

Call for Applications

The Berlin International Economics Congress 2011 (BIEC)
***“An International Conference on the Future of Nation Branding,
Tourism, and International Investments in a Globalized World”***
(Berlin, 9th - 12th March 2011, Held parallel to the ITB Berlin and in conjunction with
the ICD conferences “Nuestra America” and “The Rise of Africa”)

**Cultural Diplomacy in the Global Economy: A Forum for Young Leaders
(CDEC)**

***“The Future of Nation Branding, Tourism, and International Investments in a
Globalized World”***
(Berlin, 6th – 12th March 2011)

Dear Friends & Colleagues,

On behalf of the ICD, I am writing to bring to your attention the next two major programs hosted by the ICD in partnership with other leading organizations. We are currently accepting applications to attend these programs, and I would therefore be grateful if you could share the announcement within your network and forward the information below on to anyone who you feel may be interested in attending.

The Berlin International Economics Congress 2011

***An International Conference on the Future of Nation Branding, Tourism, and
International Investments in a Globalized World”***

(International Conference, Berlin, 9th-12th March 2011, Held Parallel to the ITB Berlin)

www.biec.de

Cultural Diplomacy in the Global Economy: A Forum for Young Leaders

***“The Future of Nation Branding, Tourism, and International Investments in a
Globalized World”***

(Weeklong Seminar, Berlin, 6th-12th March 2011)

www.icd-cdec.org

* Participants in the Cultural Diplomacy in the Global Economy Weeklong Seminar will also take part in the International Conference: “The Berlin International Economics Congress 2011: “An International Conference on the Future of Nation Branding, Tourism, and International Investments in a Globalized World” (Berlin, 9th - 12th March, 2011)

Thank you in advance for your cooperation and support in raising awareness of our upcoming events.

**Mark Donfried
Director & Founder**

Institute for Cultural Diplomacy (ICD)

Ku'damm Karree (3rd Floor/Hochhaus)
Kurfürstendamm 207-8 Berlin, Germany-10719

Phone: 00.49.(0)30.2360-7680

Fax: 00.49.(0)30.2360-76811

www.culturaldiplomacy.org

info@culturaldiplomacy.org

[ICD Calendar 2011 \(More>\):](#)

- Cultural Diplomacy in the Global Economy > (Berlin, 06 - 12 March, 2011)
- The Rise of Africa > (Berlin, 9 – 12 March, 2011)
- Cultural Diplomacy in Africa: A Forum for Young Leaders (Berlin, 9 – 16 March, 2011)
- Nuestra America > (Berlin, 9 – 12 March, 2011)
- Cultural Diplomacy in Latin America: A Forum for Young Leaders (Berlin, 9 – 16 March, 2011)

The Berlin International Economics Congress 2011:
“An International Conference on the Future of Nation Branding, Tourism, and International Investments in a Globalized World”
 (International Conference, Berlin, 9th - 12th March, 2011, Held Parallel to the ITB Berlin)
www.biec.de

“The Berlin International Economics Congress 2011” is an international conference taking place over 4 days that will explore the future of Nation Branding, Tourism and International Investment in a Globalized World. The program will consist of lectures, seminars, workshops, interactive sessions and panel discussions that will feature leading figures from international economics & politics, academia, marketing, advertising, and civil society. Participants of the program will also have the opportunity to experience Berlin through a series of cultural and social activities.

The year 2011 represents an important opportunity to reflect on the growth and evolving nature of the inherently interlinked concepts of Nation Branding, Tourism and Foreign Investment. The process of globalization, increasing economic integration and interdependence between nation states, has brought with it an increase in the economic potential and importance of international investment and tourism. Many states now rely on Foreign Investment, and especially tourism, as a major sector of their economy. In order to attract this international attention and tap in to the tourism market, states have increasingly employed Nation Branding, hoping to promote a positive image of their state to the international community.

This conference will therefore seek to explore the challenges and opportunities that states face in attracting international investment and developing their tourism sector, by utilizing perspectives and dimensions not only from the field of economics, but also from international politics, culture, civil society and the private sector.

Conference Participants

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

The online application form can be found under:

www.culturaldiplomacy.org/academy/index.php?en_conferences_biec2011_applicationform

Speakers

The speakers during the program will consist of renowned figures from international economics and politics including former Heads of State, current and former Ministers, high-profile representatives from the private and public sectors, renowned stakeholders from civil society, and the world’s leading academics from the fields of economics, political science, and the social sciences. A large number of individuals from the ICD Advisory Board will also be speaking at the BIEC conference (for further information about the Advisory Board please [click here](#)).

Speaker for the conference include:

Janez Janša (Former Prime Minister of Slovenia); The Honorable Nahas Angula (Prime minister of Namibia); Dr. Alfredo Palacio (Former President of Ecuador); The Honorable Kalonzo Musyoka (Vice President of Kenya); The Honorable Edmund Bartlett (Minister of Tourism of Jamaica); The Honorable Celso Luiz Nunes Amorim (Former Foreign Minister of Brazil); The Honorable Jean-Paul Adam (Foreign Minister of the Republic of Seychelles); The Honorable Filippe Savagadogo (Minister of Culture, Tourism and Communication of Burkina Faso)

Certificate of Attendance

All seminar participants will be awarded an official certificate of attendance upon completion of the program, which will provide details of the speakers who took part and the topics discussed. Each certificate will be signed by two members of the ICD's Advisory Board (The ICD Advisory Board list can be found [\(here\)](#)).

Participant Papers

The Institute for Cultural Diplomacy encourages research and progressive thought into the fields of culture, globalization, and international relations. In this regard, the ICD welcomes participants of the Conference to submit papers on this subject. The papers can cover any topic within these fields, according to your own particular interests and passions. Participants can submit work that they have completed in the past for other purposes, ongoing research or a paper written specifically for the conference. Groups of students are also allowed to submit collaborative pieces of work.

Sustainable Network

Conference participants will become part of a growing international network of people from across the world with different fields of interest and levels of experience, who share a commitment to intercultural exchange. Participants will be able to remain in touch with each other through the ICD Online Network.

Cultural Diplomacy in the Global Economy: A Forum for Young Leaders “The Future of Nation Branding, Tourism, and International Investments in a Globalized World”

(Weeklong Seminar, Berlin, 6th-12th March 2011)

www.icd-cdec.org

Cultural Diplomacy in the Global Economy: A Forum for Young Leaders (CDEC) is an inter-disciplinary, international network of young people with an interest in the global economy and its relationship to the private sector, international politics, civil society and the environment. The program has been developed in recognition of the importance of combining perspectives from different fields and levels of society in discussing the challenges to the global economy, and on the understanding that “economic bridges” play an important role in promoting global peace and stability. In addition to looking in greater detail at the history and development of cultural diplomacy, the forthcoming CDEC Weeklong Seminar will focus on the following theme:

“The Future of Nation Branding, Tourism, and International Investments in a Globalized World”

Participants

The seminar is open to individuals from across the world, who have an interest in economics, business, tourism, nation branding, cultural studies, international relations, political science, peace studies, diplomacy, and beyond, as well as those interested in exploring the potential for nation branding and economics to serve as a catalyst for cultural diplomacy at both local, national, and international levels.

The online application form can be found under:

www.culturaldiplomacy.org/culturaldiplomacyandtheeconomy/index.php?en_seminars_nws_a_ppllication-form

The Institute for Cultural Diplomacy

www.culturaldiplomacy.org

The Institute for Cultural Diplomacy is an international, not-for-profit, non-governmental organization with headquarters in Berlin, Germany. The goal of the ICD is to promote global peace and stability through strengthening and supporting intercultural relations at all levels. Over the past decade the ICD has grown to become one of Europe's largest independent cultural exchange organizations, whose programs facilitate interaction between individuals of all cultural, academic, and professional backgrounds, from across the world.

Previous Events

Previous events held by the Institute for Cultural Diplomacy include "The Future of US Foreign Policy" (Washington DC, January 4th-6th – www.icd-usforeignpolicy.org). Speakers in this event included **the Honorable Michael Chertoff** - Former United States Secretary of Homeland Security; **Senator William Emerson Brock III** - 18th United States Secretary of Labor; **Admiral James Milton Loy** - Former United States Deputy Secretary of Homeland Security; Former Commandant of the Coast Guard; **Vivian Schiller** - CEO and President of NPR; **Governor William Weld** - Former Governor of Massachusetts and **the Hon. Senator Tim Hutchinson** - Former United States Senator from Arkansas.

In November 2010 the ICD hosted "A World without Walls: An International Conference on Peacebuilding, Reconciliation and Globalization in an Interdependent World", which marked the twentieth anniversary of the fall of the Berlin Wall (www.world-without-walls.org). Speakers in this event included **Lord Anthony Giddens (Baron Giddens, of Southgate)** - Professor Emeritus at the London School of Economics; Former Director of the London School of Economics; **Janez Janša** - Former Prime Minister of Slovenia; **Joaquim Chissano** - Former President of Mozambique; Former Chairperson of the African Union; and **Lord Jack McConnell** - Former First Minister of Scotland.

In May 2010 the ICD hosted The International Symposium on Cultural Diplomacy 2010 (www.icd-interantionalsymposium.org). Speakers in this event included **Bertie Ahern** - Former Prime minister of Ireland; **Emil Constantinescu** - ICD Advisory Board Member - Former President of Romania; **Sir Malcolm Rifkind** - Former Foreign Secretary of the United Kingdom; **Kjell Magne Bondevik** - Former Prime Minister of Norway; and **Dr. Vaira Vīķe-Freiberga** - ICD Advisory Board Member - Former President of Latvia.

In February, 2010, the ICD hosted the Berlin International Economics Congress: An Interdisciplinary Analysis of the Roles of Global Politics & Civil Society in International Economics (www.biec.de).

For more information on speakers who have attended previous ICD events, please [click here](#).

For any additional information please address any queries to info@culturaldiplomacy.org

With warm regards and gratitude,

Mark Donfried
Director & Founder

Institute for Cultural Diplomacy (ICD)

Ku'damm Karree (3rd Floor/Hochhaus)
Kurfürstendamm 207-8 Berlin, Germany-10719
Phone: 00.49.(0)30.2360-7680
Fax: 00.49.(0)30.2360-76811

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Become a member of the ICD and help create a strong Cultural Diplomacy community – [click here](#)

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