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## NEW ACTIVITIES IN THE FIELD OF CULTURAL DIPLOMACY

*Abstract.* The article is concerned with areas of activity of the Directorate-General for Rendering Services to Diplomatic Missions. One of the most fundamental goals in this regard is to provide foreign embassies and international organizations appropriate conditions for their functioning at the highest level, fulfil the duties. At the same time, it is noted that GDIP representatives pay much attention to cultural diplomacy.

Due to active cooperation of scientific and diplomatic institutions of both Ukraine and foreign countries in 2017–2018, there was arranged a variety of scientific events (conferences, round-table discussions, panel discussions), which were invariably accompanied by exhibitions of archival documents about national, state-forming and diplomatic traditions formed 100 years ago.

*Keywords:* Ukrainian diplomatic service, 100 years of relations, GDIP, foreign missions, scientific events, cultural diplomacy.

The political strength of every country depends not only on the military and political potential, but also on its integration into the world community. The outcome of this is diplomatic recognition and high-level interstate relations that are mutually beneficial to all parties. One of the most fundamental goals in this regard is to provide foreign embassies and international organizations appropriate conditions for their functioning at the highest level, fulfil our duties. Moreover, as a hospitable host, we strive to share the culture though enriching it.

In 2018, the team of the Directorate-General for Rendering Services to Diplomatic Missions kept engaging in activities in the field of cultural diplomacy, namely held scientific conferences devoted to the centenary of diplomatic relations. In March, the delegation of “GDIP” SE supported organization of the scientific conference “Ukraine and Georgia: 100 Years of Diplomatic Relations” carried out in cooperation with the Scientific Society of History of Diplomacy and International Relations (head – Iryna Matiash, Doctor of Historical Sciences, Professor) and Georgian partners from Ivane Javakhishvili Tbilisi State University, under the auspices of the Ministry of Foreign Affairs of Ukraine. Besides, an international exhibition of archival documents dedicated to the centenary of diplomatic relation was solemnly opened at the National Archives of Georgia. It is worth noting that a number of similar events were held in Batumi last year.



*Відкриття нового консульства Республіки Корея на території Одеського дипломатичного клубу (1 вересня 2018 р.) за участі міністра закордонних справ Павла Клімкіна, голови Одеської ОДА Максима Степанова, генерального директора ДП «ГДІП» Павла Кривоноса, міського голови Одеси Геннадія Труханова*

*Opening of new Consulate of the Republic of Korea in the territory of Odessa Diplomatic Club (September 1, 2018) with participation of the Minister of Foreign Affairs Pavlo Klimkin, Head of Odessa Regional State Administration Maksym Stepanov, Director-General of “GDIP” SE Pavlo Kryvonos, and Mayor of Odessa Hennadii Trukhanov*

This year we continue to implement the “Day of Ukraine in Europe” project aimed chiefly at promoting positive information about Ukraine and the history of its statehood, raising awareness about achievements of Ukrainian science and culture around the world, establishing valuable contacts with foreign Ukrainian organizations. Initiators of the project were the Ministry of Foreign Affairs of Ukraine, the Scientific Society of History of Diplomacy and International Relations and the Directorate-General for Rendering Services to Diplomatic Missions. As a result of dynamic cooperation between scientific and diplomatic institutions of both Ukraine and foreign countries in 2017–2018, there was arranged a variety of scientific events (conferences, round-table discussions, panel discussions), which were invariably accompanied by an exhibition of archival documents about national, state-forming and diplomatic traditions in the Republic of Austria, the Slovak Republic, Hungary, Georgia, the Republic of Bulgaria, the Hellenic Republic, Romania and the Republic of Moldova, which stem from 100 years ago.

GDIP also encourages its partners to get involved in various projects, as it was the case with the Outlook Project. Participants of the “Diplomatic Greetings” project were: Nurberdy Amanmuradov, dean of the diplomatic corps, Ambassador Extraordinary and Plenipotentiary of Turkmenistan to Ukraine;

Gela Dumbadze, Ambassador Extraordinary and Plenipotentiary of Georgia to Ukraine; Alisher Abdualiev, Ambassador Extraordinary and Plenipotentiary of Uzbekistan to Ukraine; Adi Bramasto, Consul and Officer on Protocol Issues of the Embassy of Indonesia in Ukraine; Ole Terje Horpestad, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Norway to Ukraine; Juha Virtanen, Ambassador Extraordinary and Plenipotentiary of the Republic of Finland to Ukraine; Shigeki Sumi, Ambassador Extraordinary and Plenipotentiary of Japan to Ukraine; and other those interested in the project. Such meetings of the diplomatic staff with students of Petro Mohyla Black Sea National University, the National University of Ostroh Academy and Taras Shevchenko National University of Kyiv were held on GDIP initiative. Today we are happy to note that the project was conducted at a high level, for which reason we intend to continue its implementation in the future. All parties, who exchanged views in the discussion, expressed their sincere interest in such meetings. All the events were held at the Media Center of GDIP (6-A, Pyrogova Street), which has been taking sure steps to become the ground for cultural diplomacy. We are convinced that cultural diplomacy is currently gaining special importance in the context of soft influence that countries exert to achieve foreign policy objectives and pursue economic interests. Among other things, this refers to such tools of cultural diplomacy as artistic events, works, meetings that have the power to affect the public opinion about the country.

Due to energetic efforts of GDIP Media Center, it has been possible to organize and conduct numerous events that are of great importance for bilateral relations, for instance the scientific chronicles “Ukraine–Austria–Hungary: 100 Years of Relations”, the round-table discussion “European Choice of Ukraine after the Revolution of Dignity”, presentation of a book of the Ambassador Extraordinary and Plenipotentiary of the Republic of India to Ukraine Manoj Kumar Bharti titled “Understanding Indian Philosophy through Modern Science”, the round-table discussion “What should Ukraine expect from the Brussels Summit of NATO-2018”, a briefing dedicated to the international automobile rally “Amul-Khazar-2018” held by the Ambassador Extraordinary and Plenipotentiary of Turkmenistan to Ukraine Nurberdy Amanmuradov, a Japanese-Ukrainian meeting of youth, a briefing of the Ambassador Extraordinary and Plenipotentiary of the Republic of Tajikistan to Ukraine Fayzullo Kholboboev, which was held within the framework of the adoption of the UN Resolution “Water for Sustainable Development”, the conference “Ukraine-Switzerland: 100 Years of Presence” and many others.

Furthermore, GDIP cooperates with government and local authorities, and therefore continues to provide diplomats an opportunity to discover picturesque cities and magnificent nature of Ukraine. In particular, with the assistance and participation of the Directorate-General for Rendering Services to Diplomatic



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*Professor Panayotis Glavinis, Head of the Energy Research Group at the Faculty of Law of the Aristotle University in Greece (Thessaloniki) awards the Medal of Aristotle to the Director-General of "GDIP" Pavlo Kryvonos for the assistance in organizing the event.*

Missions, ambassadors of foreign countries, representatives of diplomatic missions and international organizations paid an official visit to South Palmyra – the city of Odesa from 1 till 3 September of 2018. It is in the beginning of September when Odesa celebrates the day of its founding, hence diplomats and guests of the city had chance to join all festive events related to this holiday. In addition to celebrations for the City Day, a new Consulate of the Republic of Korea was opened in the premises of the Odesa Diplomatic Club on September 1. Foreign delegations of over 40 countries paid official visit to Odesa on the occasion of the holiday.

In this regard, we strive to enhance comfort of the trips we arrange by renewing the GDIP fleet, namely it is planned to purchase a modern Mercedes Setra bus. After his visit to Odesa, Marek Safin, Ambassador Extraordinary and Plenipotentiary of the Slovak Republic to Ukraine, said, "I have already been to this wonderful city when I held the position as an assistant to the Ambassador to Ukraine. However, this very trip has impressed me the most. I would like to thank the Directorate-General for Rendering Services to Diplomatic Missions for the opportunity to be part of a wonderful journey accompanied by such pleasant people. For me, the special allure of this trip was that we were travelling altogether by bus, so that we had the opportunity to communicate."