

The Business Council for International Understanding (BCIU) was founded in 1959, at the initiative of President Eisenhower. Initially, BCIU focused on supporting U.S. business interests internationally by convening member company executives with newly confirmed U.S. ambassadors in order to brief them on the problems facing their operations in the markets to which the ambassadors were accredited. Since that time, BCIU programs have expanded to include discussions not only with U.S. ambassadors but also with other senior diplomatic and cabinet-level officials and heads of state serving the U.S. and foreign governments. Today, BCIU operates programs not only in New York, but also in Washington DC, Houston, other major cities in the United States, and London.

The book's opening sentence—"Security and prosperity are the two great goals of American foreign policy, and they are closely linked"—accurately identifies the two key underpinnings of our policy. Our increasingly interconnected world presents both growing commercial competition and growing economic opportunity for the United States; we have to take every opportunity to strengthen our commercial diplomacy, drawing on examples of what has worked.

—Colin L. Powell  
*Secretary of State*

This book shows that American companies operating overseas have one great advantage—the smart, vigorous commercial diplomacy carried out by American embassies and foreign commercial officers around the world.

—Donald L. Evans  
*Secretary of Commerce*

This book is a must-read for companies doing business overseas and the state entities that support them. In this increasingly competitive global atmosphere, we need to bring to bear all the tools we can to help our companies prosper. As governor of a state doing tremendous business overseas, I highly recommend this book.

—Frank H. Murkowski  
*Governor of Alaska*  
*Chairman of the Council of State Governments*

America's international influence depends largely on the vitality and global reach of U.S. business, which attracts buyers, sellers, borrowers and investors even in a world of turmoil. Building the U.S. commercial presence overseas is a big part of U.S. diplomacy today. This book shows how it is being done and how it can be done better.

—Stephen Bosworth  
*Dean, The Fletcher School, Tufts University*

Even in this era of terrorism, America's ability to conduct effective commercial diplomacy is critical to our national security. This book has raised a number of the fundamental issues relating to America's interests in the global marketplace. Our political and business leaders should be analyzing and discussing them on an urgent basis.

—Jeffrey E. Garten  
*Dean, Yale School of Management,*  
*former Undersecretary of Commerce and International Trade*

The American Academy of Diplomacy is a private, nonprofit, nonpartisan, elected society of men and women who have held positions of major responsibility in the formulation and implementation of American diplomacy. They believe that diplomacy plays an indispensable role in the promotion of American interests abroad and that it is therefore critically important that the highest possible standards of excellence distinguish our diplomacy in practice. The Academy's activities focus on programs designed to help enhance the quality of American diplomacy and to build greater public understanding of the critical role played by diplomacy in America's foreign policy process.

Printed in the USA

\$14.95  
ISBN 0-9679108-2-X



9 780967 910826

# Commercial Diplomacy and the National Interest

*Harry W. Kopp*



This short and lively book lays out the why and the how of promoting U.S. business abroad. America's place in the world, the author says, depends more than is usually acknowledged on the vigor and global reach of American business.

"The United States is the world's leading exporter, the world's leading importer, and the world's primary source and destination of funds for foreign investment. Our position as the best place in the world to do business—the most reliable in which to buy, the most lucrative in which to sell, and the safest and surest in which to invest or to raise capital—is a cause, not an effect, of American global leadership.... Protecting and expanding the U.S. role as the world's supplier and customer of choice for goods, services, ideas, capital and entrepreneurial energy should be a foreign policy objective second only to securing the homeland."

Such goals need day-to-day attention. Case histories dealing with market access, investor rights, protection of intellectual property, corrupt practices, contract sanctity, sanctions, security and other trade and investment issues show how diplomacy works with business to achieve commercial objectives that advance national interests. These stories, based largely on interviews with the business leaders and diplomats who took part in the events they describe, illuminate the best practices that lead to success and point up the lessons learned from failures.

Practitioners in business and government, and those interested in how the two relate to each other in international affairs, will benefit from this brisk, persuasive analysis.

*Harry W. Kopp is a former foreign service officer and consultant in international trade. He can be reached at [hwk@harrykopp.com](mailto:hwk@harrykopp.com).*

