



## Report on InTalk webinar

ACD-Agency for Cultural Diplomacy in cooperation with MIB Trieste School of Management to the topic:

### *The Geopolitical aspects of International Management: the case of MIB Trieste School of Management*

**Date/time:** 6<sup>th</sup> October 5pm CEST

Speaker: **Prof. Pilotto Stefano** Moderation: **Tatjana Christelbauer**

#### Timeline:

**5pm: Welcoming** and introduction of the ACD-agency for Cultural Diplomacy partnership with UNESCO on “What is Futures of Education initiative?” with related [Video shared in the chat space](#) by facilitator/moderator Tatjana Christelbauer (6 min.)

**5.06 pm-6.00 pm:** Prof. Stefano Pilotto

**6.00 pm - 6. 20 pm:** timeSpace for questions and comments

**6.30pm:** Closing remarks, summary: Brick-up and thank you!

Note-taker -ACD-intern Sahar Ahadyar, student of Political Sciences at the University of Vienna have captured the main ideas raised in the lecture presentation and discussion.

**No. of participants: 24**



## Introduction

*The development of the international relations in the recent years has underlined the renewal of the geopolitical analysis with reference to the International Management as a key factor to evaluate the risks for business.*

*New conflicts, climate change, energy issues, sustainable development, demographic trends have reset the general balance of the world.*

*How the Schools are adapting themselves to a discipline which has even been strengthened by the global emergency of Covid-19?*

*MIB Trieste School of Management has an answer.*

## Presentation by Prof. Stefano Pilotto:

### **Geopolitics and International Business: how the coronavirus pandemic has emphasized the need of forecasts**

*“The coronavirus pandemic has emphasized the need of establishing accurate forecasts and projections in order to plan the economic activity and to prepare new periods of prosperity, international trade and economic transactions”*

The statistics of the International Monetary Fund presented in June 2020 show that the global economy is going to face a recession of approximately 5%. But experts claim that in the next year the economy will recover and grow more than 6%. Prof. Pilotto explains that these predictions are uncertain. It is remarkable that, unlike most of the countries, China's economy growth will not sink in the minus area but will stand on 1%. The Coronavirus has also affected the international trade since the volume of exports and imports have declined significantly in the first quarter of 2020. The reduction of international trade was inevitable due to the pandemic. With his slides Prof. Pilotto shows also how international commercial flights declined in the last few months.

### **The close link between globalization, business plan, country analysis and risk**

The globalization process mainly started at the end of the 80s and it is heavily connected with the development of technologies since these technologies enable us to connect, communicate and interact. The volume of economic activity has also increased through technological tools with reference to real time communication, deal debates, contract signing.

*“The companies followed in a parallel way the globalization process and became the main instrument of the internationalization process of the world economy. The companies realized that the market was growing and its dimension was not any more the local one.*

*The companies, therefore, had to train themselves to play in the global market.”*

Prof. Pilotto remarks how the proper preparation of good quality business plans is crucial to lead the companies towards winning strategies in the international dimension.

### **Crisis and geopolitical analysis**

*“Crisis request geopolitical analysis. To study in deep the crisis is necessary to evaluate how the crisis may have an impact on the economic activity and how it is convenient, sometimes, to stop the economic activities, in order to avoid further damages”*

## **An example of today**

Business in the Balkan regions: Fiat invested 1.2 billion Euro in 2010 to renovate the car production unit in Serbia. Such an investment created 1.800 new jobs, but it was conceived after a careful geopolitical analysis of the instable area of the Balkans.

“The companies try to evaluate the risks, they often consider that some areas might be connected with a high risk: it is not always like that. Sometimes it is possible to invest huge amount of resources and obtain large profits due to the fundamental stability of some areas and to the low cost of production.”

The big world challenges are largely focused on resources.

“The energy and environmental challenge is calling for cooperation and clear international rules: the spirit of competition among countries is a threat which may compromise a balanced convenient achievement of a global standard: diplomacy has a big task to find proper solutions.”

The international order is still connected with the sovereignty of the States, but such a sovereignty is compromised by new trends towards regional integration.

“The political movements aiming at strengthening the States’ sovereignty are motivated by the need to preserve the international order and the national identities, but they neglect the importance of the multilateral approach to find shared winning global solutions. The today’s pandemic is a crucial test for the international system.”

## **Conclusion**

The interest of geopolitics is growing, as the new university’s programs are clearly showing. in university curriculums. Geopolitics, moreover, involves many other disciplines, such as history, international politics, strategic studies, geography.

“We have a very complex world in front of us and people will require some answers. You, the young generation, you represent the future and you need to think about this aspect of the global political and economic environment”

## **Questions of participants, discussion:**

\*The role of Arts and Cultural Diplomacy2030 in international management  
- soft skills, presentation and promotion of values, brands, corporate culture related to Sustainable development- important to be considered!

\*Energy resources-state status at the global scale: sustainable energy use is important, international and cross-sectoral cooperations for the common benefit;

**Porf. Stefano Pilotto CV**

*62 years old, born in Rome (Italy), PH.D. in History of International Relations, has studied in Italy (Trieste University and Rome University La Sapienza), in the United States of America (Harvard University) and in France (Sciences Po).*

*Prof. Pilotto is currently a Professor of International Relations at MIB Trieste School of Management (Trieste, Italy), where he is also Program Director (Director of Origini Italia Program) and Professor of History and Politics of European Integration also at the University of Udine. Previously, he has been working as Professor of History of International Relations, Diplomacy, Geopolitics and History of European Integration Process at the University of Trieste, at Istituto di Studi per la Politica Internazionale of Milan, at Società Italiana per l'Organizzazione Internazionale of Rome, at Link Campus University of Rome. In 2010, he was awarded as Professor Honoris Causa by the International Business Education of Moscow. He wrote several essays and articles on international politics and international economics subjects. He is lecturing abroad (Bordeaux, Marseille, Madrid, Moscow, Macao, Belgrade, Dubrovnik). He is expert on history and issues related to Central and Eastern Europe and Balkan area.*

*"Crisis and geopolitical analysis, they go together. We have to analyze the crisis and evaluate how the crisis is dangerous for our economic activity. And when it is better to stop economic activities" Prof. Pilotto Stefano MIB Trieste School of Management*



Photo images from Webinar inTalk Session on UNESCO Futures of education on October 6<sup>th</sup> 2020 in cooperation ACD-agency for Cultural Diplomacy, MIB Trieste School of Management

*Grazie! Thank You! Vielen Dank!*

<https://www.acdvienna.org/let-s-brick/let-s-brick2050-intalk-sessions-on-futures-of-education/>