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Farnesina  
Ministero degli Affari Esteri  
Dipartimento Affari Europei

# ECONOMIC DIPLOMACY

MODEL UNITED NATIONS • MODEL COMPANY BOARD



2020

# WHAT IS ECONOMIC DIPLOMACY?

In a highly interconnected world, the study of fundamental economic dynamics has become a crucial feature for understanding diplomatic relations, where public and private interests are increasingly closely linked.

**Economic Diplomacy** provides participants with the theoretical and practical notions of negotiation / simulation techniques specific to the diplomatic and economic sector, as well as the tools necessary for a more in-depth reading key on the dynamics of interconnection between the public and private sectors.

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It is a high-level training program promoted by the Eastwest European Institute and Associazione Diplomatici, in collaboration with the Ministry for Foreign Affairs, which will allow **students to discover and explore the world of economic diplomacy and to understand the dynamics that underlie the choices of the great public actors on one side; and of private companies, on the other.**

# WHY ECONOMIC DIPLOMACY?

Thanks to direct experience based on the “learning by doing” method - the guiding thread of all training activities organized by EWEI - each participant will acquire the analytical tools necessary to understand how and why decisions in the economic field are taken both in multilateral public forums and in multinational corporations.

The notion of "**economic diplomacy**" can be applied to all international working contexts, where a combination of negotiation and analytical skills is essential for success in any complex scenario.

The project, in fact, allows those who are willing to pursue a career in the public and private spheres to approach the labour market with a greater understanding of the economic sphere in all its facets.



# THE PROGRAM

The project is divided into 3 steps which include training activities, meetings, simulation works in Rome, Washington and New York.



## **Training Course** **e-learning platform**

Training course divided into 6 lessons (12 hours in total) held by diplomats and professionals from both the public and private sectors on theoretical and practical aspects concerning multilateral diplomacy, with special attention to the United Nations system and to the dynamics of negotiation in the private sector.



## **Farnesina Day** **Rome**

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A full day in Rome at the Ministry for Foreign Affairs to analyze the Italian “Country System” with a special focus to public economic diplomacy, with the contribution of high-level speakers from different national institutions.



## **Model UN &** **Model Company Board** **Washington - New York**

- Meetings in the sanctuaries of economic and political power: IMF, World Bank, White House and Congress;
- Simulation of the works of the Second Committee of the UN General Assembly, which deals with Economic and Financial Matters;
- Simulation of meeting sessions and negotiations led by the Management Board of some of the most prestigious multinationals.



# STEP 1

*Training course - 12 hours in June*

The online training course is divided into **6 lessons** held by diplomats and professionals from the public and private sectors. The training course, therefore, has the ultimate aim of providing participants with the indispensable tools to be the protagonists of their experience, and is based on the double diplomatic-economic track, a distinctive feature of the project.

On the one hand, the analysis and study of the functioning mechanisms of the United Nations (UN), the driving force of diplomacy par excellence, so to enable students to faithfully reproduce the work of the General Assembly Second Committee on economic and financial issues.

On the other hand, to analyze the foundations of the economic negotiation dynamics of large private companies, in order to acquire the knowledge necessary for the simulation and participation to the managerial activities of the multinationals involved in the project.

We will therefore investigate how the two sectors - public and private - interact in the framework of economic diplomacy: **we will also prepare our meetings in Washington, in the sanctuaries of economic and political power** (International Monetary Fund, World Bank, White House and Congress)



# STEP 2

## *Farnesina Day - Rome*

The day will focus on the specific aspects of public economic diplomacy with the contribution of high-level speakers from different national institutions at the headquarters of the Italian economic diplomacy: **Farnesina** (Ministry for Foreign Affairs).

You will be able to know and understand the functioning of the Italian "Country System" in all its aspects and analyze, with the support of professionals, the mechanisms and techniques that underlie real multilateral public negotiations.



# STEP 3 - A

## *Model UN -United Nations*

The project foresees a 5-days stay in New York with the unique opportunity to faithfully reproduce, through “the learning by doing” method, the functioning mechanism of the Second Committee - economic and financial body - at the General Assembly of the United Nations headquarters.

The participants will act as **real Ambassadors to the United Nations**, according to the principle of “staying in character”, the nerve center of any negotiating experience. Students will have the ability to respect, following an ex-ante study, the country point of view, to be represented in the simulation, and the principles of international cooperation and intercultural dialogue between the parties. A constructive debate aimed at providing soft skills tools, such as public speaking, negotiation skills, time management and English professional language.

The goal is, therefore, to find a compromise that will bring together the different countries involved in the debate and to understand the dynamics upon which the daily work of the Ambassadors to the United Nations is based.



# STEP 3 - B

## *Model Company Board - Washington/New York*

The most innovative phase of the project is the model company board.

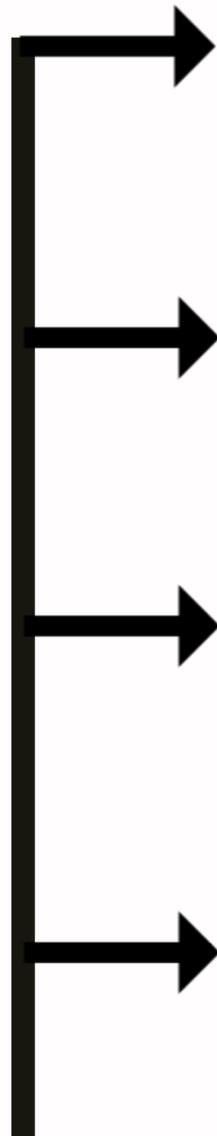
The students will act as managers and board members of some of the largest and most important companies in the world. Upon enrollment, the students will be able to express their preference regarding the company to work for, but the unquestionable choice will then be left to the Economic Diplomacy Board, giving preference to the scholarship recipients.

The companies involved are: **Bloomberg, Financial Times, Unicredit, Philip Morris, Pepsico, Citigroup and Autogrill.**

To take the decision of investing in China, for a company like Bloomberg, has very serious geopolitical implications, that we will analyze “live”, with the support of a top manager.

In **Washington**, students will have the opportunity to meet key people of the global debate: the Executive Directors of the International Monetary Fund and of the World Bank, advisors in the White House and parliamentarians in the Congress. The students will, therefore, have the opportunity to fully understand the points of contact between the requests of the large multilateral institutions and the strategies of the private multinationals.

## Let's do a recap together

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- Do the interview and get a scholarship
  - Take part in the training course
  - Perfect your preparation with the Farnesina Day
  - Fly to Washington and New York to simulate the functioning of the United Nations and of the Board of major world companies

Please note: After the training course, you will be assigned the country that you will represent at the United Nations and the role of the Board in one of the large companies that have joined the project.

# MANAGEMENT BOARD

Below are the prestigious companies involved in the Economic Diplomacy project



*Multinational company operating in the mass media sector with headquarters in New York and branches worldwide*



*Main economic-financial newspaper of the United Kingdom and one of the oldest, most authoritative and widely read in the world*



*World leader in the cigarette and tobacco sector*



*World's first operator in catering services for travelers. It is present in 31 countries on 4 continents, operates in about 1,000 locations, manages 4,000 points of sale and is present in 147 airports*



*American multinational company specializing in food, snacks and drinks*



*One of the leading European global banking and financial services companies*



*American multinational corporation of investment banks and financial services companies*

# EDUCATIONAL PACKAGES

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- **ONLINE TRAINING COURSE**
- **MEETING DAY AT FARNESINA**
- **6 NIGHTS IN HOTEL**
- **EDUCATIONAL TRAINING MATERIAL**
- **VISITS AND SIMULATIONS IN NEW YORK**
- **CERTIFICATE OF ATTENDANCE**
- **IN-COMPANY INTERNSHIP FOR THE BEST STUDENTS**

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The cost does NOT include:  
meals, board and lodging for Farnesina Day, meals and travel expenses

# **OPTION 1: NEW YORK ONLY**

**Cost: 1.600 €**

**DATES: June 27 – July 3**

- **ONLINE TRAINING COURSE**
- **MEETING DAY AT FARNESINA**
- **4 NIGHTS IN HOTEL**
- **EDUCATIONAL TRAINING MATERIAL**
- **VISITS AND SIMULATIONS IN WASHINGTON**
- **CERTIFICATE OF ATTENDANCE**
- **IN-COMPANY INTERNSHIP FOR THE BEST STUDENTS**

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The cost does NOT include:  
meals, board and lodging for Farnesina Day, meals and travel expenses

# **OPTION 2: WASHINGTON ONLY**

**Cost: 1.550 €**

**DATES: June 23 – 27**

- **ONLINE TRAINING COURSE**
- **MEETING DAY AT FARNESINA**
- **10 NIGHTS IN HOTEL**
- **EDUCATIONAL TRAINING MATERIAL**
- **VISITS AND SIMULATIONS IN WASHINGTON AND NY**
- **CERTIFICATE OF ATTENDANCE**
- **IN-COMPANY INTERNSHIP FOR THE BEST STUDENTS**

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The cost does NOT include:  
meals, board and lodging for Farnesina Day, meals and travel expenses

# **OPTION 3: WASHINGTON AND NEW YORK**

**Cost: 2.950 €**

**DATES: June 23 – July 3**

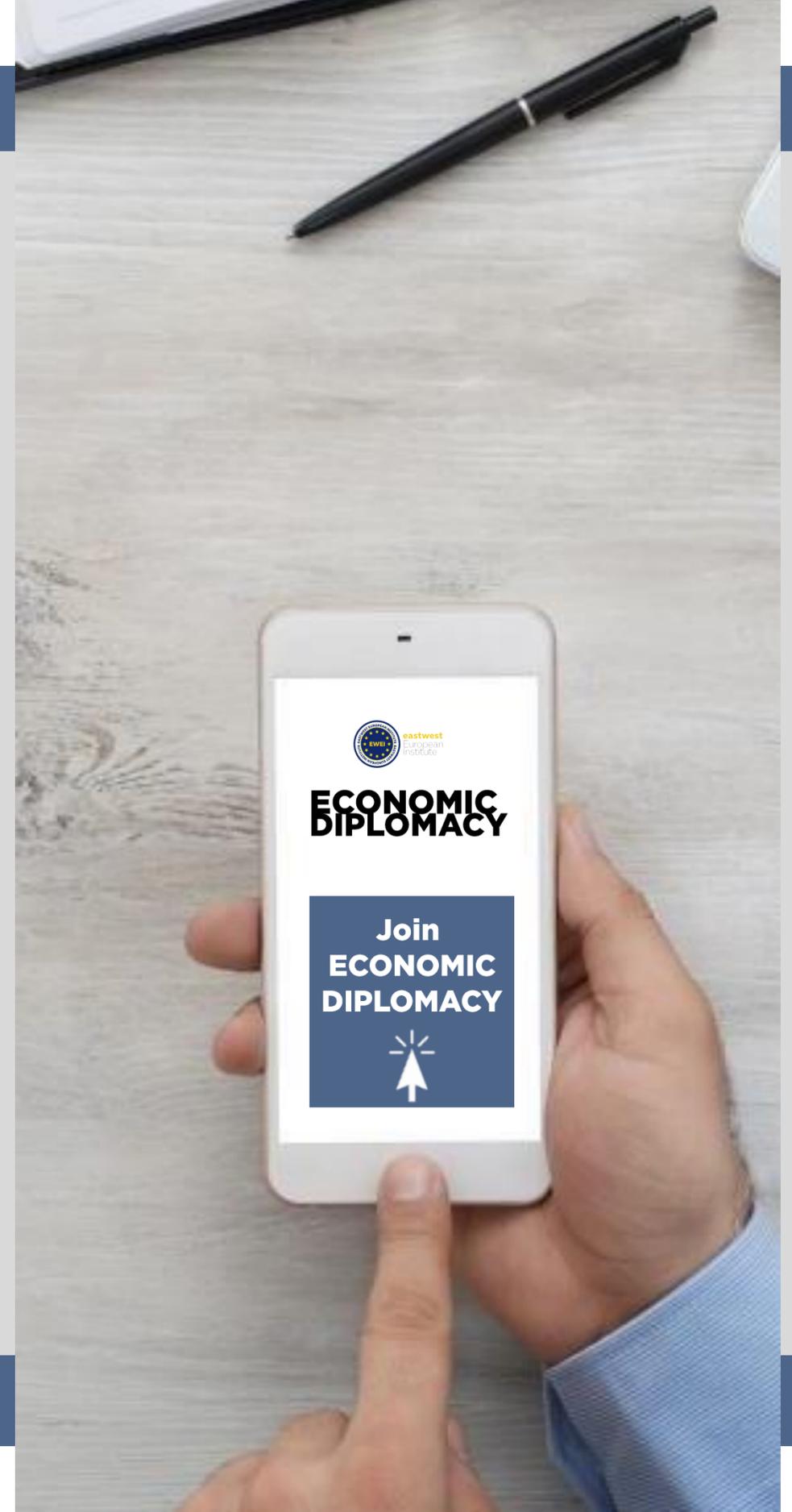
# SCHOLARSHIPS



The 10 most deserving students at the interviews, who have chosen option 3, will be able to take advantage of scholarships of 2000 euros each, offered by Confindustria, ABI and Philip Morris.

# HOW TO APPLY

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# HOW TO APPLY

To take part in the project, candidates will have to pass a selection procedure which includes the following steps:

1

Online registration and interview booking

2

Interview (in English and via Skype) with the teaching staff

3

Results of the interview sent by email

4

Payment of the participation fee

# WHY APPLY



To understand the current economic dynamics on which the choices of the great public and private actors are based



You will have the opportunity to **expand your professional network** through the meeting with top professionals and diplomats



We will **offer you the opportunity to study** and put into practice the acquired knowledge



You will be able to put yourself in the shoes of the management boards of the most important multinational companies in their headquarters in New York and Washington, and have a great experience at the United Nations



You will receive a **certificate of participation** that you can validate as university credits (CFU) to add to your CV

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You will improve your level of English and your soft skills



Be selected for an internship in the companies of the EWEI network

# EASTWEST EUROPEAN INSTITUTE



Eastwest European Institute is an independent organization specialized in geopolitical research and analysis, organization of scientific events and training projects for students and professionals, with a focus on international affairs and global dynamics.

Our Scientific Committee provides guidelines for the activities of the Eastwest European Institute, through bi-monthly meetings.

It is composed by leaders in the international political, economic and cultural world, such as:

**Romano Prodi, Joschka Fischer, Enrico Letta, Emma Bonino, Javier Solana.**

EWEI also produces and distributes the geopolitical magazine “eastwest”, since 2004 ([www.eastwest.eu](http://www.eastwest.eu)).



Romano Prodi  
President



Giuseppe Scognamiglio  
Chairman



Claudio Corbino  
CEO



Joschka Fischer



Enrico Letta



Emma Bonino



Javier Solana



# ASSOCIAZIONE DIPLOMATICI



**Associazione Diplomatici** is an NGO with special consultative status at the United Nations Economic and Social Council. From 2000 to today, through a complementary training to school and university, it has prepared over 30,000 students from all over the world, who took part in international forums organized by AD at the United Nations or in other institutional environments in Italy and abroad.

The aim of the Association's activities is to enable young people to commit themselves in defense of the values of democracy through the study and the simulation of the works of the great international organizations. These activities also allow them to understand the meaning of respect, tolerance and coexistence among people of different cultures, faiths or ethnicities, by training them in transversal skills.



# CONTACTS



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