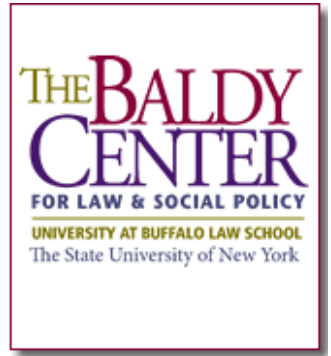
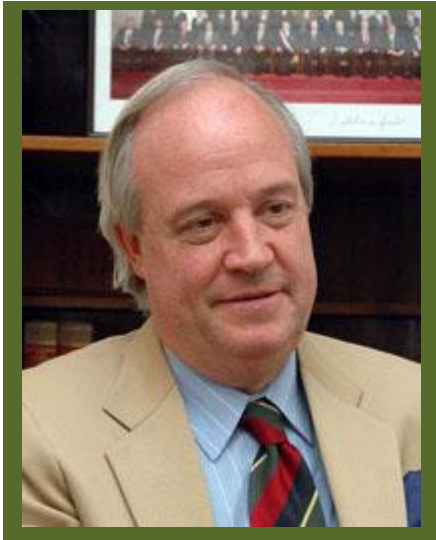


The Baldy Center Working Group on
Cultural Policy and Cultural Diplomacy
invites you to a luncheon presentation



Friday, March 20, 2009 12:30 – 2:00 pm
5th Floor Conference Center, 509 O'Brian Hall
(RSVP to AMazurek@buffalo.edu for lunch from 12:00 noon)



New Challenges to the World's Second Oldest Profession:

The Theory and Praxis of
Twenty-First Century Diplomacy

Jorge Heine

Distinguished Fellow, Centre for International Governance
Innovation (CIGI) and a CIGI Chair in International Governance, Wilfrid Laurier University,
Canada; Vice-President, International Political Science Association (IPSA) ; lawyer and political
scientist (PhD Political Science, Stanford University); former Ambassador of Chile to India,
Bangladesh, Sri Lanka and South Africa.

The traditional model of diplomacy, founded on the principles of national sovereignty and of statecraft, is becoming less relevant as a field of new, influential actors enter the international system. Diplomats must now engage a vastly larger number of players in host countries, as the age-old "club model" of diplomacy gives way to a less hierarchical "network model". This paper calls for a new approach -- one in which diplomats project their nation's values and interests to the growing field of international players, focusing on a critical set of issue areas of special relevance to the mission. Although the environment in which diplomacy is practiced has changed drastically, the adaptive behavior of many diplomats and foreign ministries has not always kept pace with this new reality. This is part of the reason they are not fully able to take advantage of the many opportunities offered by increased international flows and interactions. Drawing on the author's diplomatic experience in South Africa and India, it is argued that diplomats are no longer sheltered from the political realm; that they are more accessible by and have wider access to non-state actors; and they must respond to the vast array of demands these new factors pose.

See full biographical details at: www.law.buffalo.edu/baldycenter/events.htm

Baldy Center for Law & Social Policy, University at Buffalo Law School
511 O'Brian Hall, Buffalo, NY 14260 ♦ T: 716-645-2102 ♦ E: BaldyCtr@buffalo.edu
www.law.buffalo.edu/baldycenter