



**SECTORAL  
DIPLOMATIC  
CHANNELS**



# **BUSINESS DIPLOMACY**



**Development of  
Sectoral  
Diplomacy**

## STRATEGIC VISION DOCUMENT

# **BUSINESS DIPLOMACY**

### **“Development of Sectoral Diplomacy”**

Business Diplomacy is such an art of “relation management”. It is a skill of reconciliation and unification of a side’s targets with the opposite side’s targets; and construction of commercial and vocational relation providing businessmen to actualize their business targets. Business diplomacy is a search of harmony between temporary profits of multinational firms working in a country and continuous profits of host country.

Business diplomacy has been trying to facilitate making business in present processes by the firms making or wishing to make business in foreign countries. Business diplomacy is a skill of ignoring possible crisis instead of crisis management.

While government bodies have the initiative in traditional diplomacy or public diplomacy so called as “new diplomacy”; it is supposed to take initiative by multinational firms in business diplomacy. However, activities showed out of business world in business applying growing strategy depending on exportation especially as Turkey have vital importance according to national profits of country. So it is an inevitable obligation to guide firms working in foreign countries; to coordinate outside activities of multinational firms managed by country citizens in need of country profits; to develop and apply middle and long lasted strategies according to that aim by governments.

After the Cold War, the blurring has been in mention between the business activities and diplomatic activities in international area. Countries who have been more depended to each other in present global economy have been focusing to actualize economic development target and to develop commercial relations. Foreign Affairs, Trade, Economy and Finance Ministries, business world and universities are obliged to share their savings for being more efficient in global markets.

To make a business in international area is meaning to deal with all complexity of international business world. Big, middle and small scaled global firms have to adapt rapidly changing political and economic business conditions. This situation requires to interact with host governments and nongovernmental organizations by business world.

The requirement for business diplomacy in countries, whose institutional business structure is weak but whose opportunities of governments to intervene economy and business world are much, has been increasing more. Development of sustainable economy and efforts for poverty reduction are obliged to closer cooperation between governments and international business environments.

Development of communication tools and social media has provided an opportunity to follow business activities in the countries of societies closer and to influence their government. And it has been forcing the firms, who are making business in foreign countries, to consider the public opinions of that country.

It is supposed to be considered of global public opinion in general besides the publics of interlocutor countries for the rise according to the amount and efficiency of nongovernmental organizations getting into the act in national and international level recently related with the correction of environment and employment conditions.

However, lots of firms haven't been aware of the requirement for business diplomacy. Some firms have been trying to remove this deficit by employing retired ambassadors; and to solve their problems with the governments of countries whom they have been making business. However the opportunity to deal problems only with political channels has been decreasing more in today when public diplomacy has gained an importance.

Multinational firms are obliged to consider the profits of all stakeholders in the country whom they have been making business, to be prepared against the pressures from out of business world and profit groups, and to be efficient in determinant mechanisms of host governments. So, multinational firms should develop their own business diplomacy talents besides being contented with taking consultancy service.

Also lobbying activities can be seen as an important part of business diplomacy. Lobbying as hidden banking has been seen as a legal and prestigious business game in lots of countries. Multinational firms are obliged to take care of lobbying activities for the solution of problem in the eyes of especially government and bureaucracy; and to maintain proper to legal structure and political culture of the country whom they have been making business.

Multinational firms are obliged to obey international law rules defined as institutions such as International Trade Union or International Labor Organization. Missions such as maintaining negotiations with local authorities, making required adaptations etc. should be done by business diplomacy.

Moreover, new business opportunities will be offered in case of benefiting talentedly from international agreements by business diplomacy in global business place that has been becoming more obvious day by day.

In this context, we hope **the Studies of Business Diplomacy**, which will be held in the content of **Civil Global 2015-2023-2053** "Development Program of Global Civil Diplomacy", will provide multilateral profits and important contributions on the development of cooperation opportunities in the national and international area by the proactive approaches.



## **Main Theme**

**“Development of Sectoral Diplomacy”**

## **Sub Themes**

**Globalization and Business Diplomacy**

**International Law and Business Diplomacy**

**International Organizations (WTO, ILO etc.) and Business Diplomacy**

**Non-State Actors, Non-Governmental Organizations and Business Diplomacy**

**Rising Economies and Business Diplomacy**

**Lobbying and Business Diplomacy**

**Development in Communication and Transportation Technologies and Business Diplomacy**

**Stakeholders in Business Diplomacy**

- **Foreign Affairs, Trade, Economy, Finance Bureaucracy**
- **Business World**
- **Universities**
- **Think Tanks**

**New Institutional Models**