



## INTERNATIONAL CENTER FOR PROMOTION OF ENTERPRISES PRESENTS

June 17&18, 2013

Ljubljana, Slovenia



# Economic Diplomacy & Internationalisation

Economic diplomacy is the essential part of modern diplomacy. Together with business people, diplomats aspire to seek new business and investment opportunities in foreign markets, protect the interests of their domestic economies abroad and attract inward foreign direct investments.

The economic crisis, which has been going on since 2008, puts on the additional need of domestic economies to diversify and go international, in particular to the fast growing economies, such as the BRICS (Brasil, Russia, India, China and South Africa) countries. The new models of economic diplomacy have therefore been implemented, with the enhanced role of Ministries of Foreign Affairs (MFA) and active cooperation between MFA, Ministries of Economy, Chambers of Commerce and Industry and other business associations and government institutions and agencies.

Internationalisation as the second part of economic diplomacy is very important to all companies, but in particular to the small and medium sized (SMEs) which in general do not have their own networks abroad.

ICPE has been aware of the importance of economic diplomacy and internationalisation and organised its first international two-day seminar on the new commercial diplomacy in November 2009 where ministries and other government institutions and agencies, international experts, business people and others from 18 countries shared their knowledge and experience.

As the conditions of the global economy, with the on-going impact of the economic crisis, have significantly changed since then, the need and interest for the second international conference has certainly aroused again.

The second conference which will be organised with together **Ministry of Foreign Affairs of Slovenia** as co-organiser and in partnership with **Slovenian Chamber of Commerce and Industry**, is divided into two parts: the first day would be dedicated to economic diplomacy & some successful models and the second day to internationalisation and practical experiences.

The second conference would therefore be an upgrade of the first one, as well as more concrete.

## Programme Goals



- To present fundamental characteristics of economic diplomacy in the global economy;
  - Conditions, necessary for successful functioning of economic diplomacy: defining common strategic goals, strategic linking of activities of all government and non-government institutions with the goal of financial and human resources optimisation, target managing of all activities from internationalisation and diversification of the economy;
  - To present different models of effective economic diplomacy (raison d'être of the diplomatic service) and relations between the diplomatic network and business entities (companies);
- Strategies to achieve the goals of internationalisation of national economies.

## Draft Programme

### Monday, 17 June: **ECONOMIC DIPLOMACY**

**8.30 Registration**

**9.00 Welcome and Keynote Addresses**

Welcome 1: **Janez Podobnik**, ICPE Acting Director General

Welcome 2: Academician **Anton Vratuša**, PhD, Honorary President of ICPE Council

Welcome 3: **Samo Hribar Milič**, MSc, President and General Manager, Chamber of Commerce and Industry of Slovenia

Keynote Address:

**HE Karl Erjavec**, Minister for Foreign Affairs of RS

**9.45 Session 1: Effective economic diplomacy**

**Moderator: HE Janez Šumrada**, PhD, Directorate for Economic Diplomacy, Ministry of Foreign Affairs, RS

**HE Stanislav Raščan**, PhD, Director General, Directorate for Economic Diplomacy, Ministry of Foreign Affairs, RS

**Sophia Twarog**, PhD, Senior Economic Affairs Officer, Trade Negotiations and Commercial Diplomacy Branch, **UNCTAD**

**Vincent Jacob**, Head of Directorate for Global Economy and Development Strategies, Ministry of Foreign Affairs of the **French Republic**

**11.30 Discussion and conclusions**

**12.00 Lunch break**

**13.00 Session 2: Presentation of some successful models of economic diplomacy**

**Moderator: HE Sander Kovaci**, Albanian Ambassador to Slovenia

**India: HE Jayakar Jerome**, Indian Ambassador to Slovenia (tbc)

**Brasil: HE Gilberto Fonseca Guimarães de Moura**, Brazilian Ambassador to Slovenia

**The Netherlands: Paul van Oostveen**, Deputy Head of Mission in Slovenia

**Ukraine: Oleksandr Danyleiko**, Department for Economic Cooperation, Ukraine Ministry of Foreign Affairs (tbc)

**Slovenia: HE Jože Drofenik**, Directorate for Economic Diplomacy, Ministry of Foreign Affairs, RS

**14.30 Coffee break**

**15.00 Session 2 (continued)**

**Denmark: HE Karsten Vagn Nielsen**, Danish Ambassador to Slovenia

**Austria: Wilhelm Peter Hasslacher**, PhD, Head, Advantage Austria Office in Ljubljana

**Germany: HE Werner Burkart**, German Ambassador to Slovenia

**Russia: Andrey S. Myasnikov**, Economic Counsellor (tbc)

**16.30 Discussion and conclusions**

**17.00 Reception hosted by Ministry of Foreign Affairs of RS, at Chamber of Commerce and Industry of Slovenia premises**

**Tuesday, 18 June:**

## **INTERNATIONALISATION OF NATIONAL ECONOMIES**

**8.00 Registration**

**8.30 Keynote Addresses**

Keynote address 1: Secretary **O.P. Rawat**, Ministry of Heavy Industries and Public Enterprises, Government of India and President of ICPE Council

Keynote address 2: **Samo Hribar Milič**, M Sc, President & General Manager, Chamber of Commerce and Industry of Slovenia

**9.30 Session 3:**

**Internationalisation of national economies to grasp the challenges and opportunities of the global market and tackle economic crisis**

**Moderator: Prof. Marjan Svetličič**, PhD, Faculty of Social Sciences

**Olga Memedovic**, Chief of the Europe and NIS Programme, **UNIDO**

**Republic of Serbia: Stavan Nikčević**, State Secretary, Ministry of Foreign and Internal Trade and Telecommunications (tbc)

**Turkey: M. Emrah Sazak**, Head of Department, Directorate General of Export, Ministry of Economy  
Academician Prof. **Ljubiša Adamović**, PhD, Dean, International Postgraduate School on Management, ECPD Belgrade

**Boštjan Skalar**, Acting Director, SPIRIT Slovenia - Public Agency for Entrepreneurship, Development, Investments and Tourism

**Sibil Svilan**, MSc, Director General, SID Bank

**Aleš Cantarutti**, Director, International Relations Department, Chamber of Commerce and Industry of Slovenia

**11.30 Discussion and conclusions**

**12.00 Lunch break**

**13.00 Session 4: Priority markets: how to do business with them**

**Moderator: Boris Cizelj**, PhD, Director, Slovenian Business and Research Association and Knowledge Economy Network, Brussels

**Bosnia & Herzegovina: Mirza Pašić**, Department of Economic Diplomacy, Ministry of Foreign Affairs

**Macedonia: HE Igor Popov**, Macedonian Ambassador to Slovenia

**South Africa: Janez Pergar**, Honorary Consul of South African Republic to Republic of Slovenia

**14.00 Discussion and conclusions**

**14.30 Coffee break**

**15.00 Session 5: Some cases of successful Slovenian companies doing business with emerging markets**

**Moderator: Aleš Cantarutti**, Director, International Relations Department, Chamber of Commerce and Industry of Slovenia

Three cases of successful Slovenian companies, doing business with India, Russia and Western Balkans countries

**India: Rudi Bric**, Petra Stroji d.o.o.

**Russia: Tanja Rupnik**, Riko d.o.o.

**Western Balkans: Marko Lotrič**, Lotrič meroslovje d.o.o.

**16.00 Discussion and Conclusions**

## Participants

- Government and non-government institutions, active in economic diplomacy: representatives of ministries, in particular foreign affairs, economic and trade; export and FDIs agencies; chambers of commerce and industry; diplomatic-consular missions (DCMs); honorary consuls, academic institutions and financial institutions; economic counsellors from embassies, business clubs;



- International organisations;
- International experts;
- Companies in public and private ownership;
- Green diplomacy;
- Slovenian diaspora living & working abroad.

THERE IS NO PARTICIPATION FEE FOR THIS EVENT

For further information please visit [www.icpe.int](http://www.icpe.int), E: [cedi@icpe.int](mailto:cedi@icpe.int), T: +386-1-568-2331

VENUE DETAILS:

Chamber of Commerce and Industry of Slovenia, Dimičeva 13, 1504 Ljubljana, Slovenia