

# WEBINAR 2<sup>ND</sup> CONFERENCE ON BUSINESS DIPLOMACY: IN SEARCH OF NEW VALUES, RULES AND PRACTICES

## WHEN

December 10th  
9.30 am – 5 pm

## WHERE

Online via Zoom

Register via: [conference@businessdiplomacy.eu](mailto:conference@businessdiplomacy.eu)

Key notes – round tables – research paper presentations

**ORGANIZERS/HOSTS: HUUB RUEL (HOTELSCHOOL THE HAGUE/UNIVERSITY OF TWENTE – IÑIGO ARBIOL – UNIVERSITY OF DEUSTO (BILBAO)**



## PROGRAM ME

### KEY NOTE SPEAKER:

Dr. Wilfried  
Bolewski

Diplomat, lawyer and professor, formerly German Ambassador to Jamaica, Belize and the Bahamas, Wilfried Bolewski teaches Diplomacy and International Law at American Graduate School in Paris

### ROUND TABLES:

AFRICAN  
ECONOMIC  
DIPLOMACY

WITH *PROF. RAYMOND SANER* (BASLE UNIVERSITY (SUI) & LÜNEBURG UNIVERSITY (GERMANY), REVIEWER AND PARTNER OF RESEARCH PROJECTS AND CO-FOUNDER OF CSEND, A GENEVA BASED NGRDO)

& *DR. DOUDOU SIDIBE* (NOVANCIA BUSINESS SCHOOL (PARIS) & UNIVERSITE PARIS-EST-MARNE-LA VALLEE)

BUSINESS  
DIPLOMACY IN  
THE POST-COVID  
ERA: IN SEARCH  
OF NEW VALUES,  
RULES AND  
PRACTICES

## **Programme:**

**9.30 am (GMT+1/CET)**

**Welcome by webinar hosts (Huub Ruël & Iñigo Arbiol)**

**9.45 am Key note address – Dr. Wilfried Bolewski**

**10.15 am Q & A / plenary discussion**

**10.45 am – 5 minutes break for coffee/tea/beverage**

**10.50 am Introduction of (paper) presentation session 1**

Presentation 1: Naiara Igarabide (11 am – 11. 15 am / Q&A until 11.20 am)

Presentation 2: Ander Caballero (11.15 am - 11.30 am / Q&A until 11.35 am)

Presentation 3: Sergio Caballero & Iñigo Arbiol (11.30 am – 11.45 am / Q&A until 11.50 am)  
(University of Deusto, Bilbao, Spain) – Business internationalization and threats to multilateralism

**Q&A 11.50 am – 12 pm**

**Lunch break 12 pm – 12.30 pm**

**12.30 pm – 13.30 – Round Table: African Economic Diplomacy (1 hr)**

With Prof. Raymond Saner and Dr. Doudou Sibide

**13.30 short break (5 min) coffee/tea/beverage**

**13.40 Paper presentation session 2 (1.45 – 2.45 am)**

Presentation 1: (1.45 – 2 pm / Q&A until 2.05 pm) Mark Passamard & Stelios Zyglidopoulos (Kedge Business School, Marseille, France)– How business diplomacy helps extractive industry firms to acquire a social license to operate

Presentation 2: (2.05 – 2.20 pm / Q&A until 2.25 pm) Taghi R. Zadeh & Abdollah Ramezanzadeh (University of Amsterdam and University of Tehran) - Identity work at the front: Border markets as the platform of ethnic conflict management

Presentation 3: (2.25-2.40 pm / Q&A until 2.45 pm) Huub Ruël – (University of Twente/Hotelschool The Hague) – Business diplomacy by multinationals: towards a common good based framework

**Short break (10 min)**

**3 pm – 4 pm – Round Table: Business diplomacy in the post-COVID era: in search of new values, rules and practices (1 hr)**

With Shaun Riordan

**4 pm – Closing of the webinar: key take aways, special issue for the International Journal of Diplomacy and Economy – possibilities for an edited book (via Emerald) – Deusto master programme promotion – follow up events – community building - open inputs and suggestions from attendees welcomed**

**4.30/4.45 end of the webinar**