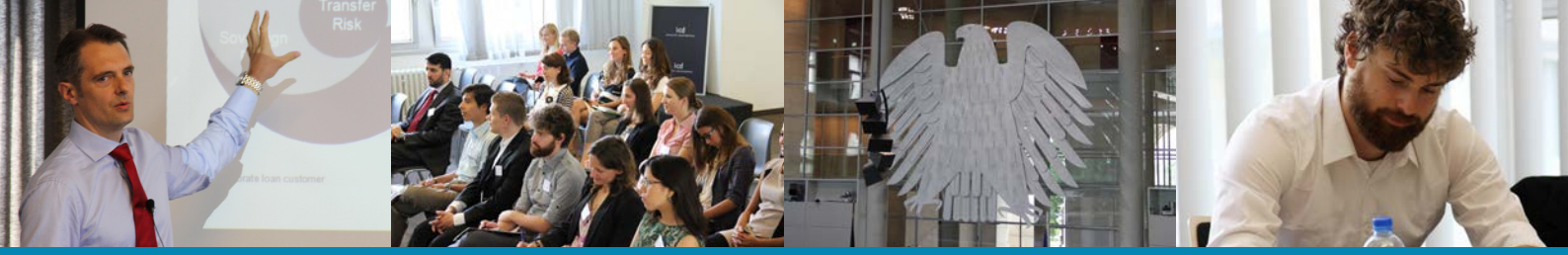
EUROPE MEETS
LATIN AMERICA:
A FORUM FOR
YOUNG LEADERS

Conference Book

Europe Meets Latin America: A Forum for Young Leaders

"Recent trends in European and Latin American Socia-Politics: The Left and Right on Both Sides of the Atlantic – What Does it Mean?"

Berlin, July 31st-August 3rd, 2012



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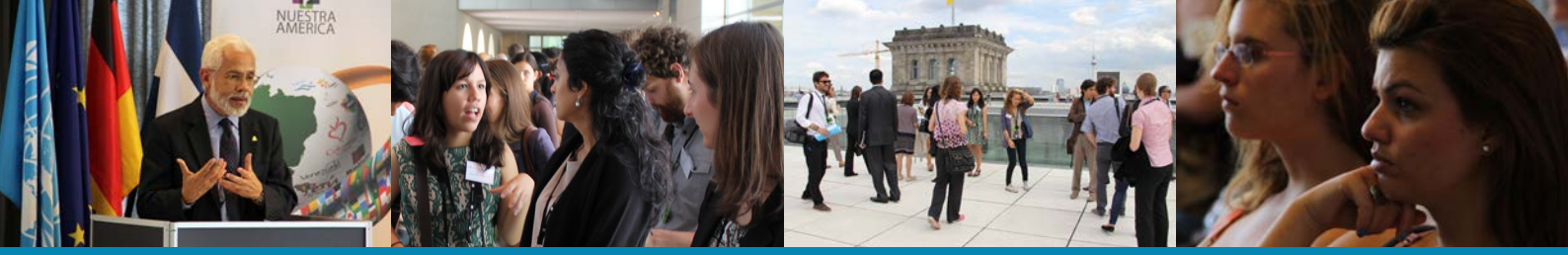
Thank you!

Following the success of the Young Leaders Forum "Europe Meets Latin America", the ICD would like to thank all those who helped with the organisation of this event for their hard work and dedication. These include the team members: Inés de Belsunce, Elvira González-Vallés, Regina Rehorovská, Anna Roncaglia and team leader Giuseppe Colucci.

Moreover, the ICD and all of the organisers would like to thank the participants and speakers for their engagement, thoughtful insights and valuable comments that made this event an unforgettable experience for everyone.



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Introduction

Europe Meets Latin America: A Forum for Young Leaders (EMLA) explored the role of Cultural Diplomacy in relations between these two continents and dealt with recent trends in European and Latin American Social-Politics. The conference agenda focused on analyzing relations between Latin America and Europe with a focus on culture as an important tool in building bridges among countries and providing a sound base for development of future political, cultural or economic relations.

Europe Meets Latin America (EMLA) was a continuation of the series weeklong seminars under the same name that are organized by the ICD each year as a part of ICD Young Leader Forums. The EMLA Forum aims to bring together like-minded individuals and people with an interest in exploring and supporting European Latin American Relations. The program consists of a mixture of lectures, debates, interviews and panel discussions with high-profile speakers who specialize in the fields of diplomacy, economics, politics or academia. Furthermore, participants have the opportunity to network, not only during the lectures but also by participating in group dinners and other social and cultural activities.

The following summary is a report from Europe Meets Latin America: A Forum for Young Leaders (EMLA) that presents key themes and information on speakers, together with lecture topics and essential interviews.

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Speakers

Marita Orbegoso Álvarez
Head of the Association
Mamis en Movimiento

H.R. Amb. Efraín A. Diaz Arrivillaga
Ambassador of Honduras to Germany

Rafael Chaves Beardo
Administration Secretary, Spanish Embassy to Germany

Marc Bogaerts
Chief Choreographer, Deutsches Fernseherballet

Professor Dr. Ulrich Brückner
Jean Monnet Professor of European Studies, Stanford University, Member of the Board of Directors, ICD

Axel Brügger
Senior Risk Manager, Kreditanstalt für Wiederaufbau, Frankfurt/Main

José Luis García Galán
Political Secretary, Spanish Embassy to Germany

H.E. Amb. José Antonio Meier Espinosa
Ambassador of Peru to Germany

Amb. Karl-Erik Norrman
Secretary General, European Cultural Parliament, Former Head of the Cultural Department of the Swedish Foreign Ministry

Esq. Pablo Palma
Adviser in Chilean Law

H.E. Amb. Dr. Juan Porras de la Guardia
Ambassador of Panama to Germany

Francesc Puértolas
Cultural Activities Manager, Cervantes Institute

Karina Villavicencio
Argentinian Artist and Performer

Norma Wright
ICD Director of Human Rights Initiative

Daniel Zimmerman
Head of the German Academic Exchange Service, Berlin Office

Participants

Patricia Anais Cisneros Vitor
Marco Dalla Stella
Lourdes Gabriela Daza Aramayo
Maximilian Falkner
Barbara Kovacs
Heather Murray
Pamela Murray-Hopkin
José Antonio Olvera Camacho
Elena Rodríguez-Espinar
Saifuldeen Sahib
Johanna Sternberg
Nathalie Straker
Alexander Walter

Conference Interviews

Interviews were conducted with the following speakers as part of the EMLA Young Leaders Forum:

R. Amb. Efraín A. Diaz Arrivillaga
Hondurian Ambassador to Germany

Pablo Palma Calderón
Adviser in Chilean Law

Participant Papers

A number of academic papers were delivered from participants as part of the EMLA Young Leaders Forum. Summaries of these papers are now exhibited on the website of the Institute for Cultural Diplomacy, and are available through the following link:

http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php?en_participants-papers

Conference Summary

Tuesday, July 31st, 2012

9:00, ICD House
Registration

9:30
Lecture & Discussion: Introduction to Cultural Diplomacy
Amb. Karl-Erik Norrman

10:30
Travel Time

12:00, German Parliament
Lecture & Visit

13:00
Lunch Break

14:30, ICD House
Lecture & Discussion: Nation Branding and Latin America
Amb. Karl-Erik Norrman

13:30
Lunch Break

15:30
Travel Time

16:30, Embassy of Panama
Lecture & Discussion: Cultural Diplomacy in Panama, for Latin America and for the Global Arena
H.E. Amb. Dr. Juan Porras de la Guardia

19:30, Villa Rodizio
Welcome Group Dinner

Wednesday, August 1st, 2012

9:30, ICD House
Tea, Coffee & Refeshments

10:00
Lecture & Discussion: European Cultural Diplomacy
Dr. Ulrich Brückner

11:15
Travel Time

12:00, German Academic Exchange Service
Lecture & Discussion: German Cultural Diplomacy Case Study: The German Academic Exchange Service
Dr. Ulrich Brückner

13:00
Lunch Break

15:00, Cervantes Institute
Lecture & Discussion: Cervantes Institute as an Example of Modern Day Cultural Diplomacy
Francesc Puértolas

17:00
Tea, Coffee & Refreshments

17:30, ICD House
Lecture & Discussion: Introduction to ICD Human Rights Initiatives / Cultural Diplomacy Case Study: Jamaica
Norma Wright

19:30, Clärchens Ballhaus
Group Dinner & Dance

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Conference Summary

Thursday, August 2st, 2012

9:30, ICD House
Tea, Coffee & Refeshments

10:00
Lecture & Discussion: Language and Cultural Diplomacy in Latin America
Marita Orbegoso Alvarez

Art Performance
Karina Villavicencio

11:00
Tea, Coffee & Refreshments

11:15
Lecture & Discussion: The Impact and Lessons Learned from the Financial Crisis for Europe and Latin America
Axel Brügger

13:00
Lunch Break

15:00, Embassy of Peru
Moterated Interactive Discussion: Cultural Diplomacy in Peru and Latin America
H.E. Amb. José Antonio Meier Espinosa

15:30
Tea, Coffee & Refreshments

16:30, ICD House
Lecture & Discussion: Sports as Cultural Diplomacy
Marc Bogaerts

17:00
Tea, Coffee & Refreshments

17:30
Lecture & Discussion: Honduras-German Relations and the Association Treaty Central America-Europe
H.R. Amb. Efraín A. Diaz Arrivillaga

19:30, Strandbar Mitte at Monbijoupark
Group Activity: Salsa Session

Friday, August 3rd, 2012

9:30, ICD House
Tea, Coffee & Refeshments

10:00
Lecture & Discussion: Cultural and Working Differences: Chile and Germany: A Comparison
Pablo Palma

11:00
Tea, Coffee & Refreshments

11:15
Interactive Panel Discussion: Latin America within the International Stage: What the Future Holds

13:00
Lunch Break

14:30, Embassy of Spain
Embassy Tour, Lecture & Discussion
Rafael Chaves Beardo

17:30, Haus der Kulturen der Welt
Group Activity: Ska Cubano, "Chico and Rita"

Conference Voices

H.R. Amb. Efraín A. Diaz Arrivillaga

"Culture is one of the things that will allow us to live better."

"Culture is part of Diplomacy. I don't see Diplomacy without Culture."

"Culture makes a difference."

Anonymous Participant

"Overall a massive thank you to everyone involved. The interns are generally very professional, courteous and gracious. It's been an absolute pleasure to be guided by them."

Amb. Karl-Erik Norrman

"Latin America is a country where Democracy wins."

Dr. Ulrich Brückner

"Believe in Exchange, and Exchange changes."

H.E. Amb. José Antonio Meier Espinosa

"Latin Americans were not a tribe, but an empire."

Testimonials

Marco Dalla Stella

My name is Marco Dallastella, and I come from the North East of Italy. I am a graduate student and I am in my final year of a degree in International Relations at the University Cafosca in Venice. The focus of my studies is on regional integration in Latin America.

Having taken part in EMLA, what is the main potential of L.A. in terms of CD? What bridges we can find right now between L.A. and Europe in terms of C.D? What is your opinion about how important soft power is for establishing relations between Europe and Latin America? Should soft power be a more significant feature in these relations and interexchanges?

In the last twenty years, soft power has become very important in Latin American in the integration process and diplomatic relations. It has been key to the development of multilateralism across the region. I think that through intercultural exchanges, cultural diplomacy and soft power the power of L.A. in the International scene can grow. It is such a massive continent with a lot of resources. Through mutual understanding we are going to find how to manage these resources in the best way. Surely the historical relationship between Europe and Latin America must go beyond purely economic concerns; cultural diplomacy should be considered as a legitimate medium in the interexchange and dialogue between our two continents.

Do you think there is a sense of common identity in L.A? L.A. is a continent with a lot of diversity; do you think we have a Latin America identity? Should we work harder to promote this "Latin American" identity? Would this be to the detriment of local identities?

I have always been wondering whether this Latin American identity exists or not. I have asked this same question to a lot of Latin American people and often I have seen how high- educated people find many elements uniting their continent while medium or low-educated people are more concerned with a national identity and their thoughts are more based on the differences between individual countries. My opinion is that travelling through the continent you can find a common cultural identity. Of course there are some differences, but common dialogue, regular meetings and the activities of governments and heads of state all contribute to creating and building this common identity. It is not something that can only be based on a common language or a common history. This identity needs to be built with a clear sense of intent.

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José Antonio Olvera

My name is Antonio Olvera, I come from Mexico and I study political sciences at UNAM.

How did you find out about the ICD? Why are you attending this weeklong seminar? What are your expectations? How do you think it can be useful for your career or field of Studies?

I found this seminar because a friend of mine in Mexico sent me the information through Facebook. I thought it could be a very good opportunity since I have been studying political sciences for one semester and I am veryinterested in relations between Europe and L.A.

Do you relieve that Cultural Diplomacy can be an asset or tool for approaching European and Latin American culture?

I think that C.D. is a very good way to approach the relations between L.A. and Europe because we have many common values and share a common history. I think cultural diplomacy and the inter-exchange between the participants from different origins in this seminar is a very good idea. Maybe in the future these participants will be in different positions in their own countries and maybe they can develop something together.

What do you think is the best use L.A. can make of cultural diplomacy? On what should cultural diplomacy in L.A. focus? Could you give us some example of Cultural Diplomacy exercises in the relations between Mexico and Europe?

The problem in Mexico is that we know that we are very near to the USA and our relationship with USA is very close. We should probably reinforce our relationships with other countries of L.A and also with the European Union. 80% of our exports are sent to the USA so this makes Mexico very dependent on the American economy. It would be better if we had closer political and economic relations with the European Union and the rest of the countries in L.A.

What would be your proposals if there were another EMLA? Do you have any suggestions concerning contents, organization, etc?

I found the seminar very interesting; I really liked it because we met different leaders with many different opinions and points of view from political and academic fields. The only thing I would say is that perhaps we lost a bit too much time in transportation so people got tired. At the same time it was great to visit the headquarters of the Embassies and organizations, as it was another way to get to know these institutions.

Conclusion

Does Latin America have a common cultural identity? If so, what are the main aspects of this "common cultural identity"? Is this "common cultural identity" an advantage for Latin American countries to gain more weight in the International scene?

How can Latin America use this "common cultural identity" to enhance its role in the international scene? What are the strategies of Latin American countries in terms of soft power? How are these intercultural exchanges between Latin America and Europe articulated? How can these intercultural exchanges improve the political relations between Europe and Latin America?

Those are some of the questions that arise when we think about cultural diplomacy between Europe and Latin America.

"Europe meets Latin America, a Forum for Young Leaders" is an exceptional occasion for discussing these and other matters concerning the relations between Latin America and Europe in terms of soft power. Our participants, coming from many corners of the world shared an interest in Latin America and created an interesting atmosphere bringing up their knowledge and feelings about Latin America and Europe.

Besides Cultural Diplomacy, the seminar was a good opportunity to also discuss other topics as risk management and its consequences for Latin America, nation branding in Latin America or the working differences between Latin America and Europe and its influence in social relations.

icd - institute for cultural diplomacy

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