

# THE NEW COMMERCIAL DIPLOMACY: Open the Door to a Trade and Investment Driven Recovery

## Seminar Program

### Monday 16 November

#### Opening

09.00 - 09.05 **Welcome**, ICPE DG Dr Štefan Bogdan Šalej

09.05 - 09.15 **Opening Address**, H.E. Mr Samuel Žbogar, Minister of Foreign Affairs of Slovenia

09.15 - 09.30 Coffee and Pastries

#### Morning Session

09.45 - 10.15 **Recent Trends in Economic Diplomacy and Role of Trade and Investment**, Dr Davorin Kračun, Former Minister of Foreign Affairs of Slovenia

10.30 - 11.15 **The Role of Chambers of Commerce and Trade Promotion Organizations in Attracting Investments**, Mr Laurent Matile, Senior Officer, Business and Trade Policy, International Trade Centre (WTO/UNCTAD)

11.30 - 12.15 **Market Access**, Mr Petros Sourmelis, Head of Unit, Market Access, DG Trade, European Commission

12.30 - 13.30 Lunch and **Keynote Address** by Ambassador Dr Ernest Petrič, Chairman, International Law Commission, Constitutional Judge



"Trade and investment are essential pillars of peace and prosperity."

Ban Ki-Moon, UN Secretary General

#### Afternoon Session

13.30 - 15.00 **Best Practices in Japanese Commercial Policy** - Workshop by Mr Takeshi Ito, Director General, Japan External Trade Organization, Vienna

15.15 - 16.00 **Indian Commercial and Trade Policy: Lessons Learned**, Dr. V. S. Seshadri, Indian Ambassador to Slovenia

16.15 - 17.00 **Best Practices in U.S. Commercial Policy**, Teleconference with Mr Bill Burwell, Director, U.S. Export Assistance Center

17.15 - 19.15 **Best Practices in Brazilian Commercial Policy** - Workshop by Mr Sergio Costa, Business General Manager, APEX-Brazil

20.00 Dinner

### Tuesday 17 November

#### Morning Session

10.00 - 11.00 **Impact of the Crisis on Greenfield FDI into Europe - Latest Trends and Opportunities**, Dr Henry Loewendahl, Product Director, SVP North America, fDi Intelligence, Financial Times Ltd.

11.15 - 12.15 **Best Practices in Investment Promotion and Retention - Results of the IPA Survey by the FT**, Dr Henry Loewendahl, Product Director, SVP North America, fDi Intelligence, Financial Times Ltd.

12.30 - 13.30 Lunch

#### Afternoon Session

13.30 - 15.30 **Best Practices in Italian Commercial Policy** - Workshop by Mr Florindo Blandolino, Head Ljubljana Office, Italian Trade Commission

## H.E. Mr Samuel Žbogar



1986: Entered the Institute for International Scientific, Technical and Cultural Cooperation in Ljubljana as a Secretary of the Foreign Students' Club;

1987: Adviser, Department for Neighboring Countries of the Republican Committee for International Cooperation, Ljubljana;

1990: Third Secretary, Department for Neighboring Countries in the Federal Ministry for Foreign Affairs, Belgrade;

1991: Counsellor, Ministry of Foreign Affairs of the Republic of Slovenia and Secretary to the Slovenian Delegation at the International Conference on Former Yugoslavia;

1991: Secretary at the Slovenian Representative Office to the Monitoring Mission of the European Community in Zagreb;

1992: Counsellor to the Minister and Secretary in the Office of the Secretary-General of the Ministry of Foreign Affairs;

1993: Chargé d'Affairs a.i. and First Secretary, Embassy of the Republic of Slovenia to PR China in Beijing;

1995: Counsellor to the Government/State-Under-Secretary and Director of Department for Africa, Asia, Latin America and the Pacific, Ministry of Foreign Affairs;

1997-2001: Minister Plenipotentiary and Deputy Permanent Representative, Permanent Mission of the Republic of Slovenia to the United Nations in New York;

1998-1999: Deputy Representative of the Republic of Slovenia to the United Nations Security Council, New York.

2001-2004: State Secretary at the Ministry of Foreign Affairs

2004-2008: Ambassador of the Republic of Slovenia to the United States

Oct-Nov 2008: Director, Institute for Strategic Studies

21 Nov 2008: sworn in as Minister of Foreign Affairs

## Dr. Henry Loewendahl

Henry is recognized as one of the leading global experts on foreign direct investment (FDI) and globalization. He has worked in over 50 countries and has advised and trained over 80 investment promotion agencies (IPAs) and multinational enterprises (MNEs). Henry is a consultant on FDI to the World Bank, United Nations Conference on Trade and Development (UNCTAD), the Financial Times, and the Earth Institute, Columbia University.



His interest in globalization and economic development started during his travels to Asia in the 1980s when he saw the phenomenal economic development taking place. He went on to obtain a first class degree in economics and politics and a masters degree in international political economy, both focusing on FDI in Asia-Pacific, before completing a Volkswagen-sponsored PhD on German

and Japanese FDI strategy. He had a successful management consulting career in PricewaterhouseCoopers and IBM, before becoming co-founder of OCO Consulting Ltd (now OCO Global Ltd) in 2003 and Loco Software Ltd in 2006.

Henry was Managing Director of OCO Consulting's Investment Products Division until his division was acquired by the Financial Times Ltd in 2008. After working in the Financial Times post-acquisition as Product Director, Henry became an independent consultant and senior advisor to the Financial Times. He also advises Loco Software Ltd, the Irish software company he co-founded, on its FDI and database solutions.

Henry is regularly invited to speak at national and intergovernmental conferences on FDI including by: ACP-EU; APEC; ASEAN; ECLAC; FIAS; ICPE; MIGA; UNCTAD; and WAIPA. His numerous publications in the area of FDI include "A Framework for Investment Promotion", published by UNCTAD, which has been used by IPAs worldwide, and "Handbook for Foreign Direct Investment" published by The Earth Institute, Columbia University which is the most authoritative guide for how cities can conduct investment promotion.

Henry focuses on projects which further develop our understanding and knowledge of globalization and FDI policy and which encourage sustainable economic development. He continues to develop the FDI intelligence databases of the Financial Times Ltd and provides these databases to international organizations and clients in the Americas region.

## Prof Dr Ernest Petrič

Dr. Ernest Petrič graduated from the Faculty of Law of the University of Ljubljana in 1960, winning the Prešeren' University Award. He was also awarded a Doctorate in Law from the same Faculty in 1965. After being employed at the Institute for National Issues, he was first an Assistant Professor, then an Associate Professor, and finally a Full Professor of International Law and International Relations at what is presently the Faculty of Social Sciences of the University of Ljubljana.

At this faculty he was the director of the research institute, the Vice Dean and the Dean (1986–1988). He has occasionally lectured at the Faculty of Law of the University of Ljubljana and as a guest also at numerous prestigious foreign universities. For three years (1983–1986) he was a Professor of International Law at the Faculty of Law in Addis Abeba.



He pursued advanced studies at the Faculty of Law of the University of Vienna (particularly, with Prof. A. Verdross and Prof. S. Verosta), at the Max Planck Institute for Comparative Public Law and International Law in Heidelberg, at the Hague Academy for International Law, and at the Institute for International Law in Thessaloniki. He has been a member of numerous international associations, particularly the ILA (the International Law Association), the IPSA (the International Political Science Association), and the Yugoslav and now the Slovene Society of International Law. He is a member of the ILC (the International Law Commission), in which there are only 35 members from the entire world, representing different legal systems.

In the ILC he actively participates in the work on the future international legal regulation of objections to reservations to treaties, the deportation of aliens, the responsibilities of international organizations, the effects of armed conflicts on treaties, the international legal protection of natural resources, in particular underground water resources that extend to the area of several states, and regarding the problem of extradition and adjudication.

Between 1967 and 1972 he was a member of the Slovene Government (the Executive Council), in which he was responsible for the issues of science and technology. Subsequent to 1989 he was the ambassador to India, the USA, and Austria, and the non-residential ambassador to Nepal, Mexico, and Brazil. He was a permanent representative/ambassador to the UN (New York) and to the IAEA, UNIDO, CTBTO, ODC, and OECD (Vienna). From 1997 to 2000 he was a state secretary at the Ministry of Foreign Affairs. In 2006 and 2007 he presided over the Council of Governors of the IAEA (International Atomic Energy Agency). During the time of his diplomatic service he also dealt with important issues of international law, such as state succession with regard to international organizations and treaties, border issues, and human rights and minority rights issues.

He has published numerous articles and treatises in domestic and foreign professional journals, and four books, three in the field of international law (*Mednarodno pravno varstvo manjšin* [The International Legal Protection of Minorities], *Pravica narodov do samoodločbe* [The Right of Nations to Self-Determination], and *Pravni status slovenske manjšine v Italiji* [The Legal Status of the Slovene Minority in Italy]). He has contributed papers to numerous conferences and seminars. He still occasionally lectures on international law at the European Faculty of Law and the Faculty of State and European Studies. He commenced duties as judge of the Constitutional Court on 25 April 2008.

## Petros Sourmelis

Since May 2009 Petros Sourmelis is the Head of the Market Access Unit in the Directorate General for Trade of the European Commission. Prior to that and starting from 2005 he was the Head of the DG Trade Unit in charge of international negotiations in the area of trade in services and investment. In this capacity, he was directly involved in the GATS negotiations under the Doha Development Agenda, in WTO accession negotiations as well as in bilateral and regional negotiations conducted by the EU. From 2001 until 2004, Petros Sourmelis was the Head of the trade section of the Commission's Delegation in Washington. In previous postings, he



was responsible as Deputy Head of Unit for WTO dispute settlement matters and for the implementation of the Trade Barriers Regulation. Petros is Greek. He has post-graduate (DEA) degrees in international public law and international private law from the University of Paris-I. He joined the European Commission services in 1989.

## Ambassador Dr. V. S. Seshadri

Dr. V. S. Seshadri joined the Indian Foreign Service in 1978. He is the first resident Ambassador to the Republic of Slovenia. Dr. Seshadri presented his credentials to the President of the Republic of Slovenia on March 1, 2007.



Dr. Seshadri has earlier served in several overseas Indian Missions, which included Nairobi (1980-83), Brussels (1986-89), Tehran (1989-92), Bangkok (1993-97) and Washington D.C. (2003-06).



Dr. Seshadri also served at the Headquarters in New Delhi in the Ministry of External Affairs as Under Secretary in the UN Division (1983-86), Director (SAARC) (1997) and subsequently as Joint Secretary in-charge of Investment Promotion (1998-99). He then moved to the Ministry of Commerce in New Delhi in the year 1999 as Joint Secretary overseeing WTO matters in the Trade Policy Division. He was a member of the Indian delegation to the WTO Ministerials in Seattle, Doha and Cancun.

Dr. Seshadri's last assignment was in Washington D.C. as Minister (Commerce), where he was responsible for trade and other related commercial matters.

Dr. Seshadri received his Ph.D degree in Applied Mathematics from the Indian Institute of Sciences, Bangalore in 1977.

Earlier he completed his Master's degree from the Osmania University and his Bachelor's degree from Bangalore University.

## Prof. Dr. Davorin Kračun



Professor Davorin Kračun, Ph.D. was born in Maribor on the 31<sup>st</sup> of October 1950. He received a B.A. in Economics from the University of Maribor in 1974, M.Phil. in 1978, and Ph.D. in 1981, both in Economics, from the University of Zagreb, Croatia. He has been lecturing economics and performed scientific research at the School of Business and Economics at the University of Maribor since 1974, where he became a full professor in 1995. He was Vice-Dean of the School of Business and Economics

from 1983 to 1987 and was one of the founders of the Institute for Economic Diagnosis and Prognosis. Professor Kračun was also the Minister of Foreign Affairs (1996-1997), Deputy Prime Minister and Minister of Economic Relations and Development (1993-1995) and Minister of Planning (1992-1993). His other assignments were: Chairman of the Economic Council of the Government (1995-1997), a member of the Council of the Slovenian National Bank (1986-1991), and a member of the Board of Directors of the Slovenian Economic Chamber (1988-1992). While in the government, his responsibilities included: coordinating macroeconomic stabilization and development strategy, ownership transformation, accession to GATT and WTO, bilateral trade agreements, and coordinating economic policies.

Between 1997 and 2000 he was the Chairman of the Supervisory Boards of the bank "Nova kreditna banka Maribor" and the corporation "Terme Maribor".

From 2000 until 2004 Dr Davorin Kračun served as the Ambassador of Slovenia to the United States of America and to Mexico (residing in Washington D.C.). In 2004 he returned to the University of Maribor, Faculty of Economics and Business, where he is a professor of Economics and the Chair of the Department for Political Economy. Recently he was elected Academic Chairman of the Faculty. He also teaches Economic Diplomacy in the graduate program of the Faculty of Social Sciences, University of Ljubljana.

His bibliography consists of more than 400 subjects, among which are scientific and professional papers and books, university textbooks, research reports, proceedings, discussions and comments. Professor Kračun also authored and hosted an educational series on Slovenian television. He spoke at a number of universities worldwide. Some of the most significant results of his scientific research can be grouped into three fields: A concept and construction of a dynamic interdependence model which is applied in the analysis of the alternatives to the economic policy in Slovenia; Theoretical analysis of transition models and processes, applied to the Slovenian case; Analysis of prices and economic

performance of Slovenia in international comparison.

## Sérgio Rodrigues Costa

Master of Arts in Organizational Leadership by the Azusa Pacific University, USA, where he graduated with honors. Bachelor of Science in Mechanical Production Engineering by the Federal University of Minas Gerais, Brazil.



He has conducted extensive research in the fields of Entrepreneurship and Leadership Development. He worked for many national and multinational companies such as Mannesmann-Demag, Sotreq Caterpillar, Sebrae-MG (*The Brazilian Service of Support for Micro and Small Enterprises*) and AES Corporation, in various segments ranging from capital goods to IT, Telecommunications, Power generation and distribution, Foreign Trade and Education. Holding a large experience in international business, Sergio Costa joined the Brazilian Trade and Investment Promotion Agency – Apex-Brazil. He managed the export promotion projects for the Technology and Healthcare industries, structured and led the Regional Markets and International Business Centers Units located abroad, in order to increase the exports of Brazilian products and services. Since October 2008 Sérgio Costa holds the Business General Manager position at Apex-Brasil.

## Takeshi Ito

1982 - Joined Ministry of International Trade and Industry (MITI) 1987 -1989 Trainee, Organization for Economic Cooperation and Development (OECD), Paris 1989-1991 Deputy Director, Business Behavior Division, Industrial Policy Bureau, MITI, 1991-1993 Senior Researcher, Institute for International Policy Studies (IIPS), Tokyo, 1993-1994, Deputy Director, Technology Policy Research Division, Agency of Industrial Science and Technology (AIST), MITI, 1994-1996, Deputy Director, Information Processing Administration Division, Minister's Secretariat, MITI, 1996-1999, Director, Technology Research Department, Japan External Trade Organization (JETRO), New York Center, New York, 1999-2001, Director, Technology Application Department, Information-technology Promotion Agency (IPA), Tokyo, 2001-2002, Director, Office of National Institute Management, Industrial Science Technology Policy and Environment Bureau, METI, 2002-2003, Director, Office of Current Survey for Commerce and Service, Research and Statistics Department, METI, 2003-2004, Director, Statistics Information Systems Office, Research and Statistics Department, METI, 2004-2005, Director, Statistics Planning Office, Research and Statistics Department, METI, 2005-2006, Director-General, Natural Resources, Energy and Environment Department, Kansai Bureau of Economy, Trade and Industry, METI, 2006-2009, Counselor, Government Information Security Standards, National Information Security Center (NISC), Cabinet Secretariat 2009- Director-General, JETRO Vienna Center, Vienna.

## Laurent Matile

Mr. Laurent Matile has been working during the last 15 years on international trade and development issues, first working for the Swiss Government, in charge of WTO, as well as regional and bilateral trade negotiations, including FTA with the EU. He later worked as an advisor to the Board of directors at the Asian Development Bank (ADB) in Manila, whose mandate is to reduce poverty across Asia, by fostering sustainable economic and social development. He later advised ministries



in developing countries on WTO accession related issues, working for a Geneva based trade policy centre, IDEAS Centre. Currently with the Business and Trade Policy Section at the International Trade Centre, he is coordinating programs fostering public-private dialogues on WTO and other international trade negotiations, aiming at integrating business priorities into national trade policies.

## Bill Burwell

Bill Burwell is responsible for the management and operations of the US Export Assistance Center (USEAC) located in Baltimore, MD. The USEAC assists firms to increase international sales and expand business operations by utilizing the US Department of Commerce US and Foreign Commercial Service network as well as federal, state and local partners. Previously, Mr. Burwell was Senior Manager at the Manufacturing Extension Partnership Program at the National Institute of Standards and Technology. In this position he directed research on international and domestic issues affecting US manufacturing and small business competitiveness. Mr. Burwell also served as vice president of business development at a business-to-business start-up company providing marketing partnerships, brand management and strategic alliance development services. He holds an MBA from Clark University and a BA in Political Science from Drew University.

## Florindo Blandolino

Florindo C.D. Blandolino was born in Scorrano, a small town of the Salento region, in 1964. Having completed his studies at the University of Bologna, where he obtained a degree in International Law with a dissertation on "treaties in simplified form", he spent two years in the U.K., where he became Master of Laws in E.U. Law at the University of Essex. In 1996 he worked for the Secretariat of the Council of Ministers of E.U., following at both "COREPER" and "working parties" level the procedures for the adoption of the Auto-Oil Directive. He has collaborated with many law firms, in the field of competition law. In 2000, he has joined I.C.E. (Institute for Foreign Trade), where he has worked in the Contract Office, the Promotion Planning Office and the Promotion Department, organising several commercial missions in Algeria, Jordan, India and Romania.



Currently director of the Ljubljana office of I.C.E. (Trade Promotion Section of the Italian Embassy), he has been director of the Baghdad office, and head of the Iraq Desk until December 2004.