

Invitation

Windesheim University of Applied Sciences
4 December 2015, Zwolle, The Netherlands

Multinational enterprises experienced 'golden days' during the 1990s and 2000s. They expanded globally and were major players in globalisation. Today they have become powerful actors in the global economy. CEOs of international businesses are invited by governments to help solve global issues such as climate change and poverty. However, MNEs are facing global legitimacy challenges. They are suspected of tax avoidance, using low wage countries for corporate benefits only, disrespecting privacy regulation and so on. Although many of these challenges are not new, they have resurfaced and become more apparent during the past couple of years. Strategic business diplomacy can help international businesses to deal with these issues.

Goal and outcomes to target

We hereby invite you at the 1st International Conference on Business Diplomacy. Key issues that will be addressed are: what is business diplomacy exactly? How do multinational enterprises conduct business diplomacy? What kind of business is involved in business diplomacy? And how does business diplomacy look like in emerging markets?

The conference is of interest to international business representatives, diplomats, consultants in the field of business diplomacy (government relations, international stakeholder management), NGO representatives and politicians.

Outcomes to target are: policy and strategy outcomes, policy/practitioners press, proceedings, a research agenda, inputs for international publications.

Programme and registration

- Morning session with keynote speakers (morning)
- Roundtable sessions (afternoon)

Speakers:

- Professor John Kline, Georgetown University, Washington D.C., USA
- Professor Roel Nieuwenkamp, Chair of the OECD Working Party on Responsible Business Conduct
- Mr. Christopher Nason, Director Corporate Intelligence at PWC
- Professor Donna Lee, Professor of political economy, Bradford University (UK) and dean of the Social Sciences faculty
- Professor Raymond Saner, Professor Titular in Economics Department at Basle University, at Sciences Po in Paris and at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW)
- Chair/moderator: Prof. dr. Jan Melissen, Clingendael

You can see the full programme by using the link at the end of the mail.

Location and date

The 1st International Conference on Business Diplomacy will take place at Windesheim University of Applied Sciences in Zwolle (The Netherlands), on Friday 4 December 2015.

Cost

The cost for this conference amounts € 45,=, including lunch. This amount you can pay via PayPal or credit card. More information on the registration form.

Information and registration

You can register for the event by using the link below. If you have an urgent request, please contact hjm.ruel@windesheim.nl

Looking forward to meeting you at the conference,
Dr. Huub Ruël,
Windesheim Professor International Business