

## The World's First Ambassador to the Tech Industry

From Copenhagen, This NY time's article ~~informs-reports~~ about the existence of the world's first ambassador to the tech industry, ~~which tells about~~ describing his professional experience in this position. Although his contribution to Danish national diplomacy is limited for now, it is an innovation to the classical conception of diplomacy that is being emulated in other countries.

~~This is Mr. Danish career diplomat~~ Casper Klynge, ~~a 46-year-old Danish career diplomat who~~ has been sent to the most troubled destinations, such as the Middle East. ~~He applied to his~~ He was one of 55 people who applied for this position ~~with other 55 people~~, and, once selected, he established his office in California, near Silicon Valley where he deals mainly with the tech CEOs, but also he created a global work team that is present in China too.

Indeed, Denmark has been the first country to create this position to the ~~great-big tech companies technologies~~ such as Facebook, Google, ~~Microsoft Apple or and~~ Amazon, (GAFA) since ~~the his Scandinavian~~ country understands that these companies have become more powerful than some states and have become de facto international relations actors. ~~According to the Denmark's minister for foreign affairs,~~ Denmark believes that the defence of democratic values and human rights now also ~~depend depends~~ on these companies too, ~~due to as~~ there is an opaque superpower in our era with respect the nations have been naïve a long time.

~~Regarding the role of this Ambassador, he declares that it is a matter of~~ This Ambassador describes his role as reducing ~~the disruption of~~ interference by these companies in the sovereignty of the states and the rights of citizens, setting boundaries to their action and not ~~allowing the opposite, the companies to the states~~ vice versa. Issues such as ~~the~~ privacy, cybersecurity and taxation of these companies are ~~the his~~ main objective ~~of their diplomatic mission~~. At first his work ~~has been was~~ very difficult. It took several months for him to meet with a senior executive of these companies and often without time to discuss these issues or with a very mistaken idea of the work that the diplomat wanted to carry out. ~~Despite the relatively few users that the Danes have in the services of these companies, Denmark as a country can influence the policies that involve these companies, for example in European regulation as a member state~~ Despite the relatively few Danes who use the services of these companies, as an EU member state Denmark can influence the policies that affect them. Some companies like Google and Apple never ~~responded in order to have a meeting with~~ agreed to meet him. But others ~~do~~ did, like the President of Microsoft who has a very cordial relationship. Chinese company executives are also more willing to discuss matters with the ambassador.

~~Among other functions,~~ The ambassador also engages with civil society, public officials and lower-level employees to gather information and develop cybersecurity intelligence, ~~which he sends to Denmark. It Denmark~~ also assists policymakers in these matters and Danish hubs around the world. He even helped remove a video from social networks about a terrifying terrorist attack ~~to on~~ a Danish citizen in Morocco.

Regarding the reaction of the international community to this initiative, it is true that Denmark has been criticized for equating its representation ~~before to~~ technology companies to that of

sovereign ~~states, however, states~~. However, important European ~~states~~ countries such as France, Germany ~~or~~ and the United Kingdom have followed their steps and have created digital ambassadors. ~~Priya Guha, Britain's~~ A former ~~British~~ consul general in San Francisco, also believes that economic ties and challenges are now much greater with respect to these companies. ~~, and some business figures such as Ms. Guha, n~~ Now a partner at Merian Ventures, ~~she~~ believes that diplomacy should change dramatically in this regard. ~~It is also true, according to~~ Political analyst Andrew Cooper ~~says~~ that small countries have to make a much greater diplomatic effort to get the attention of the larger and more powerful nations.