

## Diplomacy and Soft-power to Further North America's Identity



### Objective

To dive into the advantages of public diplomacy across sectors and break down ways stakeholders can navigate this new territory.

### Speakers

- **Enrique Acevedo**, Journalist, CBS
- **Brittany Masalosalo**, Global Head of Government Affairs and Public Policy, HP
- **Daniela Michel**, Founder and Director General, Morelia International Film Festival
- **Rachel Poynter**, Deputy Assistant Secretary for Mexico and Canada, Department of State
- **Teresa Verthein**, Head of Government Affairs – Mexico, Colombia, and Central America, Salesforce
- **Natalie Jones**, Executive Vice President, Meridian International Center (Moderator)

The 21st century is the era of diplomacy 3.0, conducted between people, from civil society to the private sector to governments. Mexico, the United States, and Canada are countries bound by history, geography, culture, family, and strong economic ties. North American identity needs to transcend beyond the differences within the region. It is time to explore how soft power can help advance and strengthen the North American Way.

Currently, the three governments are figuring out what it means to be North American and how to take advantage of those opportunities. Demographics are the most powerful ally for identity. Migration is changing and impacting the region and could help shape North American identity.



The three countries should learn from the resilience of border communities and leverage public diplomacy skills.

The private sector will be pivotal to advancing progress and fostering the North American Way. Opportunities can be maximized with equitable access for underrepresented communities to tap into a new workforce. In each of our countries, populations are moving and settling. They're taking advantage of remote work, revitalizing in many ways those communities. North America now sees migration as a two-way street, not just south and north.

Businesses use public diplomacy to talk about how they operate and develop products and services ethically, which has led them to be the most trusted stakeholders.

Public-private partnerships are successful when companies can empathize with government officials since they oversee the implementation of policies.

Sporting and cultural events drive the conversation forward. As part of the North American integration process, the 2026 World Cup will demonstrate a sense of unity as a region; it is essential to leverage stories and narratives. 