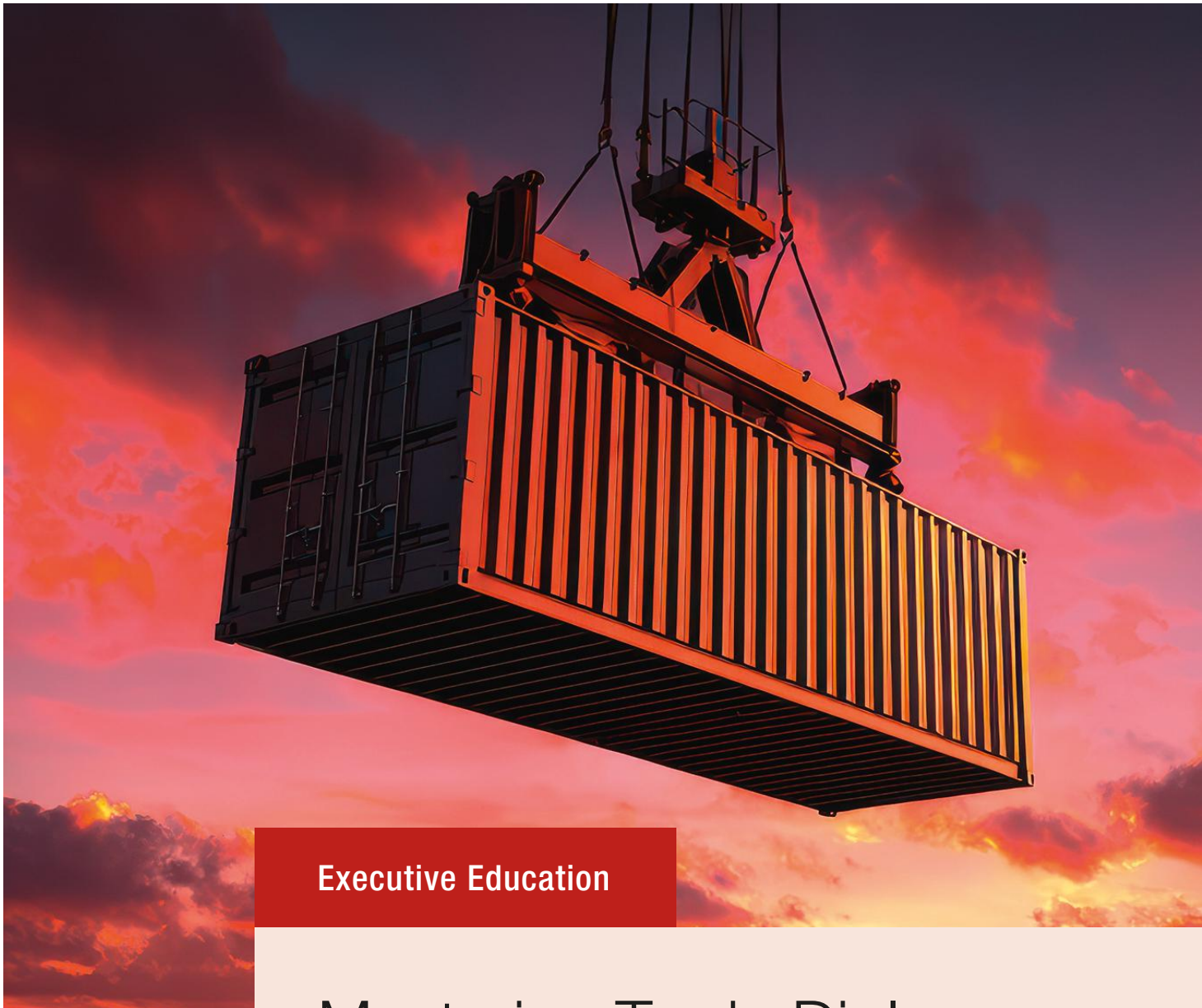




In partnership with



09.10.2025 - 06.11.2025 | 6:00 pm – 8:45 pm



**Executive Education**

# Mastering Trade Diplomacy: Let's Talk About Tariffs

↓ **Program**

09.10.2025

6:00 PM-7:15 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.

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## Jean-Pierre Reymond

Executive Director of 2050Today

# 1. 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
- Carbon pricing or trade tariffs: which solution for a safer world

# 2. 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.

16.10.2025

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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.

16.10.2025

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## Markus Schlagenhof

Deputy Secretary-General @EFTA (former  
Ambassador & Delegate of the Swiss  
Federal Council for Trade Agreements)

# Trade Diplomacy Under Stress :

Trade diplomacy is under extreme pressure. What we have seen in the recent past has little to do with traditional negotiations – it is more like power politics, rather a power game than a negotiation. The basis of the rules-based trading system is being called into question, and negotiation theory could not be further removed from negotiation practice.

The aim of the presentation is to emphasise that the principles of negotiation will outlast short-term gains from power games, and to show how medium-sized economies such as the EFTA states can act and win by strengthening their position. In the end, a balanced and mutually beneficial negotiation outcome is the key to creating lasting, stable relationships between nations. I will try to respond to the following questions:

**What is EFTA and how do we negotiate?**

**Global trade turbulence: What are the implications for negotiations?**

**What is our strategy moving forward?**

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Markus Schlagenhof is a former ambassador and delegate of the Swiss Federal Council for trade agreements. Since September 2025, he has been Deputy Secretary-General of the European Free Trade Association (EFTA) based in Geneva.

For 30 years, Markus Schlagenhof has helped shape Swiss foreign trade policy in various roles. Free trade agreements (FTAs) have been the focus of his work for the past 20 years – initially as chief negotiator for trade in goods in negotiations with partner countries such as Peru, Colombia, Japan, and China, and later as Switzerland's chief negotiator for FTAs in negotiations with Indonesia, India, Mercosur, Thailand, and Malaysia. He has also been responsible for the WTO, the OECD, and the G20, giving him extensive experience in bilateral, plurilateral, and multilateral negotiations.





## Didier Chambovey

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

# International trade relations: from fruitful cooperation to great disturbances

23.10.2025  
6:00 PM-8:45 PM

### Part 1. Instruments and functioning of international trade agreements

- Basic legal principles and objectives of international trade agreements, both multilateral (World Trade Organisation) and bilateral (free trade agreements)
- Differences in negotiating approaches (bilateral versus multilateral)
- Impact of the international trading system on production processes and the pace of globalisation
- Stakes of the main trade negotiations currently underway

06.11.2025  
6:00 PM-8:45 PM

### Part 2. The current crisis and its consequences for international cooperation

- Overview of current trade tensions and the unprecedented challenges they present.
- Will the systematic use of power relations by the United States and China's interventionism deal a fatal blow to the rules-based trading system?
- How to respond to the new situation in order to preserve to the greatest possible extent the WTO achievements?
- What are the short- and medium-term prospects?

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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.

30.10.2025

6:00 PM-7:15 PM

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## Jean-Jacques de Dardel

Former Swiss Ambassador,  
President of Swiss Centers Group  
and Member of the IID Council

# 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.

30.10.2025

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## Sofia Boza

PhD. Economist, Ambassador of Chile to the WTO, and Associate Professor, University of Chile

# The multilateral trading system for developing economies: A Chilean perspective

This lecture provides an in-depth examination of the multilateral trading system from the unique vantage point of a developing, open, and natural resource-based economy, using Chile as a central case study. It will explore the challenges, strategies, and practical experiences of such economies as they navigate the complexities of global trade. The lecture will address key issues that are critical for developing nations seeking to enhance their role in the global economy such as:

- **Current Challenges for Natural Resource-Based Economies:** Examining the obstacles to incorporation into global value chains and strategies for economic diversification and value addition.
- **Tariff and Non-Tariff Measures:** Analyzing the impact and strategic responses to various trade barriers, including technical, sanitary, phytosanitary, and environmentally based measures.
- **The Coexistence of Trade Forums:** Exploring the interplay and strategic linkages between bilateral, regional, and multilateral trade agreements.
- **The Role of Developing and Middle-Sized Economies in the WTO:** Discussing the practical experience and strategic relevance of active participation in the multilateral trading system.

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Ambassador of Chile to the World Trade Organization, the World Intellectual Property Organization, United Nations Trade and Development, and the International Trade Centre since 2022. At that time, she took over the co-coordination of the Initiative on Investment Facilitation for Development at the WTO; in 2023 she was the Chair of the WTO Working Group on Trade and Technology Transfer; and in 2024 she was the chair of the WTO Council for Trade-Related Aspects of Intellectual Property Rights. Prior to that, Sofia Boza was an associate professor and chief at the Department of Rural Management and Innovation at the University of Chile and professor at the Institute of International Studies at the same University, as well as external evaluator of public policies for the Chilean Ministry of Finance. She holds a bachelor's degree in Economics (Honors) from the University of Seville; a professional title in Commercial Engineering from the University of Chile; a master's in Economic Development and Public Policies; and a PhD in Economics from the Autonomous University of Madrid, which she obtained at the young age of 25. Areas of specialization include agricultural policy and governance, rural development, food markets and international trade. She has been a visiting fellow at the World Trade Institute at the University of Bern, as well as expert instructor at the Institute of Food Laws and Regulations at the Michigan State University.