

# Miami-Florida European Union Center of Excellence

School of International and Public Affairs



## The Way Forward for the EU-US Trade Talks

**Lecture by Silvia Kofler, European Union Delegation to the US**

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Silvia Kofler is a veteran public diplomat who has worked in some of the most dynamic media centers in Europe, Asia, and North America. Currently, she serves as the Spokesperson and Head of Press and Public Diplomacy at the Delegation of the European Union to the United States, where she oversees media relations, public outreach, academic and cultural programs, long-term relationship building initiatives, and information products and services. Prior to joining the EU Delegation in Washington, Ms. Kofler spent four years leading press, public, and cultural affairs at the European Commission Delegation in Tokyo. From 2004 until 2006, Ms. Kofler was posted in Brussels, where she streamlined communications efforts regarding EU trade policy. Ms. Kofler also headed press and information operations at the European Commission Delegation in Moscow, where she was posted from 2000 until 2004. Ms. Kofler first joined the European Communities in Brussels in 1992, working on development policy issues for EU Council of Ministers before moving to the Council's press office. From 1994 to 2000, she attended every meeting of both the EU Foreign Ministers and the EU Finance Ministers, giving her unique insight into the workings of the European integration process at ministerial level.

This event is organized by the Miami-Florida European Union Center of Excellence and the British American Business Council Miami, and co-sponsored by the Manchester Business School. By invitation only.

For more information and registration,  
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