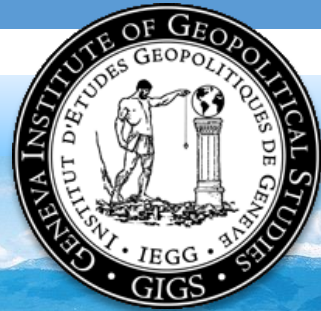


# GEOECONOMICS

One-week EXECUTIVE CERTIFICATE COURSE 13-17 May 2024

## GENEVA INSTITUTE OF GEOPOLITICAL STUDIES (GIGS)



EXECUTIVE  
EDUCATION

5-DAY  
STUDY PROGRAM

MASTER  
PRACTICAL  
SKILLS

### Program Highlights and Learning Outcomes

- Develop the ability to apply geoeconomic analysis in different case study situations;
- Develop the ability to apply economic intelligence strategies;
- Integrate geoeconomic factors and strategic foresight in decision making processes;
- Construct geoeconomic scenarios;
- 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.

**Target group of participants:** Individuals working for International Organizations and government agencies, diplomats, people working in various economic sectors, graduate students and other interested individuals.

The Geneva Institute of Geopolitical Studies (GIGS) offers different study programs in geopolitics and geoeconomics. The Institute undertakes research, provides expertise, publishes studies and organize conferences, symposiums and round table events in the fields of geopolitics and geoeconomics.

GIGS is entirely independent of political, ideological and economic organizations.

### LECTURES

Introduction to Geoeconomics  
Strategic State and Geoeconomic Disposition  
Economic Power Rivalries and Economic Warfare: Historical Perspectives  
Natural Resources and Geoeconomics  
Economic Intelligence  
Cognitive Warfare and Geoeconomic Rivalries  
Belt and Road Initiative in an Evolving Geoeconomic Context  
Strategic Foresight and Geoeconomic Scenario Building  
Geofinance-Financial Warfare  
The International Monetary System in Transition

### EXERCISE / WORKSHOP

Strategic Foresight and Geoeconomic Scenario Building Exercise  
Geoeconomic Warfare Exercise: Analysis, Foresight and Strategic Choices

**Dates:** Program starts on Monday 13 May and ends on Friday 17 May 2024

**Schedule:** Conferences take place in the morning and afternoon between 9AM-12PM & 2-5:00 PM.

**Language:** English

**Tuition fee:** 2000 CHF Students 1300 CHF

**Application deadline:** 18 April 2024

**A Certificate in Geoeconomics can be obtained upon completion of the course.**

### CONTACT

<https://geopolitics-geneva.ch>  
[contact@geopolitics-geneva.ch](mailto:contact@geopolitics-geneva.ch)

## WHY STUDY GEOECONOMICS ?

Currency Wars, Economic Diplomacy, Economic Warfare, Indirect Strategies and the global power shift are among the various factors impacting increasingly contemporary power rivalries. 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. As the US-led interventions in Iraq and Afghanistan have illustrated, military confrontation and direct control of a given geographic area by armed forces are often perceived as less advantageous than the use of non-military strategies in order to achieve the different geopolitical objectives of states. The growth of Chinese investments in resource-rich Africa, and the German economic strategy in Central Europe, illustrate, among other examples, the growing importance of economic means to achieve geopolitical ends. Consequently, the use of these economic instruments to achieve different geopolitical objectives evidences the links between geoeconomics and geostrategy. States can implement various geoeconomic strategies that simultaneously advances multiple interests: geopolitical, diplomatic, political and economic. The strategic approach to international economic relations and the re-consideration of the role of the state in economic policies should be a priority for states. The successful implementation of geoeconomic strategies will influence significantly the power position of states in the 21<sup>st</sup> century. Geoeconomic analysis integrates various non-market factors, strategic frameworks and foresight, cultural, historical and geographic parameters, among others to decipher the complexity of contemporary international relation in the context of a global power shift.

## MAIN OBJECTIVES

The principal objective of this study program is to introduce the main components of geoeconomic analysis and economic intelligence. The course adopts an interdisciplinary approach that incorporates economic, financial, geographic, demographic, historic, cultural and political factors, in order to examine the geoeconomic aspects of contemporary International Relations. The evolving strategic position of the nation state in the context of globalization and economic competition is analyzed. Economic intelligence strategies and different approaches to develop geoeconomic dispositions are discussed. A simulated economic warfare exercise based on a real case scenario and a strategic foresight exercise are integrated in the module. Having completed this study program, participants are expected to demonstrate the ability to integrate the different parameters taken into consideration in geoeconomic analysis, to identify different strategic frameworks of states and private corporations to enhance their power positions in international economic relations and to integrate geoeconomic factors and foresight in decision-making processes.

## LECTURERS

**Mr. Gyula CSURGAI** obtained his Doctorate from the University of Geneva. His doctorate research focused on the development of the geopolitical analysis method and its application in different case study situations. He holds as well Degrees in Political Science from the University of Concordia (Canada) and the University of Toulouse (France). Dr. Csurgai earned Postgraduate Degrees in European Studies from the European Institute at University of Geneva and from the department of Philosophy from the same university. Dr. Csurgai has taught geopolitics, geoeconomics, strategy, international relations and diplomacy for undergraduate, masters, and doctorate programs 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 is co-founder of the Geneva Institute of Geopolitical Studies. He published several books and articles in the fields of geopolitics, geoeconomics, economic intelligence, and international relations.

**Mr. Alexandre LAMBERT** holds a Ph.D. in International Relations from the Graduate Institute of International and Development Studies, Geneva. He graduated from the University of Zurich in History and Philosophy, Dr. Lambert has been lead researcher on the Organization for Security and Cooperation in Europe (OSCE) at the Graduate Institute in Geneva, project officer at the Geneva Centre for the Democratic Control of Armed Forces (DCAF). He also provides independent policy advice to the OSCE Forum for Security Cooperation (FSC), including in the context of its regional operations in the Western Balkans, South Caucasus, and Central Asia. Dr. Lambert has published books and articles in the field of international politics, history, geopolitics, geoeconomics and international security. Currently his research mainly focuses on the geopolitics and geoeconomics of Eurasia and the Belt and Road Initiative. Dr. Lambert has been teaching International Security, Foreign Policy and Geopolitics at different Universities in Switzerland and in other countries for several years.