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Promoting a Strategic Approach to EU Sport Diplomacy

Towards an organizational culture of sports diplomacy within the EU

Universidad Carlos III de Madrid
Puerta de Toledo Campus
Conference Hall PT-O.B.06
Ronda de Toledo 1, 28005 Madrid

Friday, 20th September 2019



Registration: <https://forms.gle/3aC9B4oTdmXU2zit5>

Organisation:

Professor Carmen Pérez González (Universidad Carlos III de Madrid, Spain)
David García García (Universidad Carlos III de Madrid, Spain)
Professor Richard Parrish (Edge Hill University, UK)
Dr. Andrea Cattaneo (Edge Hill University, UK)
Professor Thierry Zintz (Université Catholique de Louvain, Belgium)
Professor Albrecht Sonntag (ESSCA, France)
Assist. Professor Vanja Smokvina (University of Rijeka, Faculty of Law, Croatia)
Dr. Antoine Duval (TMC Asser Institute, The Netherlands)
Silvija Mitevska (TAKT, Republic North Macedonia)

(*) Simultaneous interpretation will be provided in English and Spanish



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08:45 - 09:15

Registration and Refreshments

09:15 – 09:30

Welcome and Introduction

- Prof. Rosa Rodríguez, Dean of the School of Law and Social Sciences, Universidad Carlos III de Madrid
- Prof. Carmen Pérez González, Universidad Carlos III de Madrid
- Prof. Richard Parrish, Edge Hill University

09:30 - 10:30

Opening Conference

Prof. Simon Rofe, Reader in Diplomatic and International Studies, SOAS University of London: *Why do we need a more strategic approach to EU sports diplomacy?*

Moderator: Prof. Thierry Zintz

10:30 – 10:45

Coffee break

10:45 - 13:00

Thematic Panel: How to develop an organizational culture of sports diplomacy within the EU?

I. 10:45-11:45-External perspectives

- Mr. Joaquín de Aristegui Laborde, Director-General of the State Secretary Office for Global Spain
- Mr. Javier Sobrino del Toro, Professor of Strategy and Entrepreneurship, Universidad Pontificia de Comillas
- Mr. José Moisés Martín, International Consultant, Red2Red

II. 11:45-13:00- The EU perspective

- Ms. Agata Dziarnowska, European Commission, DG EAC – Sport (TBC)
- Mr. Santiago Fisas, former member of the European Parliament's Sport Intergroup
- Mr. Mariano Soriano Lacambra, Director-General of Sports, Spanish Sports Council
- EU Representation in Spain (TBC)
- Finnish Embassy (Madrid) (TBC)

Moderator: Prof. Albrecht Sonntag

13:00 - 13:30

Discussion with the audience

13:30 - 14:30

Closing Conference and Concluding Remarks

Prof. Corneliu Bjola, Associate Professor of Diplomatic Studies, University of Oxford

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