

# London University Diplomatic Summit

DAY 1: “Innovating Diplomacy: Culture, Commerce  
and the future of International Relations”

————— King’s College London —————  
7th March 2025

## PARTICIPANT PACK



## DAY OVERVIEW

TIMINGS	FLOW
6:00 PM to 6:15 PM	Welcome Address by the Summit Director and Day Director
6:15 PM to 7:15 PM	Panel I; Cultural Currency: Investing in relationships through Arts and Heritage
7:15 PM to 7:45 PM	Networking Session
7:45 PM to 8:45 PM	Panel II; Emerging Technologies and Trade: Navigating the new frontiers of Economic Diplomacy
8:45 PM to 8:50 PM	Closing Address and Vote of Thanks
8:50 PM	Day One Closed

## SESSIONS OVERVIEW

### **PANEL I: “Cultural Currency: Investing in relationships through Arts and Heritage”**

#### ***Overview:***

Over the past two decades, cultural diplomacy has emerged as a key instrument in fostering understanding and strengthening connections between nations. By strategically employing arts and heritage, countries have successfully cultivated a positive global image and exerted influence on the world stage. Recognising the increasing importance of this soft power approach, the KCL Diplomacy Society is proud to facilitate a panel discussion at the London University Diplomatic Summit, titled "Cultural Currency: Investing in Relationships through Arts and Heritage." This event seeks to explore the multifaceted strategies employed in cultural diplomacy and their impact on international relations.

The panel discussion will feature experts in cultural diplomacy, offering a unique opportunity to gain insights into their respective nations' cultural initiatives. The discussion will delve into how these countries leverage their unique cultural assets to enhance their international standing, promote cross-cultural dialogue, and contribute to a more unified global community. By examining successful initiatives and innovative approaches, this panel aims to provide valuable perspectives on the evolving role of cultural diplomacy in shaping our interconnected world. It

strives to serve insights in the diverse methods used to promote cultural exchange, the challenges faced in cross-cultural communication, and the overall impact of cultural diplomacy on fostering global unity and cooperation.

This panel promises a rich and holistic perspective on leveraging culture for international collaboration, showcasing distinct national approaches. From culinary diplomacy that connects through shared gastronomic experiences, to strategies that blend modern pop culture with deep-rooted traditions, and collaborative frameworks that mobilise cultural assets, this discussion will illuminate the diverse ways nations are using culture to foster understanding and strengthen global ties. The insights shared will offer valuable lessons on the power of culture to bridge divides and promote a more interconnected world.

### ***Speakers<sup>1</sup>:***

**Ms. Oula Khodr** - Currently serving as the Deputy Head of the Lebanese Mission to the United Kingdom, Oula Khodr is the Consul at the Embassy of Lebanon to the United Kingdom of Great Britain and Northern Ireland in London since August 2019.

Prior to her current posting in London, Oula worked in the Ministry in Beirut for three years in the International Affairs Department on the Lebanon-UK bilateral relations post-Brexit and the Lebanon-UK association agreement. In London, she dealt with repatriating thousands of Lebanese back to Lebanon during the COVID Lockdown, with limited travel options.

Oula was deeply involved in the preparations leading up to the Lebanese parliamentary elections abroad in May 2022, and its execution, as she headed and managed a polling station with more than two thousand registered voters.

Oula sits on the Executive Committee of the Consular Corps of London CCL (2019), and was awarded by Embassy Magazine the consul of the year 2022 for the Middle East award in recognition of outstanding consular service to citizens.

### ***Please note:***

The last 15 minutes of the discussion will be dedicated to a **Q&A round**, wherein attendees will be encouraged to pose their questions with thoughtfulness and respect, fostering an atmosphere conducive to open and substantive dialogue. In the event of questions deemed disrespectful or uncivilized, the moderator or a member of the LUDS Leadership Committee may intervene, ensuring that discourse remains respectful, professional and conducive to ideas exchanges.

## **PANEL II: “Emerging Technologies and Trade: Navigating through the new frontiers of Economic Diplomacy”**

### ***Overview:***

Economic diplomacy has emerged as a transformative force in international relations over the past decades, harnessing the full spectrum of economic instruments to achieve national interests and foster global cooperation. This approach has become increasingly vital in today's

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<sup>1</sup> Speaker profiles from other embassies and institutions to be shared soon!

interconnected world, where trade, investment, and technological advancements play pivotal roles in shaping bilateral and multilateral relationships. As nations navigate the complexities of the 21st-century global landscape, economic diplomacy has proven to be an indispensable tool for promoting prosperity, building strategic partnerships, and addressing shared challenges.

The integration of emerging technologies, particularly artificial intelligence (AI), into economic diplomacy has ushered in a new era of international trade and cooperation. As AI continues to revolutionise industries and economies, this technological race has resulted in profound implications for the global balance of power, presenting both challenges and opportunities for countries seeking to navigate this rapidly evolving landscape. The low capital costs in developing AI-powered tools could enable countries to gain significant comparative advantages in global economics, potentially reshaping traditional power dynamics.

The KCL Diplomacy Society's panel discussion on "Emerging Technologies and Trade: Navigating the New Frontiers of Economic Diplomacy" at the London University Diplomatic Summit promises to be a groundbreaking event, exploring the intersection of globalisation, technological innovation, and economic diplomacy. By convening experts in political risk consultancy, economic policies, and AI, this forum will offer a comprehensive analysis of how nations can leverage economic and technological advancements to enhance their international standing and foster positive bilateral relations. This timely discussion will provide insights into economic diplomacy's evolving nature and its role in cultivating a more unified global community. Participants will gain a deeper understanding of how AI is reshaping diplomatic practices and influencing policy decisions. This panel offers a unique opportunity to understand economic diplomacy's transformative potential in an AI-driven world.

### ***Speakers<sup>2</sup>:***

**Mr. Kevin Luca Zandermann** - Kevin is a Senior Analyst in Science and Tech Policy at the Tony Blair Institute for Global Change (TBI). Based between London and Brussels, he leads TBI's tech policy engagement with EU institutions. Originally from Italy, Kevin holds a BA in History and Art History from the University of Cambridge and is fluent in English, Italian, and French.

Kevin has authored and contributed to several high-impact TBI publications, including "A New National Purpose: AI Promises a World-Leading Future for Britain," the TBI Globalism Study, "State of Compute Access: How to Bridge the New Digital Divide," and "Reimagining Procurement for the AI Era." The TBI Globalism Study notably drew on polling from 26 countries, assessing the relationship between technology and society, and its implications for policymakers worldwide.

He has represented TBI at the International Governance Forum (IGF) in Kyoto, organizing a panel on data stewardship, and serves as a reviewer for Chatham House's Journal of Cyber Policy. Kevin focuses on AI policy, ethics, and data governance to promote the responsible advancement of AI technologies.

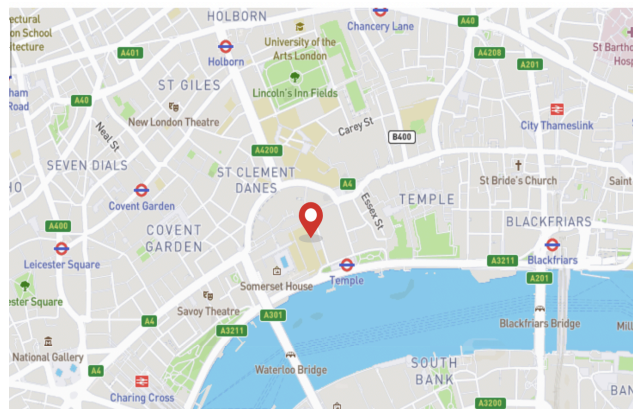
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<sup>2</sup> Speaker profiles from other institutions to be shared soon!

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## EVENT LOGISTICS

**Access to the Venue:**

Edmund J. Safra Lecture Theatre

**By underground:**

Temple (District and Circle lines): 2 minute walk.

Charing Cross (Bakerloo and Northern lines): 10 minute walk.

Embankment (District, Circle and Bakerloo lines): 10 minute walk.

Waterloo (Jubilee, Northern, Bakerloo, Waterloo & City lines): 12 minute walk.

Holborn (Central and Piccadilly lines): 12 minute walk.

Chancery Lane (Central line): use exit 4 - 15 minute walk.

**By train:**

Charing Cross: 9 minute walk.

Waterloo: 12 minute walk.

Waterloo East: 10 minute walk.

Blackfriars: 12 minute walk.

**By bus:**

Buses stopping outside the university: 1, 4, 26, 59, 68, 76, X68, 168, 171, 172, 176 (24 hour), 188, 243 (24 hour), 341 (24 hour), 521, RV1.

**Parking:**

No public parking, but a pay and display parking system operates in nearby streets including Surrey Street. Motorcycle bays are available in the Strand, Arundel Street, Temple Place and other nearby streets.

Weekend and evening bicycle parking after 20:00 is permitted at the Strand entrance opposite Security.

***Event Protocol:***

- Please ensure to arrive **15 minutes** before your panel is set to start.
- You will be greeted by the LUDS Committee members at the King's Building Reception, and escorted to the Edmund J. Safra Lecture Hall.
- Please let us know if you require any adjustments for accessibility purposes prior to the event date.

**The KCL Diplomacy Society looks forward to welcoming you  
to King's College London for Day 1 of  
the London University Diplomatic Summit!**

Barad Abuznada  
Summit Director, LUDS 2025  
President, KCL Diplomacy Society

Arshiya Mahajan  
KCL Programme Director, LUDS 2025  
Vice President, KCL Diplomacy Society

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