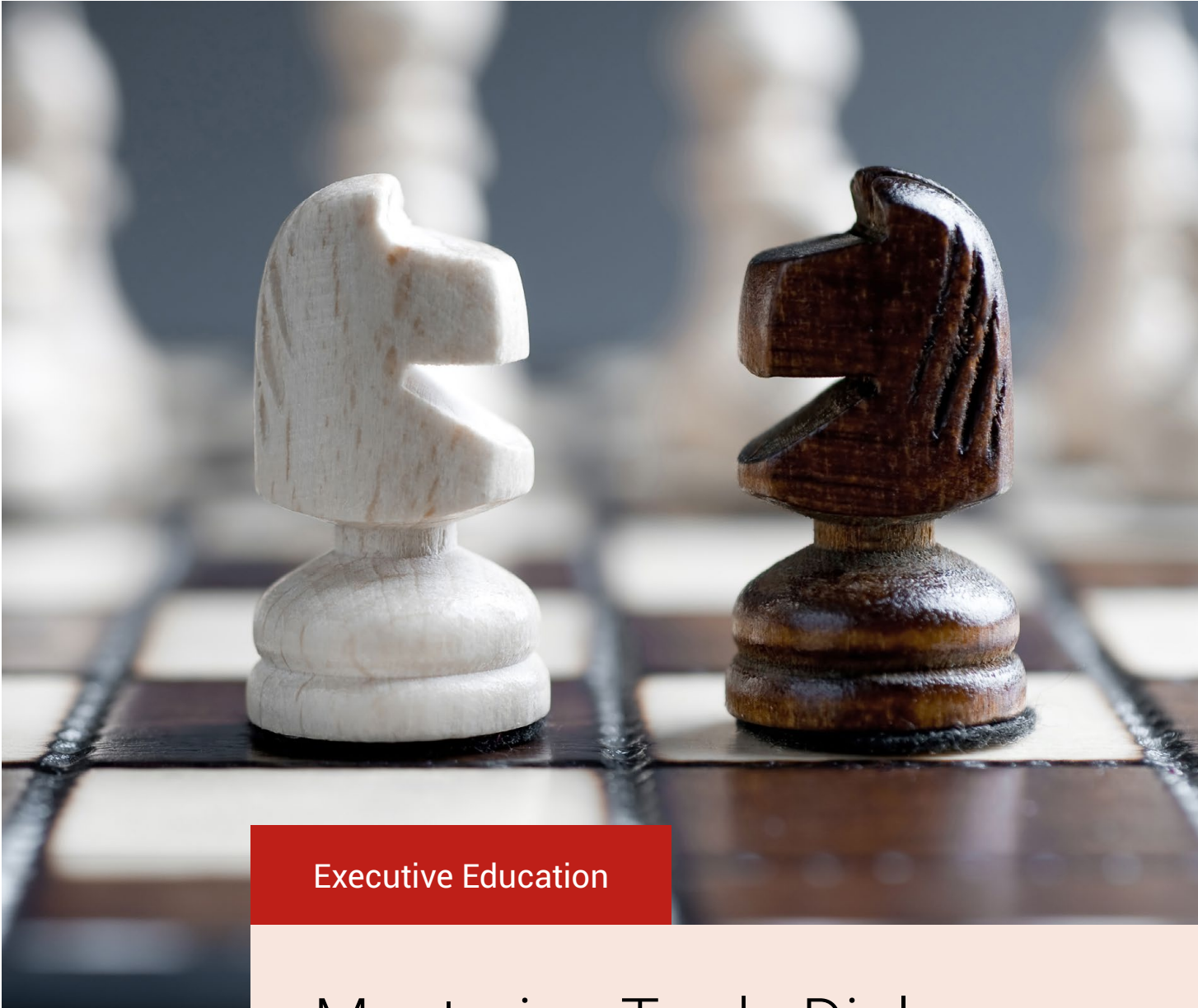




In partnership with



Executive Education

# Mastering Trade Diplomacy : The Key to Global Success

↓ Program

26.09.2024  
06:00 pm – 07:15 pm

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## Yannick Roulin

Ambassador and Director of the  
International Geneva Welcome  
Centre (CAGI)

# The International Geneva ecosystem : an inside view

International Geneva is a unique ecosystem in the world, not only for its size, but above all for the diversity of its international players. As the world's principal center of governance and the operational heart of the multilateral system, it is here that many of the rules that affect the daily lives of citizens the world over are discussed and decided, whether in the fields of health, environment, migration, human rights or, of course, international trade, to name but a few. Home to the WTO, UNCTAD, the International Trade Centre, numerous NGOs active in this field and hundreds of multinationals, it is the heart of economic multilateralism and trade negotiations.

The aim of this course is to give you an overview of International Geneva, its diversity, its importance for the world and for its host country, Switzerland, and the efforts being made by the Swiss authorities to further develop and strengthen this ecosystem.

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Yannick Yvan Roulin was born in 1976 in the canton of Fribourg. After graduating in 1999 with a degree in international relations (specializing in international economics) from the Graduate Institute of International and Development Studies (IHEID) in Geneva, and brief professional experiences in the private sector and NGOs, in Switzerland and abroad, he began post-graduate studies in public international law, again at IHEID, where he obtained a DEA in 2002.

He then joined the Swiss Confederation, at the Department of Justice and Police (DFJP), in what was then the Federal Office for Refugees (now the State Secretariat for Migration - SEM), where he was responsible for asylum decisions for applicants from North Africa and the Middle East.

In 2004, he passed the diplomatic exam and joined the Federal Department of Foreign Affairs (FDFA). Posted first to Berne and then to the Swiss Embassy in Ottawa, Canada, as diplomatic attaché, he then joined what was then the FDFA/FDEA Integration Office (now the Directorate for European Affairs), where he was in charge of political dossiers and Swiss-EU strategy for just over 4 years. In 2009, he was posted to the Swiss Embassy in Beijing, China, as 1st Secretary, then Counsellor and Head of Economic, Commercial and Financial Affairs. In 2013, he returned to the Political Affairs Directorate in Berne as Head of the unit responsible for the Confederation's host state policy, within the United Nations Division (DNU). He held this position until the end of July 2018, when he was assigned as Special Advisor to the DNU until the end of November 2018.

On December 1, 2018, after being appointed to this position by the Swiss Federal Council, he took up the post of Deputy Permanent Representative of Switzerland to the UN and other international organizations in Geneva and Head of the Host State Division, at the Swiss Mission, with the title of Ambassador. He remained in this position until June 2023, when he took over the management of the International Geneva Welcome Centre (CAGI), still with the title of Ambassador.

26.09.2024  
07:30 pm – 08:45 pm

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Jean-Pierre  
Reymond

Executive Director of 2050Today

# Planetary Boundaries and Sustainable Development Goals

## how to achieve a sustainable world for humanity

The course will cover the following topics:

- The human footprint on the planet and the use of resources
- The planetary boundaries that humanity should not exceed to ensure a safe space for human life and world affairs
- The climate change boundary and the key facts to consider
- The solutions to implement the required change of direction

The trajectories of the world's evolution and the planet's evolution are now intertwined.

The course will highlight the fundamental challenges facing mankind in ensuring its survival in the living environment we currently enjoy. This exceptional situation, which is conducive to human life, is fragile. Without fully realising it, we are damaging this balance both collectively and individually. The course will also offer practical solutions to remedy this development, which is not inevitable. The fate of humanity, both in the short term and for future generations, is much more in our hands than we realise.

Will we be able to rise to this unprecedented challenge?

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Jean-Pierre Reymond is the Executive Director of 2050Today, the Geneva Climate Action Forum. He is a Swiss career diplomat with 30 years of experience around the globe. In recent years, he has focused on innovative forms of fostering climate action and has been entrusted with developing a climate action initiative for international Geneva. He coordinated the initial phase of 2050Today and later became its director. As Ambassador for International Humanitarian Law (IHL), he previously chaired the Intergovernmental Process to strengthen respect for IHL in partnership with the International Committee of the Red Cross. He has held various diplomatic positions in Europe, Latin America and the Middle East. He holds a master's degree in Arabic, Egyptology and Sanskrit.



## Didier Chambovey

Ph. D. in Economics, Expert in international trade, Former Swiss Ambassador to the WTO

3.10.2024  
06:00 pm – 08:45 pm

## Instruments and operation of international trade agreements

After a brief historical overview, the course will cover the following topics:

- The basic legal principles and objectives of international trade agreements, both multilateral (World Trade Organisation) and bilateral (free trade agreements)
- The differences in negotiating approaches (bilateral versus multilateral)
- The impact of the international trading system on production processes and the pace of globalisation
- The stakes and prospects of the main trade negotiations currently underway

10.10.2024  
06:00 pm – 08:45 pm

## The multilateral trading system in the face of geopolitical tensions

The course will address the current trade tensions which are posing unprecedented challenges to the global rules-based trading system. The lack of common vision and coherent leadership by the biggest powerhouses is another worrisome development. Systemic conflicts, the resurgence of industrial policies and the quest for strategic autonomy in the name of national security are fraught with risks. Will these developments lead to the redeployment of global production processes?

Didier Chambovey was born in 1961 in Sion, Switzerland, where he studied high school. He holds a PhD degree in economics from Lausanne University (HEC). He joined the Swiss Confederation in 1987 at the former Federal Office for Foreign Economic Affairs (now SECO) and took part in the Uruguay Round negotiations conducted under the aegis of the GATT. From 1990 to 1993 he dealt with Economic Support to Central and Eastern European Countries in the same Office. In 1993, he was appointed Head of section at the WTO Division. From 1998 to 2006, Didier Chambovey served as Deputy Permanent Representative to the World Trade Organization (WTO) for Switzerland and, from 2006 to 2011, he was Deputy Secretary-General of EFTA. In September 2011, he was appointed as Delegate for Trade Agreements of the Swiss Federal Government and chief negotiator at the WTO and for free trade agreements. From 2016 to August 2023, he was Head of the Swiss Mission to the WTO and EFTA (UNCTAD, UNECE, ITC) in Geneva. He retired from the Swiss Confederation in September 2023 and became an independent expert in international trade.

Didier Chambovey also served on WTO dispute settlement panels and chaired, among others, the WTO General Council and the OECD Trade Committee. As a teaching assistant or lecturer, he taught at the universities of Lausanne and Neuchâtel. He is the author of articles and papers on international trade and demography. In his spare time, he plays classical guitar and enjoys reading books on economics and history. Didier Chambovey speaks French (mother tongue), English and German.

17.10.2024

06:00 pm – 07:15 pm

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Romaine  
Jean

Media and Communications  
Consultant

## Mastering rhetoric : an asset in negotiation

Public speaking, addressing interlocutors, and engaging with the media are challenges that politicians, diplomats, and leaders face in their daily lives.

A good command of rhetoric and effective public communication enhance personal and professional performance and open new avenues in negotiations.

These skills are acquired through theoretical knowledge and practice.

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Romaine Jean is a Media and Communications Consultant who advises private enterprises and politicians on the development of their public and media communication strategies. Additionally, she provides training to networks of experts at the University of Geneva, at HES-SO Valais for the Certificate of Advanced Studies in Governance, at the Lausanne School of Journalism, and at the equality offices of Valais and Geneva.

Previously, she held roles as a journalist, presenter of RTS's "19:30", founder and host of the program "Infrarouge", and editor-in-chief of RTS magazines. She also serves as a member of the Judiciary Council of the Canton of Valais.

Throughout her career as a public figure, she has accumulated extensive theoretical and practical experience, which she will share during this training.

17.10.2024

07:30 pm – 08:45 pm

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## Jean-Jacques de Dardel

Ambassador of Switzerland (ret.),  
President, Economy of Trust  
Foundation

# The Cultural Dimension of Trade Diplomacy

In an international context, cultural biases and references constantly affect interactions and negotiations.

The course will shed light on the notion of cultural intelligence quotient (CQ), on cultural awareness and behavioral skills.

It will then turn to intercultural negotiation imperatives and techniques, in business relations as well as in official contexts.

In a third part, we will address company or institutional positioning and profiling in foreign contexts, through practical examples of how to use cultural events to create goodwill and proximity.

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Jean-Jacques de Dardel, MS in Economics, Ph.D. in International Relations, is a career diplomat who served in Vienna, Bern, Washington (Political Counsellor), Canberra (Deputy Chief of Mission) and Paris (Minister-Counsellor, then Ambassador to the OIF).

In 2001, he founded and led the Center for International Security Policy of the FDFA and was the head representative of the Federal Authorities in the Organizing Committee of the G8 Summit in Evian in 2003. He subsequently became Director General for Europe, Central Asia, the OSCE, the Council of Europe and the Stability Pact for South Eastern Europe. He led a series of mediation missions among conflicting nations and was appointed ambassador to NATO, to Belgium, then to France, Monaco, UNESCO, OIF. From 2014 to 2019, he was ambassador to China, Mongolia and the DPRK. As such, he led the largest Swiss diplomatic, consular and cooperation network abroad.

Upon completion of his diplomatic career, he joined a number of Swiss and international companies ranging from Fortune 500 to start-ups and scale ups as member of their Board of Directors or Advisory Board. He is President of the Economy of Trust Foundation, member of the SICPA Strategic Advisory Board, President of the Board of Swiss Centers Foundation and Group, Vice-President and Professor of Xinrui Business School and lecturer at the University of Zurich, Finma approved board member of Coninco SA and One Creation Cooperative financial companies, board member of MedXcell and MLS medical companies and Cyber Ambassador of ACP - Assured Cyber Protection. Founder and Chairman of Sinoglade International Consulting SA.

Frequent lecturer, author of 13 books on international relations, history and the arts as well as numerous book chapters, monographies and articles.

24.10.2024

06:00 pm – 07:15 pm

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## Bertrand Louis

Former Swiss Ambassador,  
President, Swiss Forum for  
International Affairs (FSPI)

# Protocol and etiquette

Recognize accepted practices in international protocol in a bilateral environment as well as in the field of multilateral diplomacy.

Management of events including order of precedence, seating arrangements, flag protocol.

Familiarization with the unwritten practices of etiquette, good manners and behaviors of individuals whether on official or private business: how to meet, how to host, how to dress.

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Bertrand Louis is a former Ambassador and Deputy Permanent Representative of Switzerland to the United Nations Office and other international organizations in Geneva, while acting as head of the host country division at the Permanent Mission of Switzerland. He started his career in the diplomatic service in 1979 and held various postings, including Deputy Permanent Representative of Switzerland to the United Nations Environment Program in Nairobi (UNEP) and Deputy Chief of Protocol of the Federal Department of Foreign Affairs in Berne. He was Ambassador to Cuba, Jamaica and Haiti (2004-2009) and subsequently to Morocco (2009-2015). Since his retirement in 2015, Bertrand Louis is the President of the Swiss forum for international affairs, a platform for dialogue, exchange of information and reflection among practitioners and observers of international relations and geopolitical issues.

24.10.2024  
07:30 pm – 08:45 pm

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## Raoul Delcorde

Ph.D, Honorary Ambassador of Belgium, University professor (political sciences), Member of the Royal Academy of Belgium

# International diplomatic negotiation

International negotiation is the pinnacle of diplomacy. It can be approached from many different angles. What is the specificity of the practitioner's approach compared to the theorist's? To find out, you need to know what happens when the doors close behind diplomats. Diplomatic negotiation is a skill, not an exact science. In this course, we will focus on four main points:

1. a descriptive section explaining how a negotiation develops;
2. a section analysing the mechanics of negotiation;
3. a section focusing on the internal and external elements that influence negotiation;
4. a section on what happens once the negotiation is over.

The focus here will be on multilateral negotiation, using examples drawn from diplomatic practice.

The course will conclude with a series of concrete suggestions for getting the most out of a negotiation and bringing it to a successful conclusion.

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Member of the Belgian diplomatic service since 1986 with posts spanning the globe from Pakistan to Poland, Sweden, Canada, and the United States. Honorary Ambassador of Belgium. Strong interest in and extensive experience teaching graduate and diplomatic training courses on European affairs and issues as well as the art of diplomacy. Author of ten books on international affairs and more than 50 articles. Member of the Belgian Royal Academy (Académie Royale de Belgique) and the Académie des sciences d'outre-mer in France. Member of the Advisory Board of Vocal Europe.