



A NEW DIPLOMACY

THE NECESSITY OF REINVENTING THE ROLE OF THE AMBASSADOR

October 24 and 25, 2019

HOTEL RICHEMOND

Rue Adhémar-Fabri 8-10 - 1201 Genève

The IUHEI Crans Montana Institute thanks



for its strong support and partnership

THURSDAY OCTOBER 24

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09:30-10:10

WELCOME COFFEE

THURSDAY OCTOBER 24

10:10-10:30



OPENING OF THE SEMINAR

Amb. Jean-Paul Carteron

President & Founder of the IUHEI Crans Montana Institute

Mr. Pascal Couchepin

Former President of the Swiss Confederation



THURSDAY OCTOBER 24

10:45-13:00

TOWARDS NEW PARADIGMS FOR FOREIGN POLICY AND DIPLOMACY

Moderator :

Mr. Daniel Warner

Former Director of the Programme for International Governance (PSIO)
at the Graduate Institute of International and Development Studies of Geneva (IHEID)
Chairperson of the Crans Montana Forum Advisory Board

Speakers :

Mr. Pascal Couchepin

Former President of the Swiss Confederation

Mr. François Rivasseau

Ambassador

Permanent Representative of France to the United Nations in Geneva

Mr. Xu Chen

Ambassador

Permanent Representative of the People's Republic of China
to the United Nations in Geneva

Amb. Hassan Abouyoub

Ambassador of H.M. the King of Morocco to Romania
Former Minister of Tourism, Agriculture and Foreign Trade
Former Ambassador to France and Italy

- Excluding situations of conflict, foreign policy is no longer the implementation of a peacefully developed long-term vision.
- In this 21st century, Foreign Ministries and their press rooms have become buzzing hives connected to social networks.
- Short-term action and widespread urgency are now the norm in diplomacy as well as in national politics as a whole.
- The Ambassador is no longer the specialist prepared to implement his government's requirements in a framework geared by him to the objectives of their mission.
- Has the Ambassador become a mere executor without the possibility to apply his own vision, ingenuity and discernment?
- How can the Government guide and benefit from such a seemingly unprepared mutation?
- How can the necessarily changing perception of the Ambassador within his own administration be redirected towards a new and valued role in the interest of the country ?

THURSDAY OCTOBER 24

13:00-14:30

LUNCH



THURSDAY OCTOBER 24

14:30-17:30

CONSOLIDATE AND ENHANCE THE NECESSARY ROLE OF THE AMBASSADOR

Moderator :

Mr. Daniel Warner

Former Director of the Programme for International Governance (PSIO)
at the Graduate Institute of International and Development Studies of Geneva (IHEID)
Chairperson of the Crans Montana Forum Advisory Board

Speakers :

Mrs. May Chidiac

Minister of State for Administrative Development of Lebanon

Mr. Pascal Affi N'Guessan

Former Prime Minister of Cote d'Ivoire

Mr. David Iakobachvili

President, ORION HERITAGE Co, Ltd

Mr. Nicolas Koutros

Director General, OBERTHUR FIDUCIAIRE

The real question:

**what does or can a Head of State or Government expect from their Ambassador
and their diplomatic mission?**

- Traditionally, the Ambassador has been trained at length through multiple experiences - he has acquired a sense of reflection, evaluation skills and a proven ability to communicate and carry out the instructions received - as such, his Embassy is a privileged and unique place of observation, analysis, consultation and reflection.
- Today, this same diplomat is no longer the master of his mission, he receives incessant instructions, sometimes contradictory in their succession, and is compelled to work in immediacy.
- The use of mobile phones by senior officials has disrupted traditional diplomatic channels where the Ambassador was the linchpin and the constant point of referral.
- The "direct" and informal diplomacy - now unavoidable - of top leaders has a profound impact on the effectiveness, image and role of the Ambassador.
- How can we avoid the risk of the Ambassador being dragged into a "politicisation" of his action given that although he is a "diplomat" when his minister is a "politician"?
- What kind of help can the Ambassador provide to the companies of his country in terms of development and consolidation of their business ?



FRIDAY OCTOBER 25

FRIDAY OCTOBER 25

09:30-11:00

**INTERNATIONAL SANCTIONS
THE NEW CHALLENGE FOR DIPLOMACY AND DIPLOMATS**

Moderator :

Amb. Jean-Paul Carteron

President & Founder of the IUHEI Crans Montana Institute

Speakers :

Mr. Jean-Marie Bockel

MP, Senate of the French Republic

Former Minister and Secretary of State for Commerce, Cooperation,
Francophonie, Defence & Justice

Amb. Hassan Abouyoub

Ambassador of H.M. the King of Morocco to Romania

Former Minister of Tourism, Agriculture and Foreign Trade

Former Ambassador to France and Italy

Mr. Andreas Schweitzer

Honorary Senator

German Federal Senate for Economy and Technology

Today, Sanctions are omnipresent

**The management of today's international public affairs
is in total break with traditional diplomacy**

- Do the bilateral and multilateral sanction system represent the failure of the international affairs' management or its continuation in another way with different tools ?
- Sanctions have often serious humanitarian consequences as they impact first and foremost the most vulnerable parts of the population
- Sanctions lead - for the weakest countries - to the criminalisation of a part of business through the development of an underground Economy, which can be supported by the target state as it aids in reducing the impact of sanctions
- Sanctions disrupt bilateral trade, prove costly for the sanctioning country and provoke retaliation that is even more costly
- How does the Ambassador of a third country manage his relation with a country under sanction ?
- What can be the role of diplomacy in such a disruptive and sensitive framework?
- When sanctions have been implemented, the major and obvious issue to address being "how and when to get out of sanctions ?" : what can be the effective role of diplomacy in normalizing the situation ?



FRIDAY OCTOBER 25

11:15-13:00

EXTRATERRITORIALITY OF LEGAL NATIONAL SYSTEMS

Can the Ambassador be a bulwark ?

Moderator :

Amb. Jean-Paul Carteron

Président Fondateur du IUHEI Crans Montana Institute

Speakers :

Mr. Jean-Marie Bockel

MP, Senate of the French Republic

Former Minister and Secretary of State for Commerce, Cooperation,
Francophonie, Defence & Justice

Mr. Soumeylou Boubeye Maiga

Former Prime Minister of Mali (2017 – 2019)

& Head of Intelligence Services, Minister of Foreign Affairs
& Secretary General of the Presidency of the Republic

Mr. Pierre Laporte

Partner PL Compliance Consulting

Former Director of AREVA and ALSTOM GRID groups

- The United States impose the effects of its sanctions upon all stakeholders with US interests, by imposing the extraterritorial application of US laws
- The list of countries sanctioned by the United States is based on US foreign policy criteria only. This is the sole judgement as to the "desirability" of a foreign government which is then imposed upon all players in the World Economy !
- Several billion Dollars in fines have been paid in the last few years by European firms accused of violating US sanctions or engaging in activities contrary to US legislation
- How to improve and consolidate the role of diplomatic missions in the management of such and so serious situations ?
- Has the Ambassador and his Government the means of implementing an effective diplomatic protection for their companies ?

FRIDAY OCTOBER 25

13:00-14:30

LUNCH

FRIDAY OCTOBER 25

14:30

THE SEMINAR WILL CONTINUE ...



FRIDAY OCTOBER 25

14:30-16:30

**THE AMBASSADOR IS ON THE STAGE, IN THE SPOTLIGHT !
EFFECTIVE USE OF SOCIAL MEDIA AS AN IMPERATIVE OF MODERN
DIPLOMATIC COMMUNICATION**

Speakers :

Mr. Jean Baptiste de Bellescize

Senior Advisor at PLEAD

Mr. Mohammed Aujjar

Former Minister of Justice of Morocco

Former Dep. Secretary General of the Moroccan Press Union

Founding Member of the Moroccan Press Club

- The stress of those who, on the spot, make the news, leads them to direct their microphones and cameras towards the Ambassador who is nearby in the event of a crisis or major event.
- The media and social networks have become a permanent challenge whose immediacy is basically not compatible with the pursuit of a diplomatic mission.
- While the Ambassador must position themselves at a distance from politics, they are playing an increasingly significant role in their authorities' communication.
- How to answer the need for Ambassadors to get an effective training in communication and crisis communication.