



## Connecting Bridges and Borders Program

---

### Entrepreneurship and Innovation NJCU—Jersey City Connect Project

#### **Building the Future of Global Business**

##### **An Inspiring International Conversation**

Jersey City, 20 September 2020—One might be quick to call the event, “Building the Future of Global Business: Enhancing Growth and Investment Through Mediation,” a conference or a panel, but it was more than that: it was a conversation. On the morning of September 17, mediators from around the world sat down—on a Zoom call—and thoroughly discussed the value of mediation, and its potential to transform conflict resolution in global business affairs. Hosted by The Institute for Dispute Resolution at New Jersey City University in partnership with The International Mediation Institute, this enriching digital event featured panelists from The Republic of Georgia, the United States, Hungary, and The Republic of Croatia.

New Jersey City University President, Dr. Sue Henderson, shared in her opening remarks, “I am deeply committed and believe that work in the future will be global in nature.” As the panelists explained, the increase of global business affairs and cross-border conversations will result in conflict; whether it is due to language barriers, cultural differences, or any other reason, it is imperative that mediators play an active role in these conversations to defuse tense situations from a neutral perspective.

Dr. Giorigi Tsertsvadze, a practicing attorney and member of the Georgian Bar Association, was not shy about sharing that his nation state was initially apprehensive about mediation. Dr. Tsertsvadze explained that he and his associates organized events to promote mediation and

demonstrate why it is better than handling business conflict through litigation, which ultimately inspired The Republic of Georgia to stand in full support of mediation as a means of resolving issues. Mediation is a more hands-on approach to conflict resolution; it prevents businesses from losing control of a situation and allows them to promptly and ethically work through differences.

Other representatives included Richard H. Steen, Esq., from the United States. Mr. Steen is the founding member of Richard H. Steen, LLC, Attorneys at Law; an AV rated firm practicing in the areas of complex construction and commercial disputes and alternative dispute resolution (ADR), and serves as an arbitrator and mediator for the State and Federal Courts, the American Arbitration Association and in private proceedings.

Dr. Éva Inzelt is a Professor of Law at Eötvös Loránd University (ELTE) in Hungary. She believes “it is paramount to make more awareness of the different ADR tools in Hungary and to let all the citizens know about mediation and conciliation as a cost-effective, timesaving, and business-friendly form of problem-solving.”

Judge Srđan Šimac, Ph.D. serves as the judge of the High Commercial Court of the Republic of Croatia, and is President of the Croatian Mediation Association. With over 17 years of experience as a mediator, Judge Šimac staunchly supports the use of mediation in business affairs. While it is a relatively new profession, he believes that mediation is one of the most important additions to global business affairs, and that it saves businesses when negotiations fail.

When asked to comment on the event, Chair of the IDR Steering Committee Felicia Farber raved, “IDR’s Building the Future of Global Business: Enhancing Growth and Investment Through Mediation program was a tremendous success! Our global panelists from the Republic of Croatia, Hungary, the Republic of Georgia and the United States graciously shared their conflict resolution expertise and unique insights into mediation from their respective regions of the world.”

The IDR may call New Jersey City homebase, the event reached a far wider audience than our corner of the world. Farber added, “A multitude of viewers from dozens of countries thanked and praised us for bringing together this esteemed group of international dispute resolution experts, who shared their wisdom and vision on how mediation can be used to promote global trade and commerce, and support cross-border business opportunities and foreign direct investment. We thank the International Mediation Institute and all our partners and co-sponsors who made this special event possible, and of course, all of our attendees from around the globe.”

You can watch the recorded event and learn more about the value of mediation on the IDR’s Youtube channel: <https://www.youtube.com/watch?v=1L4VizgW0a8>

### **About Us**

The Institute for Dispute Resolution at NJCU is a platform under the School of Business that seeks to promote international negotiation and mediation techniques to manage disputes in cross border commercial and general conflict resolution forums.

### **Contact**

Darby Zelaskowski, Public Relations  
dzelaskowski01@manhattan.edu

<https://www.njcu.edu/academics/schools-colleges/school-business/institute-dispute-resolution-idr>