



Institute for cultural diplomacy

# The Impact of Cultural Diplomacy on International Business

Tuesday, April 5th, 2005

in the Commerzbank Turm, 49th Floor, Frankfurt am Main

- 17:30-18:00 Welcome Reception
- 18:00-18:10 Opening Greeting from **Dr. Sebastian Klein**, Global Head Private Banking, Commerzbank AG
- 18:10-18:20 Introductions from **Mark C. Donfried**, Founder & Executive Director, institute for cultural diplomacy e.V., and **Ruediger Holzammer**, Kellogg Alumni Club of Germany
- 18:20-18:40 Keynote 1: *Definition of Cultural Diplomacy and its Impact*, **Prof Cynthia Schneider**, Georgetown University, Former Ambassador to the Netherlands under President Clinton, recipient of the Office of the Secretary of Defense Exceptional Public Service Award
- 18:40-19:00 Keynote 2: *The Role of Culture in the International Context, Lessons to Be Learned*, **Prof Matthias Kipping**, Universitat Pompeu Fabra, Department of Economics, Barcelona
- 19:00-20:15 Panel Discussion: *The Role of Culture in the International Setting*, moderated by **Matthew B. Murrell**, Executive Director & CFO, the institute for cultural diplomacy e.V., with:
- Prof Cynthia Schneider**, Georgetown University  
**Prof Matthias Kipping**, UPF  
**Mr. Roman Martens**, CFO, IMS Health Germany  
**Mr. Per Fischer**, International Banking Expert, Central & Eastern Europe, Commerzbank AG
- ca. 20:15: Closing remarks - **Murat Ünal**, Kellogg Alumni Club of Germany et ICD Advisory Board Member
- Thereafter: Evening Reception with drinks and hors d'oeuvres

- An Initiative of icd Advisory Services -

[www.culturaldiplomacy.org](http://www.culturaldiplomacy.org)



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The institute for cultural diplomacy e.V., in cooperation with the Kellogg Alumni Club of Germany and InPraxi, the Alumni Club of the WHU, with the generous support of our sponsors, are proud to introduce the first in a series of three conferences dealing with the topic of Cultural Diplomacy and its impact in international business.

Increasingly, the private sector finds itself facing the difficult situation of having to balance the political issues of their home governments, the cultural perceptions of their new markets, and the economic realities in which they operate. We invite you to join us for what will certainly be an interesting evening of learning and discourse as we address these timely and relevant issues.

We recommend that you register early, as seating is limited, under the following contact information:

**Fee:** EUR 25

**Payable to:** institute for cultural diplomacy, e.V.

Deutsche Bank

KTO: 288 000 303

BLZ: 100 700 24

**Fax:** (030) 30 10 60 59

**E-mail:** [april5@culturaldiplomacy.org](mailto:april5@culturaldiplomacy.org)

Please register via e-mail or fax no later than March 22nd, 2005

**We are looking forward to seeing you!**

