



UNIVERSITATEA
BABEȘ-BOLYAI



FSPAC
Facultatea de Științe Politice, Administrative și ale Comunicării



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Forum on Public Diplomacy – Fifth edition

Developing a Public Diplomacy for Romania

23 June 2017, Babeș-Bolyai University, Rectorate, Aula Magna, Mihail Kogălniceanu no. 1, Cluj-Napoca

- Draft Agenda -

09.00 -10.00 – Registration and welcoming coffee

10.00-11.00 – Introductory panel: *Does Romania need a Public Diplomacy?*

Acad. Prof. Univ. Dr. Ioan-Aurel Pop, Rector of the Babeș-Bolyai University

Prof. Univ. Dr. Călin-Emilian Hînțea, Dean of the College of Political, Administrative and Communication Sciences

Dan Dima, President of the Center for Public Diplomacy

Teodor Meleșcanu, Minister of Foreign Affairs

11.00 – 12.30 – Academic Panel: *Solutions for a successful Public Diplomacy. A Theoretic Approach.*

Moderator: Hans Winkler, Director of the Diplomatic Academy of Vienna

Nicholas J. Cull, University of Southern California, Annenberg School of Communication and Journalism

Cristian Diaconescu, Chair of the Scientific Council, Center for Public Diplomacy, former Minister of Foreign Affairs

Corneliu Bjola, University of Oxford, St. Cross College

Philip J. Crowley, The George Washington University, Institute for Public Diplomacy and Global Communication Fellow, Former US Assistant Secretary of State for Public Affairs

Eytan Gilboa, Professor and Director, Center for International Communication, Bar-Ilan University; Chair and Academic Director, Israel Public Diplomacy Forum

12.30 – 13.30 – Lunch break

14.00 – 15.30 – Best Practices Panel: *Benefits and best practices of Public Diplomacy*

Moderator: Mihnea Constantinescu, Ambassador-at-Large, Ministry of Foreign Affairs

Gerhard Reiweger, Ambassador of the Republic of Austria in Romania

Kim Eun-joong, Ambassador of the Republic of Korea in Romania

Zeng Jixin, Counsellor, Deputy Chief of Mission, Embassy of the People's Republic of China in Romania

Richard R. Silver, USA Embassy, Press Attaché

Anthony Pickles, Head of Tourism Affairs, VisitBritain

15.30 – 16.00 – Coffee break

16.00 – 17.30 – Romania in Focus Panel: *Romania's public diplomacy. Progress, Challenges and the way forward.*

Moderator: Dan Petre, Director General, Romanian Diplomatic Institute

Laurențiu Ștefan, Presidential Adviser, Department of Internal Political Affairs, The Presidential Administration

Mirela Grecu, Director, Directorate for Public, Cultural and Scientific Diplomacy, Romanian MFA

Cristian Istrate, Ambassador Extraordinary and Plenipotentiary, Head of Permanent Mission of Romania to the International Organizations in Vienna, Chairperson of the Forum for Security Cooperation, OSCE

Mihai Daraban, President of the Chamber of Commerce and Industry of Romania

Radu Puchiu, Secretary of State, Government General Secretariate

Iulian Chifu, National Defence College, Director of the Center for Conflict Prevention and Early Warning

Steven van Groningen, CEO Raiffeisen Bank Romania

20.00 – 21.30 – Official dinner hosted by Emil Boc, Mayor of the City of Cluj-Napoca

Casino Center for Urban Culture, Central Park, Cluj-Napoca