2nd International Cultural Academy
Public and Cultural Diplomacy
in times of crisis

APPLICATION FORM

PUBLIC AND CULTURAL DIPLOMACY
IN TIMES OF CRISIS
Rhodes, Greece
October 22 - 26, 2015

First Name				
Last Name				
Date of Birth				
Nationality				
Sex	F		M	
Address				
Telephone Number				
Email Address				

Passport Number	
Date of Issue	
Issuing Authority	

Current Occupation

Young Professional		Post - Doctoral Researcher	
PhD Candidate		MA Candidate	
Other (please specify)			

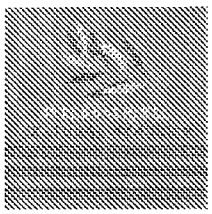
Title/ Position	
Organization	

Academic Background (University)

Field of Study	
Degree Earned/ Expected	

Languages

English		Other	
Mother Tongue			



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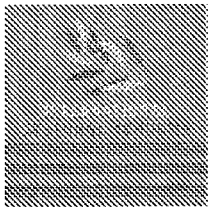
Work Experience

Please state the reasons for wishing to attend the 2nd International Cultural Academy (300 words)

How did you learn about the 2nd International Cultural Academy in Rhodes?

Through Internet	
Posters	
Professors	
Friends	
Other (please specify)	



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Please attach:

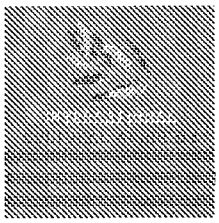
1	Curriculum Vitae	
2	Abstract of your presentation (300 words) (optional)	
3	Any other information you consider relevant	

Please submit the application form to:

International Academy's Team, Hellenic Foundation for Culture
Email: culture@hfc.gr
50, Stratigou Kallari, P.Psychico 154 52, Athens, Greece
Tel.: +30 2106776540 (ext. 305)
www.hfc-worldwide.org

Date:

Signature:



2nd International Cultural Academy
Provisional Program

Day 1 - Thursday, October 22nd

	Participants Arrivals
18:00 – 19:30	Registration Period
20:00	Opening Ceremony and Welcoming Remarks

Day 2 - Friday, October 23th

9:00 – 9:15	***The role of Cultural Diplomacy in Grand Strategy*** Professor Harry Papasotiriou, President and Director, Institute of International Relations, Panteion University
9:15 – 10:45	***Cultural Diplomacy and the Role of Social Media,*** Ambassador Mohamed Anis
10:45	Break
11:15 – 12:15	***Sustainable Development: The role of Environment and Culture in Times of Crisis,*** Dr. Aravella Zachariou, Head of Environmental Education and Sustainable Development Unit, Pedagogical Institute, Cyprus
12:15 – 13:15	**Group Discussion - Workshop I**
13:30	Lunch Break
17:00 – 19:00	**Delegates' Presentations - Open Discussion**

Day 3 - Saturday, October 24th, 2015

9:00 – 9:15	***What to expect from Cultural Diplomacy? The case of cultural terrorism and cultural genocide,*** Dr. Kalliopi Chainoglou, Lecturer in International and European Institutions, University of Macedonia
9:45 – 10:45	***Protecting Cultural Property in the Event of Armed Conflict: The role of the UNESCO Intergovernmental Committee (Second Protocol to the Hague Convention of 1954)***, Dr. Artemis Papathanassiou, Chairperson of the UNESCO Intergovernmental Committee for the Protection of Cultural Property in the Event of Armed Conflict
10:45	Break
11:15 – 12:15	***Culture and Cultural Diplomacy in EU External Relations,*** Dr. iur. Thomas Bruha, Professor of Public Law, University of Hamburg
12:15 – 13:15	**Group Discussion - Workshop II**
13:30	Lunch Break
17:00 – 19:00	**Delegates' Presentations - Discussion**

Day 4 - Sunday, October 25th, 2015

9:00 – 9:45	***Parliamentary Diplomacy*** Dr. Eleni Theocharous, Member of the European Parliament
9:45 – 10:30	***European Union policies in the field of culture,*** ***The European Capitals of Culture Action,*** Anna Dalamanga, Minister Counselor Expert in cultural and public diplomacy, Ministry of Foreign Affairs
10:30	**Break**
11:00 – 13:00	**Delegates' Presentations - Discussion**
13:30	**Lunch Break**
15:30 – 17:30	**Delegates' Presentations - Discussion**

Day 5 - Monday October 26th, 2015

9:00 – 10:00	***Summary and Findings***
10:00 – 11:00	**Workshop III**
19:00 – 20:00	**Certificates Award Ceremony**

Tuesday October 27th, 2015

	Participants Departure

HELLENIC FOUNDATION FOR CULTURE

In cooperation with

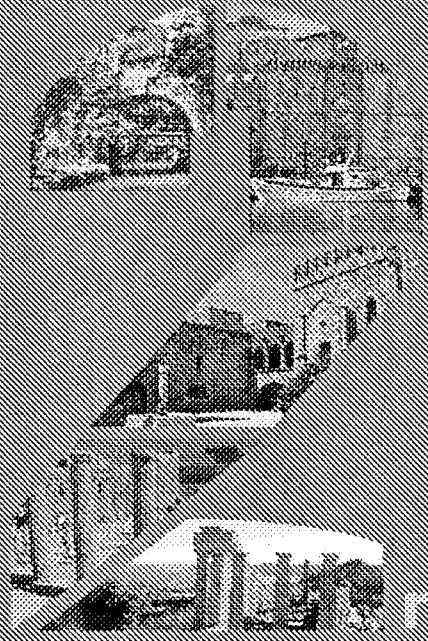
CENTRE OF EASTERN STUDIES FOR CULTURE AND COMMUNICATION

INSTITUTE OF INTERNATIONAL RELATIONS

MUNICIPALITY OF RHODES

Under the auspices of the Hellenic National Commission for UNESCO

Hellenic National Commission for UNESCO



2nd International Cultural Academy

PUBLIC & CULTURAL DIPLOMACY

IN TIMES OF CRISIS

Rhodes - Greece

22 – 26 October 2015

The **2nd International Cultural Academy** is organized by the **Hellenic Foundation for Culture in Rhodes**, Greece, in cooperation with the **Municipality of Rhodes**, the **Institute of International Relations** and the **Centre of Eastern Studies for Culture and Communication** under the auspices of the **Hellenic National Commission for UNESCO**.

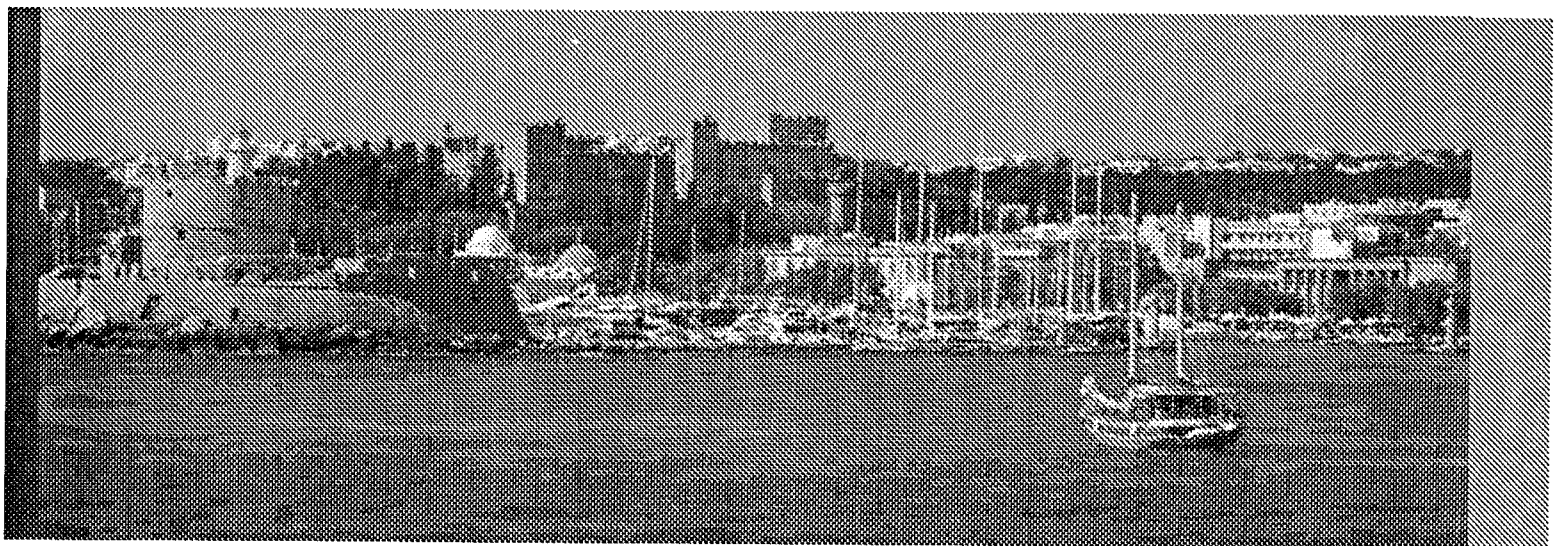
The International Cultural Academy 2015 in Rhodes aims at bringing young researchers and diplomats, practitioners and students from interdisciplinary fields and settings to discuss and share theory, research and best practices and foster a dialogue on issues related to **Public and Cultural Diplomacy**. This year the academic event will be focused on the crisis throughout the European Union and its potential to generate positive developments for the European future. This financial crisis has political aspects and certainly a cultural background as well as an impact on peoples' life and their culture. During the Academy participants will cover a variety of topics and will develop their practical skills and knowledge through case studies. The Academy offers diverse subjects focused on the political, cultural and economic environment in the Mediterranean space and Europe. The participants will familiarize themselves with the fundamentals of cultural diplomacy and with its applications as well as the way of thought and function of European cultural institutes.

This academy is targeted at people starting a PhD, researchers from academia, professionals from the cultural field and junior diplomats. Since 2014 the Academy provides a setting for discussion between graduates, professionals and professors on the power of culture, communication, strategy and diplomacy. The international event is also expected to inform the participants about the means and tools available for sharing fresh and innovative ways to adapt to the new reality of the globalization era. Apart from providing an excellent forum for networking, the participants will have the chance to present their academic work* and to discuss their ideas and experiences with academics and professionals. The International Academy offers information and concrete knowledge to the international and academic community on the current and future challenges and opportunities for peace building, cultural heritage and intercultural dialogue.

At the end of the International Cultural Academy in Rhodes each participant will receive a signed certificate of attendance. The participants' presentations will be published in an edited electronic publication of the institutions co-organizing the event.

**10 minute presentation*

FB: Public and Cultural Diplomacy Academy



The general themes that will be covered are the following:

- **European Crisis as an Economic, Political and Cultural Question**
- **Cultural Heritage as a Diplomacy Tool**
- **Globalization and Cultural Diplomacy**
- **The role of Cultural Diplomacy in Grand Strategy**
- **Environmental Diplomacy Initiatives**

The workshops will be held in the morning, while in the afternoon there will be practical exercises, group discussions, film viewing, etc.

Participants who wish to present their academic work must send an abstract (300 words) from one of the following fields:

Public Diplomacy / Cultural Heritage and International Law / People to People Diplomacy and Active Citizenship / Cultural Management, Creative Industries and Entrepreneurship / International Case Studies of Cultural Diplomacy / Cultural Policies and Institutions in the European Union / Cultural Heritage in Warfare / Religion and Cultural Diplomacy / Models of Cultural Diplomacy / The Private Sector and Cultural Diplomacy / From Cultural Imperialism to Cultural Relations / Non-state actors and modes of diplomacy / Culture and Tourism / Museums as Platforms / UNESCO and Peace Building / Visual Culture and Media Industry / Educational Exchanges and Innovation / International Relations through Music / European Capitals of Culture Initiatives / The Role of European Union Institutions of Culture / Sport Diplomacy and the Olympic Games / Media and Real-Time Diplomacy / Diaspora / Branding

At the International Academy 2015 in Rhodes

- We will examine the sectors in which cultural and public diplomacy can be exercised and investigate modes of implementation.
- We will think critically about the conditions and opportunities for and practical approaches to maximizing the impact of cultural diplomacy.
- Concepts and theories will be examined inter-disciplinarily and we will use case studies and the experience of seasoned practitioners to discuss strategies for cultural diplomacy.

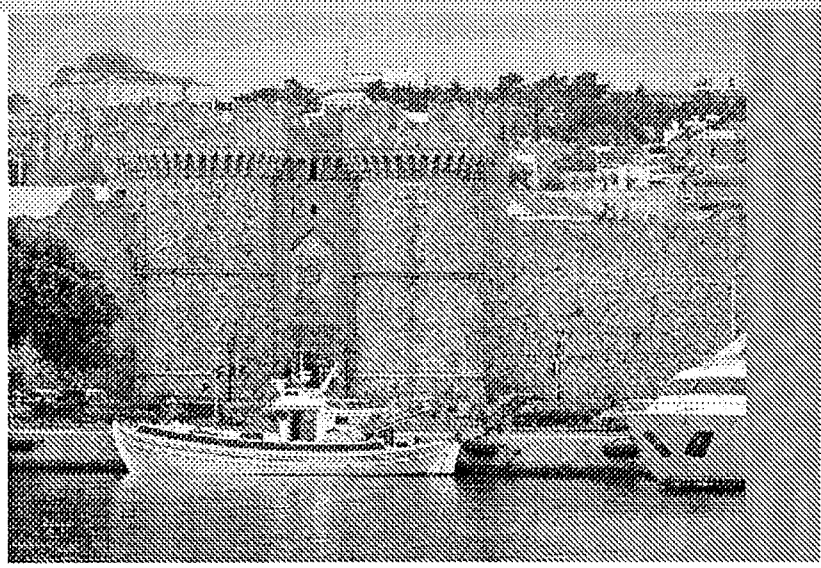
As a result:

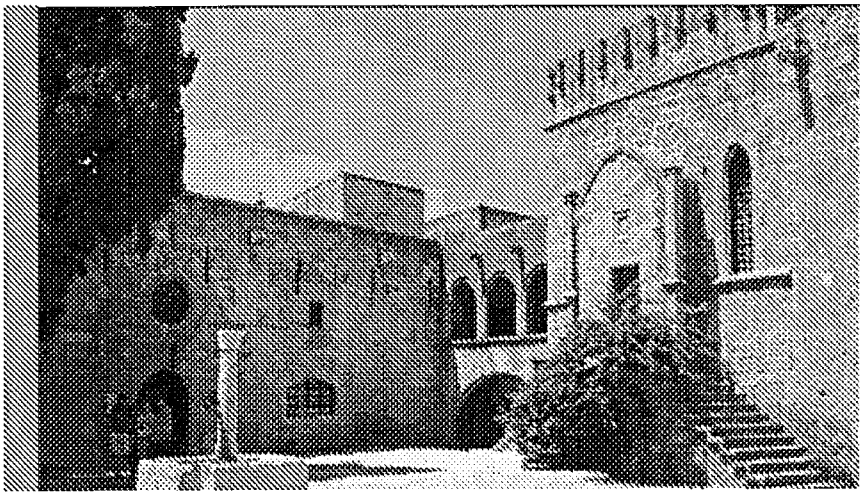
- We will conceptually and theoretically come to a better understanding of what Cultural Diplomacy is and why it has come to play such an important role in foreign policy.
- We will sharpen the competences, which are indispensible for dealing with such issues.

At the end of the Academy each participant will receive a signed certificate of attendance. The presentations will be published in an edited electronic publication of the Institutions co-organising the event.

Rhodes Island

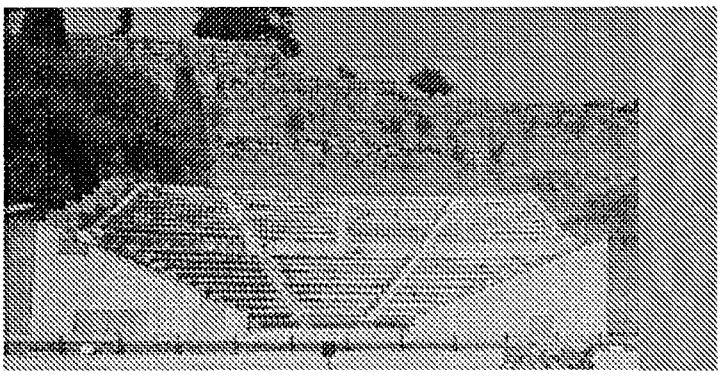
The island of Rhodes is located in the Dodecanese island chain at the crossroads of two major sea routes of the Mediterranean between the Aegean Sea and the coast of the Middle East. The history of Rhodes goes back 4000 years, and the island was at different times under the Byzantine, Frankish, Ottoman and Italian rule.

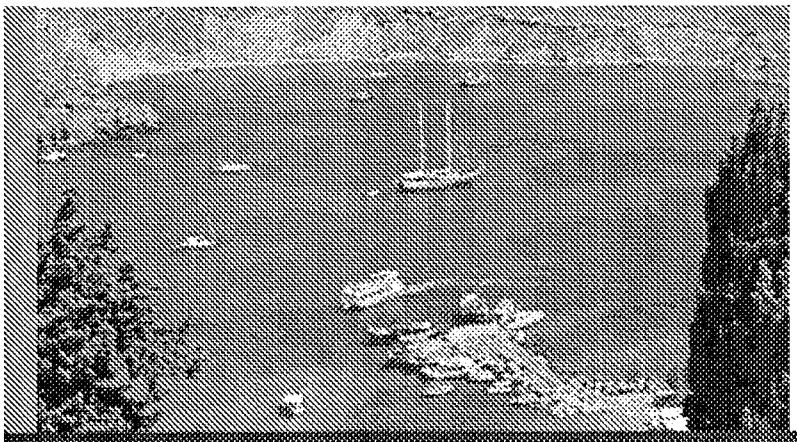




As a result, well-preserved monuments from different historical periods make the island particularly interesting for visitors. Some of the sights include the Old Town (constructed in 1309 AD by the Knights of Saint John of Jerusalem who had conquered Rhodes) and the Monte Smith Hill (marks the site of the Acropolis, one of the most important centers of worship, education and recreation in 3rd century BC, hosting a Hellenistic stadium and a gymnasium).

The Old Town of Rhodes was designated a World Heritage site by UNESCO in 1988. Rhodes is currently claiming the title of the European Capital of Culture for 2021. Moreover, the island offers a range of walking tours, such as the Valley of the Butterflies, the Seven Springs and the Rodini Park. In the fall, Rhodes hosts a number of saints festivals, which feature traditional dances and during which scents, colors and music flood the roads of Rhodes. Nowadays, Rhodes hosts over 2 million visitors every year and its permanent population is





Rhodes has established cooperation in the fields of commerce, tourism with other countries and cities such as *Conches* France, *Palma de Majorca* in Spain, *Braunfel* in Germany, *Limassol* in Cyprus, *Visby* (Gotland) in Sweden, *Roses* in Spain, *Valetta* in Malta, *Yalta* in Crimea, *Avila* in Spain, *Pisa* in Italy, *Perth* in Australia, the *State of Rhode* Island USA , the city of Greece in the USA, and the city of Puebla in Mexico.

How to Apply

Applicants should be graduate or post graduate students working towards Masters or Ph.D. degrees, junior researchers, cultural managers and young diplomats. All applicants should be fluent in English.

Eligibility:

The International Academy invites students and researchers of social and political sciences, humanities and economics, young diplomats and cultural managers to participate by filling out the application form and sending a CV. Participants who wish to present their academic work must send an abstract (300 words) to the address: culture@hfc.gr

Fees:

The fees are 300 euro and cover:

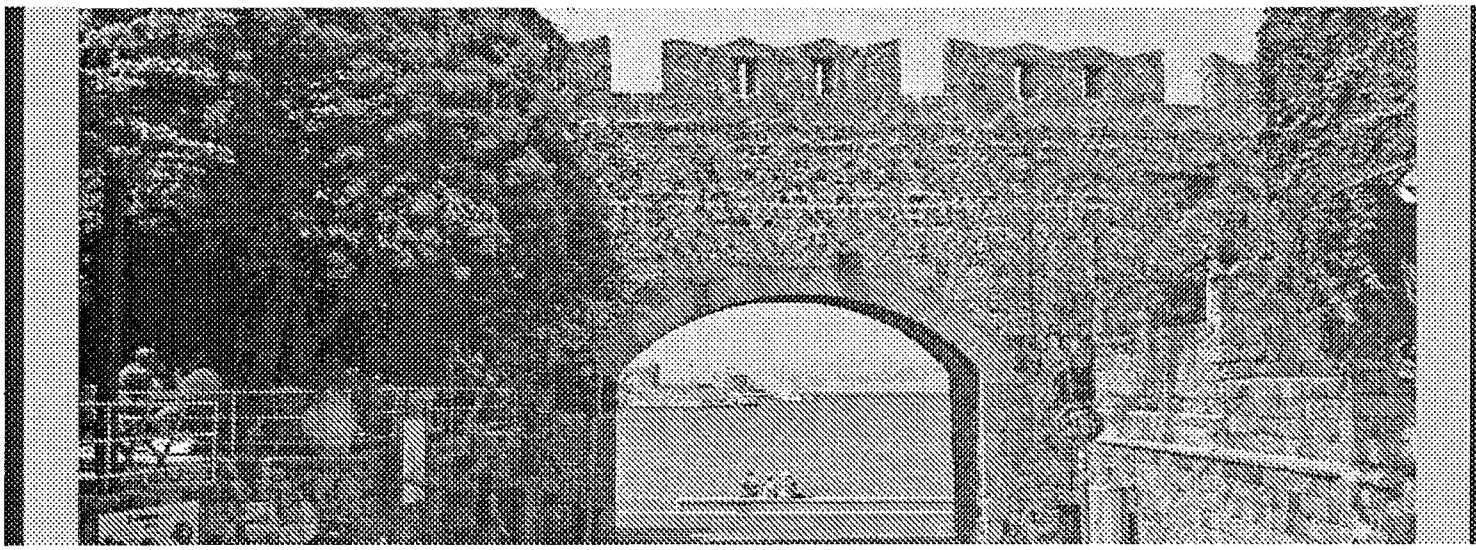
- Accommodation at a hotel close to the city center of Rhodes (shared accommodation in a double occupancy room).
- Breakfast, lunch and dinner.
- Excursions, cultural, social and extra-curricular activities.
- Study material

Further Inquiries and application forms:

For further inquiries please contact:
Ms. Mersilia Anastasiadou, Academic Coordinator
International Academy's Team
Hellenic Foundation for Culture, www.hfc-worldwide.org
Email: culture@hfc.gr
Tel.: +30 2106776540 (ext. 305)

Application deadlines: **Friday, 25 September 2015**

Please submit the application electronically (culture@hfc.gr) by Friday September 25, 2015. Places are limited and will be awarded on merit. Early applications are strongly encouraged.
Decisions will be mailed out till Monday, September 28, 2015. Admitted foreign students will be provided with all necessary documentation in support of a visa application, if this is needed.



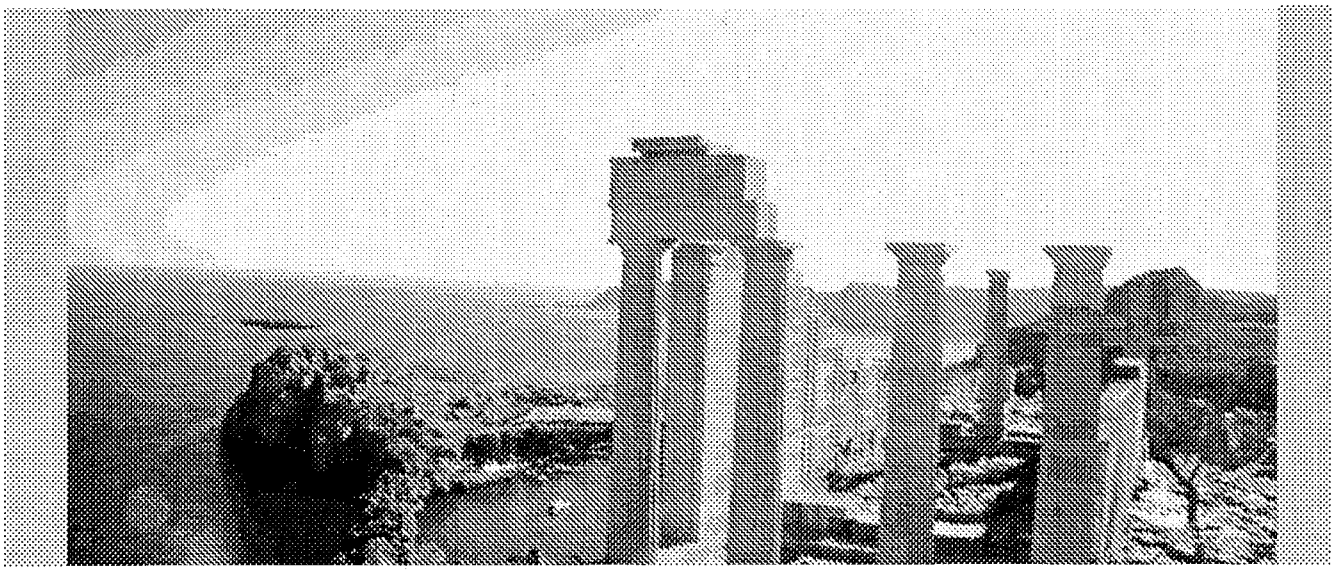
Some words on public and cultural diplomacy...

Diplomacy is, and always has been, the means to effect foreign policy – the way for countries and states to exert political influence and promote their interests internationally. Although war has been referred to as "diplomacy by other means," we tend to think of diplomacy as comprising the non-violent means available to states for exercising foreign policy. These means can be formal and informal, the cultivation of goodwill in the social, political, economic and cultural space of another state entity and the use of **cultural capital** to promote the image and influence of a state abroad, often referred to as "soft power."

In this context, **public diplomacy** has played and plays an important role in serving the interests and promoting the influence of individual actors. Language institutes, journalists, university programs and exchange, the arts, technology and innovation are among the various means employed in public diplomacy. Natural disasters may also provide a venue for the exercise of public diplomacy, by offering the possibility to cultivate a positive image of a state providing humanitarian assistance, as well as to build connections, communication and solidarity.

Foreign policy, as carried out through **cultural diplomacy** of a country, seeks to communicate the importance, goodwill and prestige of the relevant state entity to its audience, in order to influence developments for the benefit of the specific state and its alliances. Moreover this is the role of diplomacy in general, which seeks the execution of foreign policy in such a way as to maximize the mutual benefit of states in the **international system and international society.**

When we investigate cultural diplomacy, we are considering culture as an integral feature of foreign policy, contributing to the projection of the image and the interests of the state in its external relations. *The image of a country is an ongoing reality or reality construction of modern international politics, and one that is able to influence developments negatively or positively, to stabilize situations or dramatically overturn structures.*



Hellenic Foundation for Culture

The ***Hellenic Foundation for Culture*** was established in 1992 as the center for Greek external cultural and educational policy. It initiates intercultural dialogue through cultural and educational exchanges, generating interest for Greece abroad. Its is involved worldwide, working with networks of culture, media and politics and focusing on multilateral cooperation.

http://hfc-worldwide.org/ / FB: Hellenic Foundation for Culture - Worldwide /

FB: Public and Cultural Diplomacy Academy

Municipality of Rhodes

Rhodes is the largest island in the Dodecanese. Its capital city, located at its northern tip, is the capital of the Prefecture with the Medieval Town in its center. The logo of the Municipality (seen first page) it is inspired by an ancient coin baring the head of god Helios. The transcript writes "Demos Rodion" which means City of the Rhodians, as the city of Rhodes was known, since its foundation in 408 BC, during the classical and hellenistic years.

www.rhodes.gr/en / FB: Rhodes 2021 - Ρόδος 2021

Institute of International Relations

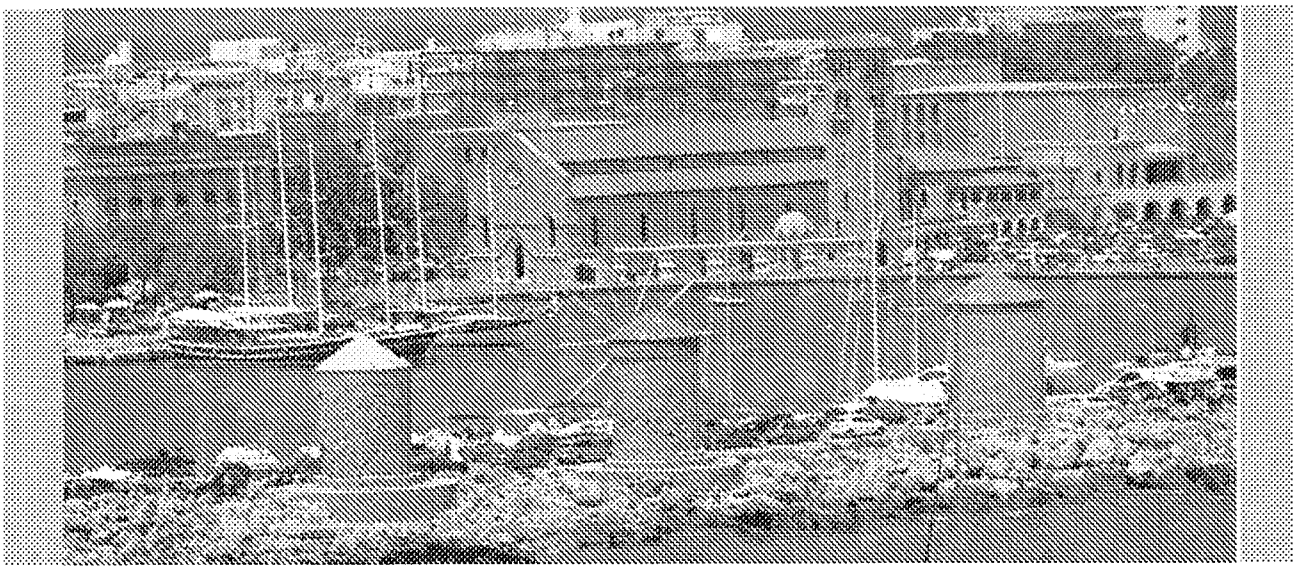
The ***Institute of International Relations,*** which was founded in 1989, is the oldest academic Greek institute of its kind, coordinating research and educational work in the field of international relations and affiliated with the Department of International, European and Regional Studies at Panteion University of Social and Political Sciences. The Institute has since its inception been engaged in the study and analysis of themes in international and European politics on the domestic as well as the international level.

http://www.idis.gr / FB: Institute of International Relations / deca@idis.gr

Centre of Eastern Studies for Culture and Communication

The ***Centre of Eastern Studies for Culture and Communication*** is a research center of the School of International Studies, Media and Culture, Panteion University of Social and Political Sciences. The Centre aims at carrying out research on Near and Middle East, Central Asia, South Caucasus and Southeastern Mediterranean, covering a variety of thematic categories such as international politics, economy, society, culture, strategy, technology, history and religion.

www.kans.gr / info@kans.gr



INTERNATIONAL

Cultural horizons beyond time, perceptions and geography

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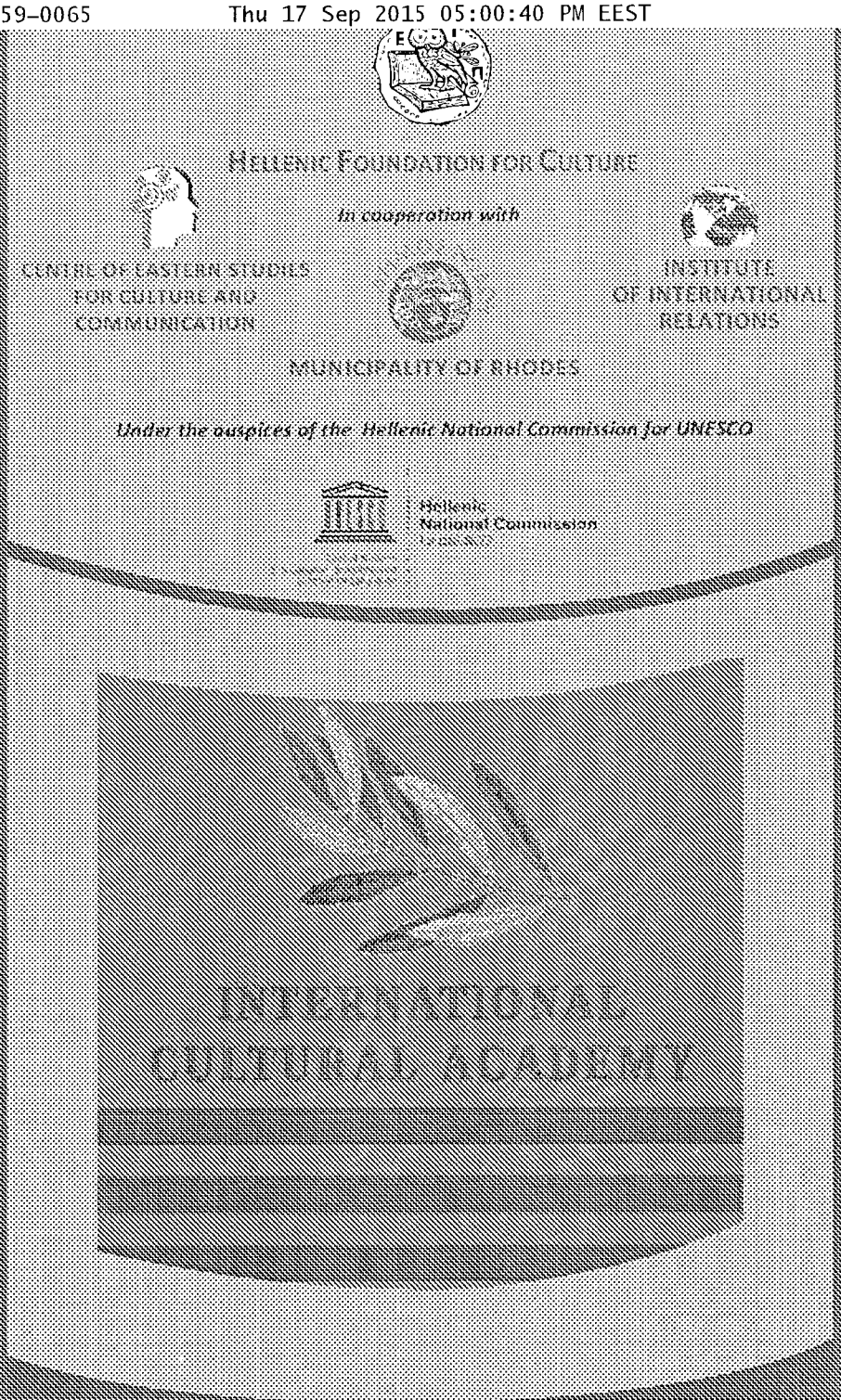
Web: hfc-worldwide.org



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Lecturers' brief biographical notes
Presentations title and contents

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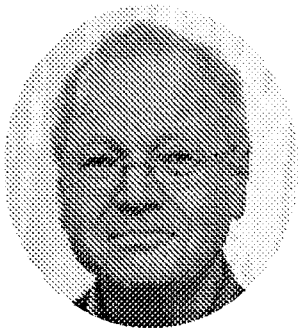


Dr. iur. Thomas Bruha
Professor of Public Law, University of Hamburg

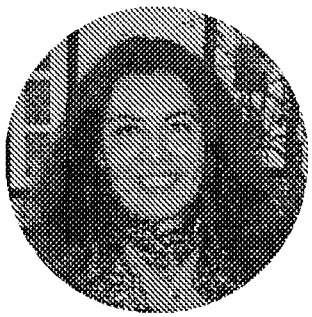
Culture and Cultural Diplomacy in EU External Relations

Professor Thomas Bruha studied law in Münster, Lausanne and Geneva. He has been an academic assistant at the Max-Planck-Institut for comparative and international law in Heidelberg/lecturer at the University of Giessen. He completed his postdoc-studies at the McGill-University (Montréal, Canada) and the University of Cambridge (England). He served as a senior researcher at the Liechtenstein-Institut and legal adviser of the Government (Liechtenstein). From 1993 - 2011, he has been professor of public law, in particular international and European law at the University of Hamburg/ Director of studies at the Europa-Kolleg Hamburg and from 9/2011-12/2012 European Co-Dean of the China-EU School of Law in Beijing. Currently he is Prof. emeritus at the University of Hamburg. His research focuses on EU law, international law and constitutional law.

Dr. Kalliopi Chanoglou
Lecturer in International and European Institutions, University of Macedonia

What to expect from Cultural Diplomacy?
The case of cultural terrorism and cultural genocide

Dr Kalliopi Chainoglou is a human rights lawyer and an academic having worked at universities in Greece and UK. Currently she is a Lecturer in International and European Institutions at the University of Macedonia (Greece), a visiting Research Fellow at the Centre of Human Rights in Conflict of the University of East London (UK) and a Fellow of British Higher Education Academy. She graduated with an LLB from the University of Essex and she completed her LLM in Public International Law at University College London. She was awarded a PhD in International Law from King's College London. Dr Chainoglou's research and teaching focus on international organisations and international law and the intersection between the two. Her work is necessarily international in nature, but also has strong comparative European and domestic influences appropriate to the subject areas. Dr Chainoglou is active in consulting and securing funding for research projects. She is the author and editor of books and articles on international peace and security, cyber warfare, international protection of human rights, transitional justice, and culture-related issues.



Anna Dalamanga
Minister Counsellor Expert in cultural and public diplomacy, Ministry of Foreign Affairs

European Union policies in the field of culture
The European Capitals of Culture Action

Anna Dalamanga joined the Hellenic Ministry of Foreign Affairs in 1994, after graduating from the National School of Public Administration. She is specialised in cultural and public diplomacy. She is currently posted at the Directorate for European Affairs and holds the rank of a Minister-Counsellor. She was previously Chair of the Cultural Affairs Committee of the EU Council. During the Hellenic Presidency she also chaired the Audiovisual Working Party and the Tourism Working Party of the EU Council. For six years she was in charge of culture, media and tourism at the Permanent Representation of Greece to the EU, in Brussels. Prior to her appointment in Brussels she was actively involved in international cultural policy, being in charge of bilateral cultural and educational agreements and protocols of cooperation, as well as of multilateral cultural relations. Besides her activities in cultural policy, she was extensively involved in international human rights and democratisation missions worldwide. Anna holds a university degree in Archaeology and Art History and a second one in History, both from the National University of Athens.

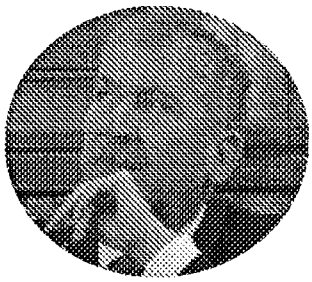
Sustainable Development:

The role of Environment and Culture in Times of Crisis

Dr. Aravella Zachariou Head of Environmental Education and Sustainable Development Unit, Cyprus

Dr. Aravella Zachariou is head of the Environmental Education Unit of Cyprus Pedagogical Institute and she is also a visiting associate professor in environmental education and education for sustainable development at the Frederick University and at the National and Kapodistrian University in Greece. Her research involves the integration of education for environment and sustainable development in formal and non-formal education as well as in teacher education. Her research work is published in international scientific journals for environmental education and also, presented in international and worldwide conferences. She is participating in international organizations and networks for Environmental Education and Education for Sustainable Development, as well as in UNECE steering Committee. During the period 2013-2014 she was the chair of the Expert Group in Unece for ESD School plans as well as a member of the Expert Group for Teacher Education in ESD. She is the author of the book "Environmental Education and National Curriculum: Theoretical framework and Principles in Cyprus Primary Education" and Co-author of the book "Sustainable Development Issues in Education. She is nominated from the Cyprus Republic as the national focal point in Environmental Education (EE) and Education for Sustainable Development (ESD) and she is the representative of Cyprus in various international fora related with EE and ESD.

The role of Cultural Diplomacy in Grand Strategy



Professor Harry Papasotiriou , President and Director , Institute of International Relations, Panteion University

Harry Papasotiriou is Professor of International Relations at Panteion University and Director of the Institute of International Relations, Athens, Greece. He studied Philosophy, Politics and Economics at Oxford and got an MA and a Ph.D. (1992) from Stanford's Political Science Department. He is co-author of America Since 1945: The American Moment (Palgrave Macmillan, 2005, second edition 2010) and has published books and articles on the Balkans since the end of the Cold War, the War of Greek Independence, Byzantine grand strategy, American politics and foreign policy, the role of the diaspora in Greek foreign policy and international politics in the twenty-first century.

Protecting Cultural Property in the Event of Armed Conflict: The role of the UNESCO Intergovernmental Committee (Second Protocol to the Hague Convention of 1954)

Dr. Artemis Papathanassiou Chairperson of the UNESCO Intergovernmental Committee for the Protection of Cultural Property in the Event of Armed Conflict Legal Advisor at the Greek Ministry of Foreign Affairs

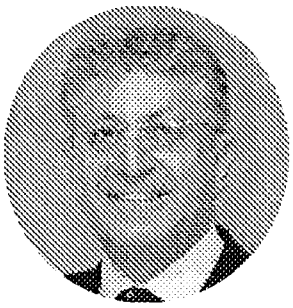
Dr. Artemis A. Papathanassiou is a Legal Advisor of the Special Legal Department of the Greek Ministry of Foreign Affairs since 1989. She studied Law and obtained her Doctor of Laws (PhD in Public International Law) at the University of Athens. As a Legal Advisor of the Greek Ministry of Foreign Affairs, she specializes and produces legal opinions on issues related to the Greek – Turkish relations, to international nuclear law, international cultural property law, as well as on issues referring to regional organizations and institutions in South Eastern Europe. She participates in the meetings of the UNESCO Intergovernmental Committee for promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of Illicit Appropriation (ICPRCP), where she was elected Chairperson for the years 2011 and 2012. She is a member of the National Consultative Committee for the Return of the Parthenon Sculptures. She represents Greece in the UNESCO Intergovernmental Committee for the Protection of Cultural Property in the Event of Armed Conflict (Hague Convention of 1954 and Second Protocol of 1999). Since December 2014, she is elected Chairperson of this Intergovernmental Committee.

Parliamentary Diplomacy

Dr. Eleni Theocharous, Member of the European Parliament

Eleni Theocharous is a Member of the European Parliament since 2009. She holds a Doctor of Medicine, Aristotle University of Thessaloniki, Greece. She is member of the Group of the European People's Party (Christian Democrats), MP-Democratic Rally 2001-2006 and 2006. She is the Chair of Committee of Health, Vice Chair of the Committee of Foreign Affairs, Cyprus Parliament. She received her degree from the Faculties of Medicine and Philosophy of the Aristotle University of Thessaloniki and continued to postgraduate studies in paediatric surgery in Manchester and Paris. She received her Doctor of Philosophy (Ph.D.) degree from the Democritus University of Thrace and later continued postdoctoral studies in Boston (B.C.E.T.S.). She is a member of the American Trauma Academy. In 1991, Theocharous was elected Assistant Professor of Paediatric Surgery at the Democritus University of Thrace. She has been a member of the High Directorate of the "Médecins du Monde" international organization and director of medical, environmental and provisionary projects of the International Aid Fund in Brussels. She is a well-known Poetess in Cyprus and Greece - twice First State Poetry Award, Human Rights activist for the last 25 years, volunteer surgeon in war and natural catastrophes fields. She is a Visiting Professor in many universities, in Asia teaching Paediatric Surgery. In addition, she worked on projects in the sub-Saharan Africa for AIDS prevention and treatment.

Cultural Diplomacy and the Role of Social Media



Ambassador Mohamed Anis Salem

Key points:

- *Power: defining soft power in a new era*
- *Culture: between the clash and dialogue of civilizations*
- *Social media: lessons from the "Arab Spring"*
- *Case study: Views of Youth in the South Med*

Currently heading Development Works, a private consultancy office based in Cairo. Ambassador Salem has over 40 years of leadership experience in the fields of international affairs, social development, humanitarian relief operations, training and communication. He is a Board Member of the Egyptian Council for Foreign Affairs (ECFA), Coordinator of the ECFA Working Group on the United Nations as well as Deputy Coordinator of the Council's Arab Region Group. He is also a Member of the Advisory Council of the Anna Lindh Foundation and Board Member of the Middle East Institute for Higher Education at the American University in Cairo. He served as the UNICEF Representative in Syria and he worked at UNICEF's Regional Office for the Middle East and North Africa. Also, he served with UNICEF in the six GCC countries, Iraq, Sudan and South Asia. Prior to his secondment to UNICEF, Mr. Salem worked at the Al-Ahram Centre for Strategic Studies then the External Relations Department of the Egyptian Parliament (1969-1971). In 1971 he joined the Egyptian Ministry of Foreign Affairs as a member of the Minister's Office, moving on to the Department of International Organizations, the Press Department then the London Embassy (1974-77). In 1981 he became a Research Associate at the International Institute for Strategic Studies working on inter-Arab conflicts. He retired with the rank of Ambassador in 2008. Mr. Salem lectures and writes widely on international issues, particularly the Middle East. He also leads training courses for diplomats and development staff on negotiations, communication and humanitarian relief operations. Mr. Salem holds a BSc in Political Science and Diplomas in International Law and International Relations from the Universities of Cairo, Oslo and Vienna respectively. He completed a two year course at the Institute for Diplomatic Studies (Cairo) and conducted graduate work at the Department of War Studies (King's College, London), the School of Oriental and African Studies (London University) and the Peace Research Institute (Oslo).

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- **Harry Papasotiriou, Professor of International Relations and Strategic Studies, Director, Institute of International Relations**
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- **Mariza Chatzilazarou, Deputy Mayor on Tourism, City of Rhodes**
- **Aliki Moschis-Gauguet, Coordinator of the Candidacy Office for European Capital of Culture Rhodes 2021**
- **Stefanos Vallianatos, PhD, Head of the Department of International Relations, Hellenic Foundation for Culture**

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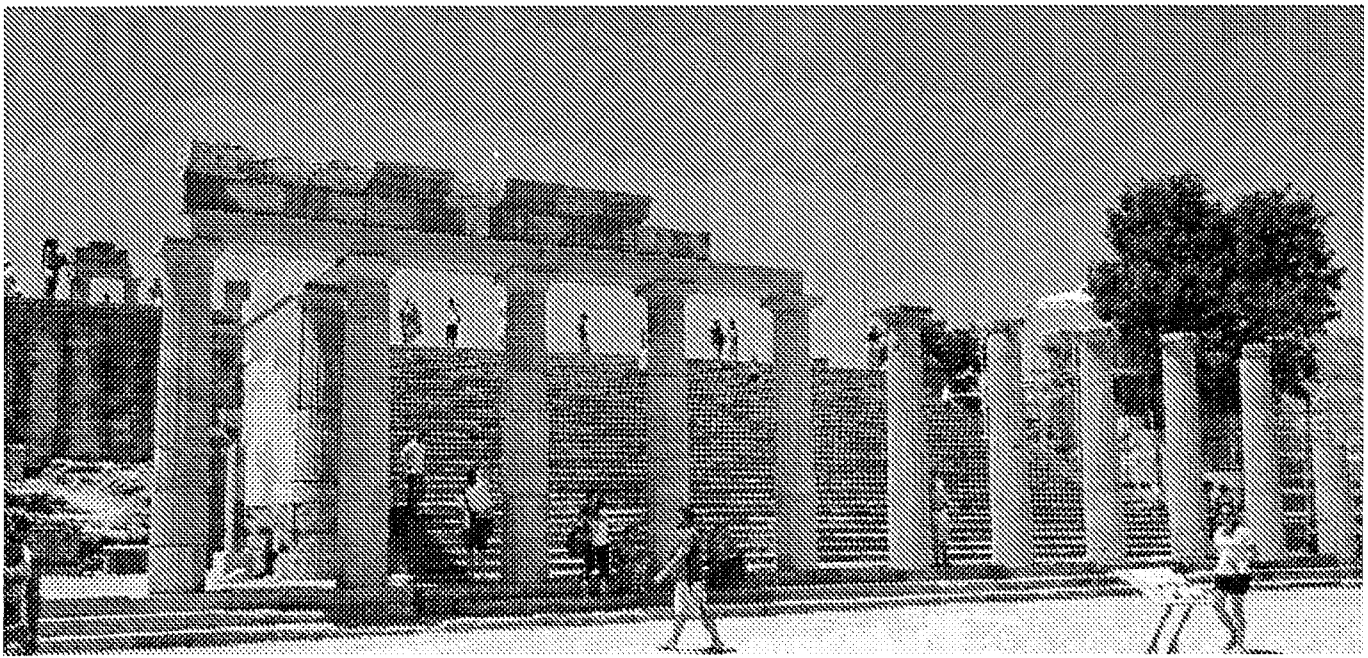

Cultural horizons beyond time, perceptions and geography

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