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**WORKSHOP ON BUSINESS DIPLOMACY:
MANAGING NON-MARKET CORPORATE RELATIONSHIP CAPITAL
BRUSSELS, 14th NOVEMBER 2008**

The European Institute for the Advanced Studies of Management (EIASM)

Co-organised by Diplomacy Dialogue and
Centre for Socio-Eco-Nomic Development, Geneva

CO-CHAIRS

Prof. Dr Raymond SANER
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THURSDAY, 13TH November 2008

19:30-22:30: *Get-together dinner and informal networking*

FRIDAY, 14TH November 2008

09:00-09:15

Trends in Business Diplomacy, welcome by Nicole Coopman
Administrative Director, EIASM, Brussels

09:15-10:00

*What do we mean by Business Diplomacy? How does it differ from the other
Diplomacies?* Raymond Saner

What do we want to expect to achieve with this workshop? Lichia Yiu

10:00-10:45

Case Example 1: Regulating TV content: a source for conflict?"

Mr. Philippe McAllister, General Legal Counsel, Eutelsat SA, Paris

10:45-11:00

Coffee Break

11:00-11:45

*Case Example 2: European public policy affairs practice of the Business Software
Alliance*

Mr. Francisco Mingorance, Director, public policy for Europe, Business Software Alliance,
Brussels

11:45-12:30

*Case Example 3: Swiss Executives as Business Diplomats in the New Europe:
Evidence from Swiss Pharmaceutical and Agro-Industrial Global Companies*

Dr. Lichia Yiu, CSEND, Geneva

12:30-13:45

Lunch

13:45-15:15

Paper presentations by delegates

- **Sustainability Policy-Making in the European Commission and the Influence of Telecommunication Companies on It**, Thomas F. Ruddy, Empa, Swiss Federal Laboratories for Materials Testing and Research
- **Relational Configuration in Commercial Diplomacy**; Leigh Anne Liu & David C. Bruce, Robinson College of Business Georgia State University, USA

15:45-16:00

Coffee Break

16:00-16:45

Comparison of Models and concepts used by presenters, Identifying areas of future work and setting agenda for next meeting

16:45-17:00

Questions/answers and Conclusion

CONTEXT OF BUSINESS DIPLOMACY

Global companies must be competitive in the business they are in and at the same time show dexterity in managing multiple stakeholders at home and abroad. While it is of key importance to have the right products and services at the right price, global companies need increasingly to be equipped with new competencies in dealing successfully with obstacles emanating from outside of their direct sphere of control. Often these operational obstacles outside of the “normal” business transactions stem from complex sets of relationships in an ever changing business landscape. Recent examples of such cases are the compromise on intellectual property rights concerning HIV/AIDS medication (e.g. Abbot Inc. and other pharmaceuticals vs Thai and Brazilian government), the violent conflicts around water rights (Suez and Bechtel in Bolivia and Argentina), powerful consumer backlash against child labour (Nike) and contaminated products (Coke Cola), destruction of production equipment (sabotage of Shell Oil’s pipelines in Eastern Nigeria by dispossessed and oppressed minority tribes), hostage taking (Sinnoc in Ethiopia).

Facing such challenges, global companies require a new set of relational competencies that most global managers have no prior learning or training in. The competencies needed to deal with non-business counterparts such as foreign governments, multiple domestic and foreign pressures groups or domestic civil society groups like tribal leaders or NGOs predispose that global companies acquire organizational competency in Business Diplomacy Management. This competency would help build bridges and networks between global companies and the complex political landscapes within which they conduct business. Many needed attributes of a Business Diplomacy Manager are

comparable to the competency profile of a political diplomat other attributes are unique to the context of international business.

OBJECTIVES

The objectives of this workshop will consist of the following:

1. clarification of terms covering business diplomacy and other forms of diplomacy (e.g. commercial diplomacy, economic diplomacy, foreign diplomacy);
2. presentation of research results from pilot work covering US, Swiss and German global companies;
3. discussion of application of business diplomacy to existing literature and identification of future research opportunities;
4. presentation of papers submitted by participants and accepted by workshop chairs;
5. assessing papers submitted for possible publication in relevant journals and books.

CALL FOR PAPERS AND DEADLINES

Submissions are invited of conceptual, theoretical and empirical nature adopting different methodologies from diverse sectors and possible countries which can help to highlight the context-specific nature and functioning of Business Diplomacy.

Proposals for presentations are invited which present research and theory or any of the following themes related to Business Diplomacy:

- Function and position of Business Diplomacy in Multinational Enterprises (e.g. separate unit? part of public affairs? part of CEO office? part of public relations?)
- Professional background of Managers performing function of Business Diplomat
- Case examples of Business Diplomacy in action (successes and failures)
- Protocol and code of conduct of Business Diplomats
- Knowledge creation on Business Diplomacy (Research, Theory building)
- Training and education of Business Diplomats at e.g. MBA schools, Diplomatic Academies or elsewhere
- Interactions between Business Diplomats, Foreign Service Diplomats, NGO Diplomats, Commercial Diplomats, Economic Diplomats
- Influencing strategies of Business Diplomats on standard setting International Organisations (e.g. WTO, World Bank, IMF, United Nations, ILO, WHO etc)

Deadlines

Extended abstracts (3-5 pages) should be submitted for consideration as of now **until latest by 15th August 2008.**

Authors will be notified of the chairs' decisions on an on-going basis ending **by 1st September, 2008.**

