



FRAMING CO-EXISTENCE IN THE 21ST CENTURY

‘BUSINESS AS A CULTURAL BRIDGE’

CONFERENCE

2 June 2006 09.00-17.00

University of Copenhagen, Njalsgade 90, Room 22.0.11, 2300 Copenhagen S

Organized by

Department of Cross-cultural and Regional Studies (ToRS) at University of Copenhagen and the Industrialization Fund for Developing Countries (IFU)

Economic globalization and the globalization of communications, the opening of a worldwide market for industries and commerce together with increasing migration are factors which have given rise to a completely new set of challenges. The present situation shows more than anything else the necessity of reflection along cultural, social and ethical parameters. The global market comprises multi-cultural complexity of an enormous dimension. The crisis also shows that conflicts rooted in cultural and religious issues have serious consequences for trade and industry. Business partners must face this challenge, but they should also be able to react to cultural and political processes which are imposed from the outside.

Close international trade connections and direct investments can constitute the best cultural bridge in the world. Ethical and cultural codes developed through years of activities abroad by Danish companies, for instance, are creating cultural ties that are based on social responsibility, cultural awareness and ethical values.

The conference aims to provide examples of the proactive role that commerce and industry can take within the process of globalisation and to demonstrate their contribution to the generation of dialogue between the cultures of the world.

The conference is part of the Co-existence of Civilizations initiative.

PROGRAMME

09.15-09.45 **Registration and coffee**

09.45-10.00 **Welcoming address**
Managing Director of IFU, *Sven Riskær*

SESSION I: CULTURE, GLOBALIZATION AND THE ROLE OF BUSINESS

Chair: *Sven Riskær*

10.00-10.30 Professor *John Keane*, Centre for the Study of Democracy, University of Westminster,
leading expert in democratization, author of 'Whatever Happened to Democracy'?

10.30-11.00 *Stephen Martin*, ITAP.

11.00-11.15 **Questions and answers**

SESSION II: DOING BUSINESS IN AN OPEN CULTURAL LANDSCAPE

Chair: NN

11.15-11.40 Director of the Danish Cultural Institute in Riga, *Simon Drewsen Holmberg*

11.40-12.00 Managing Director *Christian Stadil*, Hummel

12.00-13.00 **Lunch break**

SESSION III: DOING BUSINESS IN A CONFLICTING CULTURAL LANDSCAPE

Chair: *Jakob Skovgaard-Petersen*, the Danish-Egyptian Dialogue Institute in Cairo

13.00-13.20 The Consul General of Denmark in Jordan, *Tawfiq Kawar*, an influential businessman who
has done business successfully with Danish partners for many years. How
does the
platform for future business opportunities across cultures look in the light of
events in
2005-2006?

13.20-13.40 *Finn Hansen*, Overseas Division Director, Arla Foods, on how Arla deals with the recent and ongoing crisis which has hit it severely. What changes have they decided to implement in the very near future, how are these measures supposed to remedy damages, and how will they affect company culture?

13.40-14.00 *Louis Becher*, Henning Larsens Tegnestue

SESSION IV: DOING BUSINESS IN A COMPLEX CULTURAL LANDSCAPE

Chair: Marie Højlund Roesgaard

14.00-14.20 Associate professor, ph.d., *Lisbeth Clausen*, Copenhagen Business School

14.20-14.40 CEO *Mads Kjaer*, Kjaer Group

14.40-15.15 Coffee break

SESSION V: THE BATON

Chair: Ingolf Thuesen, University of Copenhagen

15.15-16.15 First 30 minutes: Turn around and talk to four persons sitting next to you. Next 30

minutes: Open discussion between the audience and the participants. How can business

investments help bridging cultural gaps on a global basis?

SESSION VI: THE PERSPECTIVE

16.15-16.45 *John Keane* and *Stephen Martin* state their opinions and give their conclusions on what they have heard today. The essence of insight produced today is handed over *Copenhagen baton* to be passed on from today's seminar, encompassing the essence of insight produced today.

SESSION VII: THE BATON IS PASSED ON

16.45-17.00 **Framing Co-existence in the 21st Century: The Dispatch for the Summit**
Sven Riskær sums up the day and hands over the baton to *Erik Rasmussen*, CEO of Monday Morning and founder of the Co-existence of Civilizations initiative. The summit conference takes place in Copenhagen on September 7 and 8 where the batons from all six conferences are to be relayed and taken to the finish line: The Copenhagen Memorandum of Co-existence of Civilizations.

Departure