

# II SOFT POWER CONFERENCE



VENICE, 30-31 AUGUST 2021

# THE FIRST EDITION

The I Venice Soft Power Conference (August, 31<sup>st</sup> – September, 1<sup>st</sup> 2020) has convened (both physically and virtually) a qualified number of key opinion leaders, global CEOs and experts from all around the world, under the auspices of the Mayor of Venice (also acting as Honorary Chairman of the Club). The First Conference has benefited from the participation and the contribution of top Italian and European institutional leaders and several prestigious keynote speakers. Not surprisingly, the Conference has highlighted many of the challenges that Covid-19 is presenting to the international scenario, in terms of pressure on national systems and on the capacity of Nations to interact and cooperate.

The legacy of the First Venice Conference confirms the dual, paramount value of soft power:

- 1** *For an urgent reconsideration of the tools and priorities of an effective multilateralism;*
- 2** *For re-instating trust and reliability in digital information against international and domestic scenarios of aggressive disinformation and manipulation, especially through social media. Members of the Club have shared fresh, global analysis and perspectives on how to respond to nationalistic and protectionist tensions and how to re-launch a model of cooperative, pragmatic multilateralism in a post-Covid era.*

# THE SECOND EDITION

The aim of the second edition of the Conference is to further exploring role and potential of a widespread Soft Power, with shared objectives. The current historical phase needs a visionary perspective on the world order and a commitment to values, ideals and projects based on Soft Power and open to the contribution of citizens, business organizations, academia and renewed supranational organizations.

Members of the Club share the urgency of soft power to channel the strength of ideas into action, with concrete opportunities for initiatives, projects, aggregations and local, national, transnational, international or global campaigns.

The Club aims to define shared messages, and pragmatic objectives every year, placing itself as a forum for maximum inclusiveness, with an international and intercultural scope; not as a bearer of particular categories of values,

nor of any “partisan” political-cultural physiognomy.

The personalities involved ensure a pluralistic profile and adhere to an approach of openness to dialogue and to open debate between different orientations.

It will continue to rely on Culture and creativity as Soft Power’s powerful carriers and proactively engage innovative and forward-looking individuals, institutions and industries. It supports the international agenda of upcoming events like the G20 summit in Rome (30-31 October) that has made “People, Planet, Prosperity” its driving theme, but operates on the conviction that soft power cannot be left to governments and diplomacy only. The Club will seek involvement of the private sector, especially of creative industries that can play a leading and unique role in conveying its message to large domestic and international audiences.

The venue of the II Venice Soft Power Conference is Venice, in the year of its 1600<sup>th</sup> anniversary from the Foundation.

Once a world crossroad for trade and cultures, today a universal and unique city, tomorrow the epicenter of a potential environmental disaster which the global community must prevent and avoid, Venice speaks to the world.

From there, as for the First edition in 2020, members of the Club will launch a clear message to the international community in order to make use of “lessons learned” from the pandemic in rebuilding and shoring up new, cooperative, multilateral and effective approaches, enhanced and supported by Soft Power, to meet global present and future challenges.

Gala dinner at the Sale Apollinee  
(La Fenice Theatre)  
by the Municipality of Venice

Welcome Remarks  
**SIMONE VENTURINI**  
Venice City Councillor for  
Social Welfare, Tourism,  
Economic Development,  
and Housing Policies

Keynote video  
**PAOLO GENTILONI**  
European Commissioner  
for Economy

**JOSEPH NYE**  
Kennedy School of Government,  
Harvard University, Permanent Guest,  
Soft Power Club



**30**  
**AUGUST**



Institute of  
European  
Democrats

**SPECIAL EVENT IED**

(Institute of European Democrats, Brussels)

## The EU Green Deal: decisive for the economy, jobs, and the EU Soft Power

In the most ancient city of the future, Venice, aiming to become the world capital of sustainability: energy transition, environmental sustainability and social inclusion. How to manage the EU “Fit for 55 package”

**h 16.00 - 18.00**

Fondazione Giorgio Cini  
Sala degli Arazzi

Welcome Remarks

**GIOVANNI BAZOLI**

President Fondazione Giorgio Cini

Opening

**LUIGI BRUGNARO**

Mayor of Venice

Introductory Remarks

**FRANCESCO RUTELLI**

Introduction (live from Brussels)

**DAVID SASSOLI**

President European Parliament

Speakers

**SARAH EL HAÏRY**

Minister of State for Youth and Engagement,  
attached to the Minister of National Education,  
Youth and Sport (France)

**SIMONE BEMPORAD**

Group Director of Communications and Public  
Affairs, Assicurazioni Generali

**MARCO ALVERÀ**

CEO Snam

**MARIA CRISTINA PIOVESANA**

Vice President for the Environment, Sustainability  
and Culture, Confindustria

**CARLO DOGLIONI**

President Istituto Nazionale di Geofisica e  
Vulcanologia (INGV)

**CARLO BARBANTE**

Department of Environmental Sciences,  
Informatics and Statistics, Ca' Foscari  
University of Venice

**PAOLO COSTA**

Former Mayor of Venice

- Conference in English
- Live streaming on the IED social media channels

**31**  
AUGUST

## International Soft Power: The power of Culture and Creative Industries

**h 10.00 - 12.00**

Ca' Foscari University  
of Venice, Sala Baratto

Welcome Remarks

**TIZIANA LIPPIELLO**

Rector of Ca' Foscari  
University of Venice

Remarks

**PAOLA MAR**

Venice City Councillor for Heritage,  
Territorial Promotion, relations with  
Universities

Introductory Remarks

**DARIO FRANCESCHINI**

Minister of Culture

Moderator

**LUIGI GIANNITI**

Head of Rearch Department  
Italian Senate

Speakers

**IRINA BOKOVA**

Former Director General UNESCO

**ROBERTO CICUTTO**

President La Biennale di Venezia

**ANA LUIZA THOMPSON FLORES**

Director of the UNESCO Regional Bureau  
for Science and Culture in Europe, Venice

**ROBERTO RICCARDI**

Head of the Carabinieri Unit for the  
Protection of Cultural Heritage

**ARIANNA TRAVIGLIA**

Director Centre for Cultural  
Heritage Tecnology

**JUAN IGNACIO VIDARTE**

Director General  
Guggenheim Museum Bilbao

**MANUELA CACCIAMANI**

Founder One More Pictures

**GAETANO CASTELLINI CURIEL**

author of the book "Soft power e l'arte  
della diplomazia culturale"

● Live streaming on [www.posso.it](http://www.posso.it)

**31**  
AUGUST

## I Soft Power Prize Award Ceremony Plenary Session Soft Power Club

**h 15.30 - 18.00**

Fondazione Giorgio Cini,  
Sala degli Arazzi

Welcome Remarks

**GIOVANNI BAZOLI**

President Fondazione Giorgio Cini

Remarks

**SIMONE VENTURINI**

Venice City Councillor for Social Welfare, Tourism,  
Economic Development, and Housing Policies

Introduction

**FRANCESCO RUTELLI**

Videomessages

**MARIA ELISABETTA  
ALBERTI CASELLATI**

President of the Senate

**LUIGI DI MAIO**

Minister of Foreign Affairs  
and International Cooperation

**JEAN-LOUIS BOURLANGES**

Chairman of the Foreign Affairs Committee  
of the French National Assembly

Moderator

**AMB. STEFANO STEFANINI**

Director Project Associates, Brussels

**Soft Power Prize  
Award Ceremony**

Presentation by

**PHILIPPE DONNET**

Group CEO, Assicurazioni Generali

Speech by the winner

Special by the Special Mention Winner

Speakers

**BENEDETTO DELLA VEDOVA**

Undersecretary of State for Foreign Affairs

**GIANCARLO GIORGETTI**

Minister of Economic Development (remotely)

Members of the Soft Power Club, members  
of the Steering Committee and other selected  
guests will animate the debate.

● Conference in English

● Live streaming on [www.softpowerclub.org](http://www.softpowerclub.org)

# SOFT POWER PRIZE

The Soft Power Club decided to recognize the First Soft Power Prize to a personality or an organization committed to fight the pandemic according to a universal and non-partisan vision. Our goals are: promoting science as a universal value, while fostering science literacy to enhance citizens' full participation in political and civil life; building trust in science and, in the context of the pandemic, in safety and effectiveness of vaccines and cures; enhancing transnational research to prevent future crises, either health – related or of other systemic nature; countering any politicization of science and promoting a citizen-based scientific approach.

## SOFT POWER CLUB MEMBERS

### ■ Francesco Rutelli *Founder and President*

Francesco Rutelli (Roma, 1954) is currently the President of ANICA (Italian leading Association of Cinema, Audiovisual and Digital Companies).

Deputy Prime Minister and Minister of Culture of Italy (2006 – 2008). Mayor of Rome (1993 – 2001), elected with the highest popular support ever. Under his leadership, many crucial infrastructures, cultural venues and institutions were created.

Member of the Italian Parliament from 1983 to 2013; five times elected in the Lower House, once in the Senate. Member of the European Parliament (1999-2004).

Over the time, he was the Chairman of the Human Rights Committee (Camera dei Deputati); Special Government Commissioner for the Jubilee 2000; Chairman of COPASIR (House and Senate Intelligence Overview Committee).

Since 2013, Francesco Rutelli decided to step down from any political-institutional position, and to manage both professional and not-for-profit activities.

Degree in Landscape and Environmental Planning and Design (La Sapienza University, Tuscia University). He is a journalist, since 1983. Diploma in International Organizations (Italian Society for International Organization, SIOI). Doctor Honoris Causa (John Cabot University; Temple University; American University, Rome). Honorary Academician, Accademia delle Arti del Disegno (the world's oldest Academy), Florence.

He leads many international initiatives in the fields of culture, creative industries, cultural diplomacy and international dialogue. Among

them: Honorary President, Institute for Cultural Diplomacy, Berlin (2013-2015); President, Institute of European Democrats, Brussels; Co-chairman of the Italian-Chinese Cultural Forum; Coordinator for the Ancient Cultural and Religious Roads Group in the Pontifical Council for Culture; Special Advisor to the Director-General, ICCROM.

He curated, with “Meeting of Civilizations” Association, the Campaign and exhibitions “Rising from Destruction. Ebla, Nimrud, Palmyra”. Founder of the International Cultural Heritage Rescue Prize. He is the founder (1989) and Chairman of the Centre for a Sustainable Future (a nonpartisan think tank on climate change and environmental issues).

President, ANICA Academy. He created Videocittà, the innovative Moving Images festival (2018-2021).

He has recently activated a brand new, not-for-profit and non-political, ‘Civic Service School’ – with the support of high-ranking professionals and leaders – aimed at training young citizens of Rome for an advanced, skilled civil service in the Italian Capital City. His most recent book: “Tutte le strade partono da Roma”.

### ■ Luigi Brugnaro *Mayor of Venice – Honorary President*

Graduated in Architecture from the Luav in Venice with full marks.

Today Mayor of Venice.

President of Umana, a holding that brings together 20 companies active in the field of services, manufacturing, construction, sports and agriculture.

Umana is also the name of the employment agency founded in 1997 and which in a few years has become the industry leader with 123 branches in Italy, 5 offices in Brazil, 700 professionals and 12,000 people employed in the best Italian companies.

In 2006 he took over Reyer, the historic Venetian basketball club founded in 1872 which, the only case in Italy, now plays in the top league with

both the men's and women's teams. A project not only sporting, but also social and cultural spread throughout the metropolitan area that involves over 4,500 athletes from 23 clubs in the youth sector.

In 2014 "for his contribution to Italian basketball" he was awarded the prestigious Reverberi Award, the basketball Oscar.

From 2009 to 2013 he was president of Confindustria Venezia recovering an active role in the public debate on the future of our economic and social system.

Also president of Assolavoro, the national trade association of employment agencies; member of the national council and the national board of Confindustria, delegate for Veneto at Expo 2015 and president of the Expo Veneto Committee.

#### ■ H.H. Prince El Hassan Bin al Talal

His Royal Highness Prince El Hassan bin Talal was born in Amman in 1947. HRH is the youngest son of Their late Majesties King Talal and Queen Zein El Sharaf, the brother of His late Majesty King Hussein, and the uncle of HM King Abdullah II.

HRH served as Jordan's Crown Prince from April 1965 until January 1999. HRH's early schooling was in Amman. He later went to Summerfields, followed by Harrow and then Christ Church, Oxford University from where he graduated with a B.A. (Hons.) in Oriental Studies. Prince Hassan chaired the committees overseeing Jordan's first development plan (1973-1975) and the three subsequent development plans (1976-1980, 1981-1985 and 1986-1990). HRH had a critical role in the Jordan-Israel Peace negotiations that culminated in the Peace Treaty between the Hashemite Kingdom of Jordan and the State of Israel in 1994.

A pluralist and staunch campaigner for the rights of all to live in peace and dignity, HRH established the Arab Thought Forum, the Royal Institute for Interfaith Studies, the Higher Council for Science and Technology, The Royal Scientific Society, the West Asia North Africa Institute (WANA) and the Regional Security Centre in Jor-

dan. Prince Hassan's international commitments have included co-chairing the Independent Commission on International Humanitarian Issues, serving as Commissioner on Legal Empowerment of the Poor and launching the West Asia-North Africa Forum (WANA). A pioneer of interfaith dialogue and understanding, Prince Hassan initiated and hosted on-going consultations with the Orthodox Centre of the Ecumenical Patriarchate at Chambesy, Switzerland and the Pontifical Council for Inter-religious Dialogue at the Vatican. Prince Hassan is co-founder and Chairman of the Board of Trustees of the Foundation for Interreligious and Intercultural Research and Dialogue (FIIRD). Now President Emeritus, Prince Hassan was Moderator of the World Conference of Religions for Peace (WCRP) from 1999-2006.

Prince Hassan has long had an active engagement with environmentally focused organisations, in particular the Trans-Mediterranean Renewable Energy Cooperation (TREC) Network, and the Jordan based Badia Research and Development Program (in co-operation with the British Royal Geographical Society). Prince Hassan recently served as the Chairman of the UN Secretary-General's Advisory Board on Water and Sanitation, UN-SGAB and continues to work on water related issues as the Chairman of the High Level Forum for the Blue Peace Middle East plan.

HRH Prince Hassan is the author of several books, articles and papers, which have been including *A Study on Jerusalem, Search for Peace, Palestinian Self-Determination* and in 2004 in collaboration with Alain Elkann, *To be a Muslim: Islam, Peace and Democracy*. Fluent in Arabic, English and French, HRH also has a working knowledge of German, Spanish and Turkish. He studied Biblical Hebrew as an undergraduate. Prince Hassan is the recipient of numerous honorary degrees from across the world.

As President of the Federations for Martial Arts, Polo and Squash, Prince Hassan has overseen the development of these three sports in Jordan to competitive international levels. HRH is himself an 8th Dan Black Belt in Tae Kwon Do and

captain of the Royal Jordanian Polo Team. He is a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness married Her Royal Highness Princess Sarvath, in 1968. They are blessed with four children, Princesses Rahma, Sumaya, Badiya and Prince Rashid, and nine grandchildren.

#### ■ Irina Bokova

*Former Director-General of UNESCO*

Irina Bokova was born on 12 July 1952 in Sofia (Bulgaria). She has been two terms the Director-General of UNESCO from 2009 to 2017. She graduated from Moscow State Institute of International Relations and was a Ford Foundation Fellow at the University of Maryland (Washington), and attended an executive program on leadership at the John F. Kennedy School of Government (Harvard University). As Director General of UNESCO, Irina Bokova was actively engaged in the efforts to adopt UN Agenda 2030 for Sustainable Development. She was particularly active in defence of cultural heritage in conflict in Mali, Syria and Iraq and in denouncing extremists' destruction of heritage as a tool of war, which led to the adoption by the UN Security Council of several landmark resolutions on the link between maintaining peace, security and the protection of cultural heritage. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In May 2020 she was elected as International Honorary Member of the American Academy of Arts and Sciences for 2020. Currently, she is a Member of the Board of "Ban Ki Moon Centre for Global Citizens", Member of the Concordia Leadership Council, New York, Lecturer on "Cultural Diplomacy" at the Paris School of International Affairs /PSIA/, SciencePo, Visiting Lecturer at the University of Geneva, among other activities.

#### ■ Lord Browne of Madingley

Lord Browne is Chairman of BeyondNetZero, a climate growth equity venture established in partnership with General Atlantic. He served as Group Chief Executive of international energy company BP from 1995 to 2007, having joined the company in 1966 as a university apprentice. He led BP through a period of significant growth and transformation, including a merger with Amoco in 1998. His landmark speech at Stanford University in 1997 established BP as a global leader in the way it thought about and sought to address climate change. In 2007, Lord Browne joined Riverstone, where he was co-head of the world's largest renewable energy private equity fund until 2015. He is currently Chairman of Wintershall Dea, Europe's largest independent oil and gas company.

Lord Browne is independent co-Chairman of the Prime Minister's Council on Science and Technology, Chairman of the Queen Elizabeth Prize for Engineering, Chairman of the Courtauld Institute of Art, and a past President of the Royal Academy of Engineering. Lord Browne holds degrees in Natural Sciences from the University of Cambridge and an MS in Business from Stanford University. He is a Fellow of the Royal Society, a Fellow of the American Academy of Arts & Sciences, and the author of five books.

#### ■ Helen Clark

*Former Prime Minister of New Zealand*

Helen Clark was Prime Minister of New Zealand from 1999-2008. During her nine years as Prime Minister, New Zealand enjoyed strong economic growth, low unemployment, and significant investment in public services. Her government set clear objectives for sustainable development and climate action. She also championed New Zealand's independent foreign policy and support for multilateralism.

Subsequently Helen Clark led the United Nations Development Programme from 2009-2017.

She was the first woman and first New Zealander to hold the position of Administrator. Helen Clark stepped down after eight years and two terms as Administrator in April 2017. She now engages in public advocacy across a range of issues which motivated her career in public service.

#### ■ Yuan Ding

Vice President and Dean CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL – CEIBS

Prior to joining CEIBS, he was a tenured faculty member of HEC School of Management, Paris, France. He is member of European Accounting Association, French Accounting Association and American Accounting Association. Dr. Ding has acted as editor and editorial board member for many international academic journals in accounting and auditing. In 2014, he was ranked 13th among the list of the world's 27 most cited researchers based in mainland China in the category of Business Management and Accounting, according to Elsevier. Dr. Ding has been giving lectures in financial accounting, financial statement analysis, international accounting and corporate governance at the level of Master's of Science in Management, MBA, EMBA and PhD in Europe and in China. At CEIBS, he co-founded the first CFO open programme in China in 2005 and has been involved in many top executive programs co-organised with Harvard, Wharton, INSEAD, New York University, London School of Economics, IESE and HEC Paris. He received the CEIBS Teaching Excellence Award in 2005, 2007, and 2013. Prof. Ding frequently provides consulting services for many multinationals and Chinese companies in the areas of financial communication, corporate governance, cost control system designing, investment and M&A. In May 2011, Prof. Ding launched the "Ding Yuan Index Neutral Fund" in A share market, becoming the first accounting and finance professor in mainland China to run a hedge fund. In 2013, his fund was named the Best Hedge Fund in China in the category of stable investment return. He has also

served and continues to serve on the Boards of Directors of several listed firms and financial institutions in mainland China, Hong Kong, Europe and North America.

#### ■ Amitabh Kant

CEO of National Institution for Transforming India (NITI)

He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 batch). He is the author of *"Branding India - An Incredible Story"*. Mr. Kant has been a key driver of the "Make in India", Startup India, "Incredible India" and "God's Own Country" initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. Mr. Kant has been the recipient of Economic Time Policy Change Agent of the Year Award, the Bloomberg TV Personality of the year Award, the NDTV Administrator of the year Award and the Distinguished Fellowship of the Institute of Directors. He is the recipient of One Globe Award-2016 for leadership in Transforming Governance for the 21st Century. He is a Member of the Steering Board of "Shaping the Future of Production Systems" of World Economic Forum. He is also the recipient of Sir Edmund Hillary Fellowship award by the Prime Minister of New Zealand. He is also the recipient of Golden Peacock Award for leadership in Economic Transformation - 2017. Mr. Amitabh Kant has worked as CMD – ITDC, Joint Secretary – Ministry of Tourism, Government of India, Secretary – Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozhikode and Managing Director, Matsyafed. He did his schooling from Modern School, Delhi, graduation in Economics (Hons) from St. Stephens, Delhi University and M.A from Jawaharlal Nehru University.

#### ■ Philippe Donnet

Group CEO, Assicurazioni Generali

He graduated from the Ecole Polytechnique in Paris and the Institut des Actuaire. Between 1985 and 2007 he held various positions within the AXA Group, most recently serving as Regional CEO Asia Pacific. In 2007 he became the Managing Director for Asia Pacific at Wendel Investissements, Singapore.

In 2010, he co-founded the investment management company HLD in Paris. On 7 October 2013 he joined Generali as Country Manager Italy and CEO of Generali Italia, position he held until May 2016. In this role, he led the program to merge the five Generali brands operating in Italy, one of Europe's most complex integration and simplification projects. From 2008 to 2016 he was member of the Supervisory Board of Vivendi, from 2013 to 2016 he was member of the Board of Directors of Banca Generali S.p.A. and from 2016 to 2017 he was Vice-Chair of ANIA. Chevalier de l'Ordre National du Mérite. Chevalier dans l'Ordre de la Légion d'honneur. Cavaliere del Lavoro.

#### ■ Cecilia Malmström

Former EU Commissioner in charge of Trade

Cecilia Malmström has served as European Commissioner for Trade between 2014 and 2019, having previously served as European Commissioner for Home Affairs from 2010 to 2014. In her previous position, she represented the EU in the World Trade Organization (WTO) and other international trade fora. She was responsible for negotiating bilateral trade agreements with key countries, including recently concluded agreements with Canada, Japan, Mexico and the four Mercosur countries, and for ongoing negotiations with, for example, Chile, Australia and New Zealand. Prior to her appointment as Commissioner, she served as Member of the European Parliament from 1999 to 2006, and as Swedish Minister for European Union Affairs 2006–2010. She is a member of the Liberal People's Party, which is represented

by the ALDE group in the European Parliament.

Cecilia Malmström holds a Ph.D. in Political Science from the Department of Political Science of Göteborg University. Since January 2020 she is the holder of the Assar Gabrielsson professorship at the School of Business, Economics and Law at the university of Gothenburg in Sweden.

#### ■ Carlo Mazzi

Carlo Mazzi obtained a degree "cum laude" (with praise) in Mechanical Engineering from the Bologna University of Italy in 1971 and obtained a master's degree in Business Administration from Bocconi University of Milan in 1976.

He is currently Chairman and CEO of Chora S.r.l. - Milan (corporate consulting and service company) and Board member of Sammontana S.p.A. (food industry) since May, 2019.

He was previously an Executive Director of the Board of Prada S.p.A. (2004–2021), a luxury company listed at the Hong Kong Stock Exchange; he was appointed as Chairman of the Board of Prada S.p.A. in 2014. He holds directorships in the holding companies of Prada S.p.A. .

He was an independent board member of Banca Profilo S.p.A., a Bank listed in Milano Stock Exchange (2018/2021).

He was a board member of IBI International Business Advisors Investment N.V. - Amsterdam; Vice Chairman and Executive Committee Member of IBI Bank AG - Zurich; Board Member of IBI Corporate Finance B.V. - Amsterdam; Managing Director of IBI S.p.A. - Milan (financial intermediation ex art. 106 TUB) from 2000 to 2004.

Mr. Mazzi worked at IMI (ISTITUTO MOBILIARE ITALIANO) (1973 /2000) where he was Manager of the Large Corporate department of IMI and San Paolo IMI Bank from 1994 to 2000.

He also was a board member of IMI-ABN AMRO S.p.A. - Milan (focused on merchant banking), SAGO S.p.A. - Florence (an IT research company responsible for the management of health facilities), IMILEASE S.p.A. - Rome (a leasing company), Banca di Intermediazione Mobiliare IMI S.p.A. -

Milan (now Banca IMI S.p.A.) (focused on investment banking), Tecnofarmaci S.p.A. - Pomezia (a research company in the pharmaceuticals industry), SIM S.p.A. - Rome (focused on project management) and Paros International Insurance Brokers S.r.l. - Milan (in the insurance brokerage sector).

#### ■ **Webber Ndoro**

*ICCROM's Director-General*

Webber Ndoro joined the National Museums and Monuments of Zimbabwe in 1985. He served as Co-coordinator of its Monuments Programme from 1992 to 1994, and then moved to the University of Zimbabwe as lecturer on heritage management. He has also lectured on heritage management at the University of Bergen in Norway, as well as at the University of Cape Town, South Africa, where he is Honorary Professor. Dr Ndoro's first involvement with ICCROM came in 1998, when he was tasked with implementing one of the first three site projects for the AFRICA 2009 programme. From 2002, Dr Ndoro worked as a full-time ICCROM staff member on AFRICA 2009, providing a very useful African perspective at ICCROM to the planning and implementation of the programme. He left ICCROM in 2007 to accept the position of Executive Director of the African World Heritage Fund (AWHF), a post which he has held until the present. During his mandate at AWHF, Ndoro guided the fund to become one of the leading conservation organizations in the region, and has also raised a significant endowment. Under Dr Ndoro's leadership, AWHF has planned and implemented programmes and activities for heritage conservation aimed at improving World Heritage nominations, strengthening disaster risk management and traditional management systems, and promoting entrepreneurship related to heritage in the region.

#### ■ **Charles Rivkin**

*Chairman and CEO of the Motion Picture Association (MPA)*

He leads the MPA's global mission to advance and support the film, television, and streaming content industry. The MPA's members currently include; Disney, Netflix, Paramount, Sony, Twentieth Century Fox, Universal, and Warner Bros. Drawing on almost 30 years of experience as a media executive and a leading U.S. diplomat, Rivkin advocates for policies that drive investment in film and television production, protect creative content, and open markets. In 2018, Rivkin was appointed to the U.S. Trade Representative's (USTR) Advisory Committee for Trade Policy and Negotiations (ACTPN). Prior to joining the MPA, Rivkin served for more than seven years at the highest levels of the U.S. government's diplomatic corps. He was the U.S. Assistant Secretary of State for Economic and Business Affairs from February 2014 to January 2017. He led the State Department Bureau responsible for managing international trade negotiations, intellectual property rights protection, and global internet policy, among other major policy issues. From 2009 to 2013, Rivkin was the United States Ambassador to France and Monaco. During his posting, Rivkin was personally awarded the Légion d'honneur with the rank of Commander by the President of France. He also received the city of Paris' highest honor, la Grande Médaille de Vermeil de la Ville de Paris, and was presented with the U.S. Navy's Distinguished Public Service Award. Rivkin is a member of the Board of Trustees of the American Film Institute (AFI) and the American Academy of Diplomacy (AAD). He is also a member of the Academy of Motion Picture Arts and Sciences, and the Council on Foreign Relations.

#### ■ **Ana Luiza Massot Thompson-Flores**

*Director of the UNESCO Regional Bureau for Science and Culture in Europe, Venice*

Ana Luiza Massot Thompson-Flores, born in Rio de Janeiro (Brazil), is presently the Director of the UNESCO Regional Bureau for Science and Culture in Europe based in Venice (Italy).

Ms. Massot Thompson-Flores studied at the Kogod School of Business where she completed her university studies at the American University (Wash.DC) obtaining her Bachelor's of Science in Business Administration (International business, Personnel & Industrial Relations with a minor in Psychology) in December 1985. She also obtained a Certificate of Management, as one of the first participants in the FAO/WFP joint-programme, from John Cabot University, Rome/Italy, in 1995.

Ms. Thompson-Flores has 30 years of progressively responsible professional experience within the United Nations Common System. In 1987, she began her career in the Human Resources Department of the Food and Agricultural Organization (FAO), and joined the United Nations World Food Programme (WFP) in 1995 where she served in different managerial/policy development capacities. In 2004, she joined the United Nations Development Programme (UNDP) in New York, as Chief of the Human Resources Policy Unit, returning to the WFP at the end of 2005.

In 2008, she joined the United Nations Educational, Scientific and Cultural Organization (UNESCO) headquarters in Paris/France, as Deputy Director of the Bureau of Human Resources Management and in 2011 was promoted to the post of Director of the Bureau. She held the post of Assistant Director-General for Strategic Planning in 2015 prior to joining the UNESCO Regional Bureau for Science and Culture in Europe.

#### ■ **Juan Ignacio Vidarte**

*Director general of the Guggenheim Museum Bilbao*

Juan Ignacio Vidarte joined the New York staff of the Solomon R. Guggenheim Foundation as deputy director and chief officer for global strategies in November 2008. He is also the director general of the Guggenheim Museum Bilbao and divides his time between Bilbao and New York. He was appointed director general of the museum in 1996 having led the development of the Guggenheim Bilbao Museum project from its inception in 1992 through its opening. Under Vidarte's leadership, the Guggenheim Museum Bilbao has been awarded numerous prizes, including the Gold Medal in Fine Arts in 1999, the European Museum Forum Museum of the Year Award in 2000, the Tourist Appeal Award in 2005, and the EFQM Silver Q Award for Management Quality. As deputy director and chief officer for global strategies, Vidarte is a member of the foundation's senior management team reporting to Richard Armstrong, and is responsible for initiating and implementing new ventures outside existing foundation activities. He is currently working to ensure the successful development of the Guggenheim Abu Dhabi. Born in Bilbao, Vidarte graduated with a degree in economics and business studies from the University of Deusto in Bilbao in 1978, and took postgraduate studies at the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts.

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