanistan Stock Exchange
Prof. Dr. Thomas Jung, Professor, Climate Sciences, Alfred-Wegener-Institute for Polar and Marine Research
H.E. Amb. Upali Sarrath Kongahage, Ambassador of Sri Lanka to Germany
Victoire Ndikumana, Minister of Commerce, Industry, and Tourism of Burundi
Dr. Werner Zittel, Chairman of the Board, Ludwig-Bölkow-Stiftung
I believe that globalization should not be considered only as egalitarian force and in a negative sense as its very often a case nowadays. Globalization has opened a border free market in the educational system, and meanwhile globalization has offered communication infrastructure beyond space and time. In order to place a value of this opening it is necessary to move on from reforming the institution to redefining them.

The Hon. Dr. Erhard Busek
“"I’ll give you one primitive example, I don’t want to blame the beloved ministers of interior of the European Union, but the last decision I think not to open Schengen for Romania and Bulgaria was very impressive thing because how did they justify it? They said: Oh then corruption from Bulgaria and Romania will move to the other parts of European Union if there are no visa. I think there are also corruption in the other member states of the European Union even in my country, I may tell you there are really nice stories, and the second one is I think if someone is a criminal he is always able to overcome the visa request, by corruption.”.

President Emil Constantinescu
“I believe that globalization should not be considered only as egalitarian force and in a negative sense as its very often a case nowadays. Globalization has opened a border free market in the educational system, and meanwhile globalization has offered communication infrastructure beyond space and time. In order to place a value of this opening it is necessary to move on from reforming the institution to redefining them”.

The Hon. Anna Diamantopoulou (MEP)
“It is not just a matter of banks, it is not just a matter of borrowing and lending money, it is this terrifying perspective of what will going to happen in twenty or thirty years if we don’t change the trend”.

H.E. Amb. Parviz Shahbazov
“As a result of large scale reforms among the improvement of national legislation, barge down tax reforms, reform of the bank system, the implementation of agrarian reforms, the privatization of state property and the creation of favorable business climate, Azerbaijan made in relatively short time successful transition from a planned economy system to a liberal market economy”.

President Staffan Nilsson
“Of course it’s not enough only to change the way of thinking; Well, firstly to reduce the complexity of regulatory environment; secondly to support the next generation of social entrepreneurs and social business; thirdly we push for European social enterprise label which could increase awareness and recognition of this sector”.

Lord Jack McConnell
“Why re-brand?”
Lord McConnell speaks in his lecture about pre-2003 Scotland, a nation in need of rebranding. With population decline, economic growth decline and new challenges with tourism industry; “There was a feeling in Scotland that If you wanted to get on in life you would have to move out”. 2004 campaign “Now it’s the time and Scotland is the place” is the beginning of re-branding process for Scotland government.

H.E. Amb. Bolot Otunbaev
“The Kyrgyz Republic has enormous potential for tourism, consider it to be one of the major spheres of economy” Amb. Otunbaev talks in his lecture about the many reasons to visit the Kyrgyz Republic, such as “the unique nature conditions, mountain rivers for rafting, as well as for alpinist, snowboarders and skiers, natural forests, snow leopards and an unique flower Aigul”.

Dr. Supachai Panitchpakdi
“European Union, for me, it’s the mother of all economic integration, and it shows of fully well in this case of EU when you do this kind of rulemaking, or when you have the kind of standardization of certain products, or standardization of custom procedures, immigration, and the standardization has gone as far as currency area, so you facilitate all sort of not only trade facilitation but movement of people, movement of capitals and also movement of creative products of thinking literature, songs, entertainments, digital products and things like that so you produce something which has actually been able to reduce frictions and costs when doing trade, but at the same time you create certain environment that would need people to be more or less looking or working with each other under some kind of single rules and regulations”.

Minister Abed Nadjib
Mr. Nadjib delivered his lecture on the topic of “Nation Branding in Afghanistan” during The Berlin International Economics Congress in Berlin, 6th-10th March. He talks about the challenges which they undertook as a nation to provide a unique image to the world and the necessary steps they need to take in their re-branding strategy.

Lord Jack McConnell
“Why re-brand?”
Lord McConnell speaks in his lecture about pre-2003 Scotland, a nation in need of rebranding. With population decline, economic growth decline and new challenges with tourism industry; “There was a feeling in Scotland that if you wanted to get on in life you would have to move out”. 2004 campaign “Now it’s the time and Scotland is the place” is the beginning of re-branding process for Scotland government.

Amb. Mohamed Orabi
“Public diplomacy targets people rather than governments aiming to contribute to the elevating problems arising from the mutual lack of understanding, distorted stereotypes and negative imagery. It stresses to what is shared and what is common amongst all of us as humans, hence it strives to foster mutual acceptance and understanding, ideally culminating into a better future for all”.

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