

# **The Center for the Establishment of Commercial Diplomacy (CECD)**

## **ABSTRACT OF PHASE I PROPOSED CECD INITIATIVE**

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### ***A Brief Overview***

The CECD is a virtual organization conceptualized by the economist, Dr. Louis A. Huff. It seeks business opportunities to participate in the design, development, and incubation of commercial oriented entrepreneurial business projects, in coordinated and shared partnerships that provide for corporate development of human resources; especially for individuals and communities that experience continuous issues of conflict and/or serious economic challenges.

### ***Mission Statement***

The **Center for the Establishment of Commercial Diplomacy (CECD)** seeks to replace weapons of mass destruction with positive weapons of commerce and aggressive human capital utilization and entrepreneurial development on a global basis. The broader mission of the **CECD** is to provide substance to the cliché, ***“Make Commerce, Not War”*** by generating research and practical high value entrepreneurial and community development projects. They will be designed to: a) incubate successful human resource and community development outputs; b) assist in forming creative public/private partnership efforts that build sustainable enterprise participation in communities that lack progressive private sector initiatives; and c) provide technical assistance to existing and proposed activities that support national and global socio – economic cooperation and achievement.

### ***The Philosophical Foundations of The CECD***

The CECD’s overarching philosophical goal is to create and utilize businesses that use mechanisms that support socio – economic global health. Its objectives include facilitating creative public/private partnership efforts by utilizing the experiential dual realms and policy implementation tools of: 1) human resource entrepreneurial skills development (particularly within low skilled, uneducated and low income minorities) , and, 2) community economic development strategies.

Thus, the philosophical foundations of the CECD are based upon the principle that the most effective contemporary “entrepreneurial way of thinking” is to foster enterprising individuals and/or entities that includes an explicit concern for public, private and collaborative programs, projects and practices that result in positive “community development effects”. They will emanate from sound business planning decisions and practices, while attempting to identify and facilitate the optimal use of available implicitly and explicitly dedicated resources to the ultimate task of creating and sustaining wealth and value.

Therefore, **CECD's central Commercial Diplomacy strategy** makes the following theoretical assumption:

“...the long term viability of private enterprise's growth and sustainability in the US and international communities is intrinsically linked to community economic development, strategically conducted to significantly ameliorate long standing socio-economic challenges of conflict and even war. The economic principle upon which the **CECD** will build its programming elements that is embrace the conceptual characteristics of **mixed entrepreneurship** (see book, **Age of the Quickening by Dr. L.A. Huff (2009) and <https://www.drlahuff-economist.com> )...**”

Therefore, CECD seeks to apply the principles of, “a mixed entrepreneurial way of thinking” to each of its core economic activities.

### ***CECD's Core Activities Include:***

- Public/Private Partnership Programs
- Community Economic Development Programs
- Entrepreneurial Oriented Activities, Events, and Program(s)
- International Entrepreneurship Course(s) and Practicum(s)
- Consultancy Relationship(s) and Arrangement(s)

### ***CECD's Global Networking Mission:***

Primarily, but not exclusively, CECD operates within and between emerging nations, communities, and neighborhoods, both nationally and around the globe.

***CECD develops entrepreneurial training and business development mechanisms for the creative involvement of individuals/groups and communities located nationally or internationally, to address global socio - economic and cultural issues and challenges that contribute to poverty, systemic income inequality, and moral and ethical dilemmas.***

### ***CECD's 3-Fold Commercial Diplomacy Mission:***

- Bring Together Two or More Neighborhoods, Communities, and/or Nations in a Commercial Way to positively Impact and Eliminate Socio-economic Ills;
- Engage in Collaborative efforts to Identify and take Advantage of Potential Synergies and Win/Win Opportunities; and
- Identify Creative Public/Private/Educational Partnerships Conducive to Participating Entities', Neighborhoods, Communities, and/or National Goals and Objectives.

### **Tertiary Philosophical Principals within key tasks to be performed by the CECD include:**

- 1) Identifying Constructive Public/Private Partnerships,
- 2) Identifying Entrepreneurial Based Potential Solutions and
- 3) Design Economic Development Initiates that Specifically Address Issues of Poverty and Income Inequality.

## *CECD's Action Plan*

First, it will Identify, incubate, and guide the development of a minimum of (10) ten potentially successful commercial business development projects that match its philosophy of mission, goals, objectives and service. Secondly, it will use the successful operation of these projects to illustrate to the greater community that by adopting a sound business approach to solve policy differences and utilize strategies that embody the belief to, “make commerce, not war” is the most effective use of available human and economic resources.

The Primary goals of CECD's activities and action plan are:

### *CECD's Service Goals are:*

- I Facilitate the enhancement of participating communities' capabilities to create and participate in the creation of global wealth,**
- II Provide a dynamic forum for constructive socio-economic networking conducive to advancing cross cultural, ethnic, neighborhood/community, race, and/or other artificial and real lines of division) Leading to productive interaction.**
- III Establish worldwide Public / Private Sector Partnerships under the concept, “Think Globally, Act Locally, and,**
- IV Assist in the development of performance strategies that eliminates poverty conditions.**

To obtain the expanded version of CECD's Phase I email requests to:

[\*\*drlahuff.economist@gmail.com\*\*](mailto:drlahuff.economist@gmail.com)