



# « GEOECONOMICS »

THE GENEVA INSTITUTE OF GEOPOLITICAL STUDIES (GIGS)

[www.geopolitics-geneva.ch](http://www.geopolitics-geneva.ch)

2 DAY  
EXECUTIVE  
SEMINAR

INTERACTIVE  
NONCONFORMIST  
COURSE

MORNING  
&  
AFTERNOON  
SESSIONS

## WHY STUDY GEOECONOMICS?

Currency Wars, Economic Diplomacy, Economic Warfare, Indirect Strategies, Economic Intelligence and State Capitalism are among the various factors impacting increasingly contemporary power rivalries affecting considerably states and businesses. Classical economic theories on international exchanges are not reflecting all aspects of international economic relations in which economic decisions are often fashioned along the tactics and strategies advocated by Sun Tzu and Machiavelli and these decisions often depend to an important extent on "non-market" factors.

**Objective of the Seminar:** The principal objective of this Executive Seminar is to introduce the main components of geoconomics and economic intelligence and to discuss the strategies of states and businesses to adapt to the challenges of contemporary geo-economic rivalries.

**The target group of participants:** persons working in various economic sectors, public servants, diplomats, employees of International Organisations, graduate students, and other interested individuals.

## LECTURES

- From Geopolitics to Geoconomics
- Geoconomics and Economic Warfare: States and Corporations
- Introduction to Economic Intelligence
- Economic Intelligence for States and Businesses
- The Strategic State and Geoeconomic Power
- Geoeconomic Instruments
- Different National Approaches to Economic Intelligence
- Geoconomics, Economic Intelligence and the Evolving Balance of Power

## PROGRAMME HIGHLIGHTS AND LEARNING OUTCOMES

- Develop the ability to apply the geo-economic analysis method in different case study situations;
- Integrate geo-economic factors in decision making processes;
- Develop the ability to apply economic intelligence strategies;
- Participate actively in an interactive and non-conformist course;
- Develop your professional networks and exchange views with course participants having different national, cultural and professional backgrounds.

## LECTURERS

**Mr. Gyula CSURGAI**, holds a Doctorate from the University of Geneva. He obtained Degrees in Political Science from the University of Concordia (Canada) and the University of Toulouse (France) and Postgraduate Diplomas in European Studies and Philosophy from the University of Geneva. He is founding Member and Director of the Geneva Institute of Geopolitical Studies. Dr. Csurgai has been teaching Geopolitics, Geoeconomics and Economic Intelligence for over 20 years at different universities in Switzerland and in other countries. He has participated in several international research projects and has provided expertise to a number of international organizations, governments and private corporations. Dr. Csurgai published several books and articles in geopolitics, geoeconomics and economic intelligence. His recent publications are: *Geoeconomic Strategies and Economic Intelligence in Advances in Geoeconomics*, Ed. J.M. Munoz, Routledge, 2017 and *Geopolitical Analysis Multidimensional Approach to Analyze Power Rivalries in International Relations*, in press.

**Mr. Laris GAISER**, graduated in Public Comparative Law at University of Verona, and obtained his Master at the Italian Institute for International Political Studies of Milano. He holds a Doctorate on Economic Intelligence from the University Guglielmo Marconi of Rome. Dr. Laris Gaiser is a Senior Fellow at The Center for the Study of Global Issues at University of Georgia (USA), visiting lecturer at Diplomatic Academy of Vienna and member of the Italian Team for Security, Terrorist Issues and Managing Emergencies at Catholic University of Milano. He teaches Economic Intelligence, International Relations and various other courses related to security and economic strategies. Dr. Laris Gaiser was former Vice President of the Euro Mediterranean University – EMUNI and worked as strategic advisor of the Slovenian Minister of Foreign Affairs. He is author of several publications including the book *Economic Intelligence and World Governance - Reinventing States for a New World Order* (Il Cerchio, San Marino, 2016).

## SCHEDULE & DATE

- Friday 1 June - Saturday 2 June 2018.
- Mornings from 9 - 12 am and Afternoons from 2 - 5 pm

**Language:** English

**Certificate:** certificate of participation will be awarded by GIGS upon completion of the course.

**Application deadline:** 3 April 2018

**Tuition fee:** 800 CHF for professionals & 500 CHF for graduate students. This fee does not cover travel, accommodation, meals and health insurance. GIGS does not offer any financial aid to attend the course.

**Admission Requirements:** A bachelor degree obtained, minimum of two years of work experience and English language proficiency.

## TAKE THE NEXT STEP

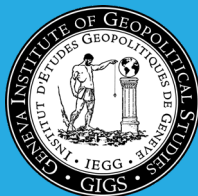
Visit [www.geopolitics-geneva.ch](http://www.geopolitics-geneva.ch) for additional programme information and application detail.

If you have any questions regarding the Executive Certificate Programme, please email [contact@geopolitics-geneva.ch](mailto:contact@geopolitics-geneva.ch) or call + 41 (0) 22 340 68 92.

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### Venue

Geneva, Switzerland.



**The Geneva Institute of Geopolitical Studies (GIGS)** offers different study programmes in geopolitics and geoeconomics. The Institute undertakes research, provides expertise, publishes studies and organises conferences and symposiums in the field of Geopolitics and Geoeconomics. These study programmes take place in Geneva, Switzerland.

**GIGS** is a self-financed non-profit organization registered with the Geneva Commercial Register and it is entirely independent of political, ideological and economic organisations.