



UNITED NATIONS  
UNIVERSITY  
**UNU-CRIS**  
Institute on Comparative  
Regional Integration Studies



INSTITUTE FOR  
EUROPEAN  
STUDIES



# New Approaches to Diplomacy

## Guest Lecture Series\*

19 April  
16:00 - 18:00

**Public Diplomacy in The Context of European International Economic Relations**  
By **Prof. Steve Woolcock** (Venue: Room 'ROME' at the IES, floor -1, Pleinlaan 5)

26 April  
16:00 - 18:00

**Exploring the Role of Diplomacy for (Industrial) Innovation**  
By **Dr. Jos Leijten** (Venue: Room 'ROME' at the IES, floor -1, Pleinlaan 5)

03 May  
16:00 - 18:00

**The New EU Strategy for Cultural Diplomacy**  
By **Dr. Andrew Murray** (Venue: Room 'ROME' at the IES, floor -1, Pleinlaan 5)

10 May  
16:00 - 18:00

**Chinese Cultural Diplomacy in Today's World**  
By **Prof. Xinning Song** (Venue: Room 'ROME' at the IES, floor -1, Pleinlaan 5)

17 May  
16:00 - 18:00

**EU Cultural Diplomacy: Can it Mitigate the Negative Transnational Impact of Populism on European Intercultural Relations?**  
By **Prof. Richard Higgott** (Venue: **Room E. 0.10**, VUB, Pleinlaan 2)

24 May  
16:00 - 18:00

**New Paths Towards International Cultural Relations. Recent Developments at EU Level**  
By **Sana Ouchtati** (Venue: Room 'ROME' at the IES, floor -1, Pleinlaan 5)

Open to  
the public!



\*organised by Prof. Luk Van Langenhove in the context of the VUB course 'Current Case Studies: Global and Regional Governance'