

## Public Symposium

# Rethinking Diplomacy: New Approaches and Domestic Challenges

As symbolized in the terms “cultural diplomacy” and “public diplomacy,” diplomatic actors and their platform have been steadily diversifying in the 21<sup>st</sup> century. Meanwhile, the question of what exactly diplomacy should accomplish has never been sufficiently discussed in the public discourse except in a small community of government officials and some intellectuals. Turning our attention to the world at large, countries are fiercely competing to establish their own brand image, as seen in examples such as the US’s soft power strategy and China’s global diffusion of its culture through language education. As the conventional justifications for diplomacy (such as national security and trade promotion) are quickly losing currency among the general public, what kinds of goals should Japan set for its diplomacy, and how can they be shared throughout the nation? Panelists from Germany and Japan, as well as other Asian countries including China, South Korea, Thailand and Singapore will bring the latest cases on their country’s diplomacy in order to reconsider the visions and directions of diplomacy in the 21<sup>st</sup> century.

■ Date: August 31<sup>st</sup>, 2010 18:00 – 20:00

■ Venue: The Japan Foundation, Sakura Hall  
4-4-1 Yotsuya, Shinjuku-ku, Tokyo 160-0004

■ Language: Japanese and English - simultaneous translation-

■ Panelists:

**Germany** – Frank Umbach (Senior Associate, Centre for European Security Strategies CESS, Germany)

**Korea** – Lee Jang-Hie (Professor, Hankuk University of Foreign Studies Korea)

**Singapore** – Lam Peng Er (Senior Research Fellow, East Asian Institute, National University of Singapore)

**China** – Li Mingjiang (Associate Professor, Nanyang Technological University)

**Thailand** – Pavin Chachavalpongpun (Lead Researcher, the ISEAS Singapore)

**Japan** – Yoko Iwama (Professor, National Graduate Institute for Policy Studies)

**Japan** – Yuichi Hosoya (Associate Professor, Keio University)

**Japan** – Masashi Iiyama (Senior Research Fellow, Yomiuri Research Institute, The Yomiuri Shimbun)

■ Admission: Free

■ Registration: Prior registration needed. Please email [oca@jpf.go.jp](mailto:oca@jpf.go.jp) or fax (03-5369-6041) with your name, affiliation and contact information (tel, fax or email). Please fill in the subject line with ‘Rethinking Diplomacy (10/8/31)’.

■ Organizers: Konrad Adenauer Stiftung, The Japan Foundation

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