



BALTIC JOURNAL OF LAW & POLITICS

A Journal of Vytautas Magnus University
VOLUME 16, NUMBER 3 (2023)
ISSN 2029-0454



Cite: Baltic Journal of Law & Politics 16:3 (2023): 993-1007
DOI: 10.2478/bjlp-2023-0000078

The Impact of Diplomacy and Public Relations on The Foreign Diplomatic Relations of The United Arab Emirates

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Received: December 14, 2022; reviews: 2; accepted: January 24, 2023

Abstract

Diplomacy and public relations play a significant role in shaping the foreign diplomatic relations of the United Arab Emirates (UAE). The UAE has actively engaged in diplomatic efforts to strengthen its relationships with other countries, primarily through its Ministry of Foreign Affairs and International Cooperation. This includes sending ambassadors and delegations to other countries, hosting international events and conferences, and participating in international organizations. In terms of public relations, the UAE government has made efforts to improve its image and reputation on the global stage through various means such as media outreach, cultural exchange programs, and development aid. The UAE also uses public relations to promote its economic interests, such as tourism and investment, to attract foreign investment and tourists. The UAE's diplomatic and public relations efforts have been successful in building strong relations with many countries and promoting the UAE as a stable and prosperous nation on the global stage.

Keyword

diplomacy, United Arab Emirates, Relations, foreign,

Introductions

The United Arab Emirates (UAE) is a country located in the Middle East, and it has a strong diplomatic presence in the region and beyond (Antwi-Boateng & Al Mazrouei, 2021). The UAE's foreign policy is centered around promoting peace and stability in the region, strengthening economic ties with other countries, and promoting the country's image as a modern and progressive state (Malit Jr & Tsourapas, 2021). The UAE has maintained good relations with its neighboring countries, including Saudi Arabia, Iran, and Oman (Antwi-Boateng & Alhashmi, 2022). The UAE is also a member of the Gulf Cooperation Council (GCC), a political and economic union of six Arab states in the Persian Gulf region (Dodd & Collins, 2017). The GCC promotes regional cooperation on issues such as security, trade, and cultural exchange (Kourgiotis, 2020). The UAE has also developed strong economic and trade ties with countries around the world (Alzaabi, 2019). The country is a leading global center for trade and commerce, with a thriving port and shipping industry (Pakin-albayrakoğlu, 2022). The UAE has also established itself as a hub for tourism and investment, attracting businesses and tourists from around the world (Hiebert, 2005). In recent years, the UAE has also expanded its diplomatic presence in Africa and Asia, seeking to establish new economic and political partnerships in these regions (Antwi-Boateng, 2022). The country has also played a key role in promoting stability and peace in conflict zones around the world, including Yemen, Syria, and Libya (Krzymowski, 2022).

The UAE has also sought to improve its relations with other major global powers, such as the United States, China, and Europe (Albayrakoğlu, 2022). The country has established strong diplomatic and trade relationships with these countries, and has played an active role in international organizations such as the United Nations (Kim & Hyun, 2022). In terms of human rights, the UAE has faced criticism for its treatment of political dissidents, women's rights, and freedom of speech. However, the country has made significant progress in recent years in terms of social and economic development, and it has taken steps to address these issues (L'Etang et al., 2007). The UAE's foreign diplomatic relations are characterized by a commitment to peace and stability in the region, strong economic ties with countries around the world, and an active role in international organizations (Antwi-Boateng & Al Mazrouei, 2021). The country has established strong relationships with its neighboring countries and major global powers, and it continues to seek new diplomatic partnerships and opportunities for growth and development (Malit Jr & Tsourapas, 2021).

Diplomacy plays a crucial role in shaping the UAE's foreign relations, by enabling the country to negotiate and resolve conflicts with other nations, promote peace and stability in the region, and secure its interests abroad (Antwi-Boateng &

Alhashmi, 2022). The UAE's active involvement in regional and international organizations also allows it to engage in multilateral diplomacy, leveraging its position and relationships to advance its goals and objectives. In terms of public relations, the UAE has effectively leveraged its image as a modern and progressive nation, promoting its achievements in areas such as tourism, trade, and investment (Dodd & Collins, 2017). By highlighting its achievements and projecting a positive image, the UAE has attracted businesses and tourists from around the world, boosting its economic growth and contributing to its standing as a leading global center for commerce and investment (Pakin-albayrakoğlu, 2022). The UAE's diplomatic and public relations efforts have played a key role in strengthening its foreign diplomatic relations and enabling it to establish itself as a respected and influential player on the global stage (Kourgiotis, 2020). By effectively utilizing diplomacy and public relations, the UAE has been able to secure its interests abroad and promote peace and stability in the region, contributing to its continued growth and development (Alzaabi, 2019).

Impact of public relations the foreign diplomatic relations

Public relations (PR) and foreign relations are closely linked. PR is the practice of managing the spread of information between an organization and its publics, while foreign relations refer to the interactions and relationships between countries (K. Tahat et al., 2022). Together, PR and foreign relations play a crucial role in shaping how countries are perceived and how they interact with other nations. One of the main ways that PR impacts foreign relations is through media outreach. By controlling the information that is released to the public and managing the way that a country is portrayed in the media, PR professionals can shape the perceptions of other nations and their leaders (Kim & Hyun, 2022). This can be used to promote a positive image of a country and to build trust and understanding with other nations (Al Olaimat et al., 2022). Cultural diplomacy is another way that PR impacts foreign relations. By promoting a country's culture and customs to other nations, PR professionals can help to build mutual understanding and respect (D. N. Tahat et al., 2022). This can be used to strengthen relationships and to promote a positive image of a country. Cultural diplomacy includes, but not limited to, cultural exchange programs, such as exhibitions, festivals, and educational exchange programs (Habes, Al-Adwan, et al., 2022). Another important aspect of PR in foreign relations is through development aid. By providing aid to other countries, a country can promote its image as a responsible and caring nation, and can also help to build relationships with other nations (Al Olaimat et al., 2022).

In addition to these traditional PR methods, digital and social media have become increasingly important in shaping foreign relations (Habes, Ali, et al., 2022). By using digital and social media platforms, countries can reach a global audience and shape their image and reputation on a global scale. Social media platforms have also provided new opportunities for countries to interact with citizens of other nations and to promote their own interests and perspectives

(Pakin-albayrakoğlu, 2022). However, it's worth noting that public relations and foreign relations are not always mutually beneficial. In some cases, countries use PR tactics to manipulate public opinion and to justify controversial or aggressive foreign policies. In addition, the use of digital and social media platforms can also be used to spread disinformation and propaganda which could negatively affect foreign relations (Dodd & Collins, 2017).

Public relations play a significant role in shaping foreign diplomatic relations (circular ecology, 2014). Public relations, or PR, is the practice of managing the spread of information between an organization and its publics (Castells, 2007). It is used to shape the image and reputation of a country and to promote its interests abroad. One of the main ways that public relations impacts foreign diplomatic relations is through media outreach (Castells, 2007). By controlling the information that is released to the public and managing the way that a country is portrayed in the media, PR professionals can shape the perceptions of other nations and their leaders (Al-Jaber et al., 2019). This can be used to promote a positive image of a country and to build trust and understanding with other nations. Cultural exchange programs are another way that public relations impacts foreign diplomatic relations. By promoting a country's culture and customs to other nations, PR professionals can help to build mutual understanding and respect (Habes, 2019). This can be used to strengthen relationships and to promote a positive image of a country (Fayoyin, 2011). Development aid is also an important aspect of public relations in foreign diplomatic relations. By providing aid to other countries, a country can promote its image as a responsible and caring nation, and can also help to build relationships with other nations (Al Olaimat et al., 2022).

In addition to these traditional PR methods, digital and social media have become increasingly important in shaping foreign diplomatic relations (Papasolomou & Melanthiou, 2012). By using digital and social media platforms, countries can reach a global audience and shape their image and reputation on a global scale. Overall, public relations play a significant role in shaping foreign diplomatic relations (Hallahan, 2011). By controlling the information that is released to the public and managing the way that a country is portrayed in the media, PR professionals can shape the perceptions of other nations and their leaders. Cultural exchange programs, development aid, and digital and social media are also important PR methods that can be used to build mutual understanding and respect, and to promote a positive image of a country (Kirat, 2005). In summary, Public relations plays a crucial role in shaping foreign diplomatic relations. It helps countries shape their image and reputation in the eyes of other nations and promote their interests abroad (Sutherland et al., 2020). By managing the way that a country is portrayed in the media, promoting cultural exchange programs, providing development aid, and using digital and social media, PR professionals can build mutual understanding, respect, and trust between countries and promote positive image of a country (Hussein, 2017). This will help countries to navigate the complex international landscape and achieve their goals in the international

arena. In conclusion, PR and foreign relations are closely linked. PR plays a crucial role in shaping how countries are perceived and how they interact with other nations (Kochan et al., 2019; Singh1 & Balhara, 2016). By managing the way that a country is portrayed in the media, promoting cultural diplomacy, providing development aid, and using digital and social media, PR professionals can build mutual understanding, respect, and trust between countries and promote positive image of a country. However, the use of PR tactics should be done with caution and a clear understanding of the potential consequences (Sidiq & Harahap, 2019).

Diplomacy in UAE

Diplomacy is the process of communicating and negotiating with other countries to build and maintain relationships (Zeineddine, 2017). The UAE has actively engaged in diplomatic efforts to strengthen its relationships with other countries, primarily through its Ministry of Foreign Affairs and International Cooperation (Saber et al., 2018). This includes sending ambassadors and delegations to other countries, hosting international events and conferences, and participating in international organizations (Kunczik & Weber, 1994). The UAE has also established diplomatic relations with many countries around the world, and has been successful in building strong relationships with countries in the Middle East, Asia, Europe, and North America (Albayrakoğlu, 2022; Antwi-Boateng, 2022).

In addition to traditional diplomacy, the UAE has also used soft power to shape its foreign relations. Soft power refers to the ability to influence others through attraction and persuasion, rather than coercion or force (Hiebert, 2005). The UAE has used its economic and cultural resources to attract foreign investment and tourists, and to promote its image as a modern, progressive and stable nation (Pakin-albayrakoğlu, 2022). The country has also invested heavily in developing its infrastructure, including building world-class airports, ports and hotels, which has helped to make it a hub for tourism and business. Public relations is another important tool that the UAE uses to shape its foreign relations. Public relations is the practice of managing the spread of information between an organization and its publics (Dodd & Collins, 2017). The UAE government has made efforts to improve its image and reputation on the global stage through various means such as media outreach, cultural exchange programs, and development aid (Malit Jr & Tsourapas, 2021). The UAE has a dedicated public relations department in its Ministry of Foreign Affairs and International Cooperation, which is responsible for promoting the country's image and reputation abroad (Manor & Crilley, 2019).

The United Arab Emirates (UAE) has actively utilized diplomacy and public relations to shape its foreign diplomatic relations (Graham, 2014). Diplomacy is a key tool that the UAE has used to establish and maintain relationships with other countries (Kim & Hyun, 2022). The country has a strong diplomatic presence, with embassies and consulates in many countries around the world, which helps to promote its interests and gather information about other nations (L'Etang et al., 2007). The UAE has used its economic and cultural resources to attract foreign

investment and tourists, and to promote its image as a modern, progressive, and stable nation (Alzaabi, 2019; Kourgiotis, 2020).

The UAE also uses public relations to promote its economic interests, such as tourism and investment, to attract foreign investment and tourists (Antwi-Boateng & Al Mazrouei, 2021). The country has invested heavily in promoting itself as a tourist destination, and has been successful in attracting millions of tourists each year (Hiebert, 2005). The UAE has also been successful in attracting foreign investment, and is now home to many multinational companies and businesses. The impact of diplomacy and public relations on the foreign diplomatic relations of the United Arab Emirates (UAE) is significant (Malit Jr & Tsourapas, 2021). Diplomacy and public relations are two key tools that the UAE uses to shape its foreign relations, as well as its image and reputation on the global stage (Antwi-Boateng & Alhashmi, 2022). The UAE's diplomatic and public relations efforts have been successful in building strong relations with many countries and promoting the UAE as a stable and prosperous nation on the global stage (Dodd & Collins, 2017). The country's use of traditional diplomacy, soft power, and public relations has helped it to become a major player on the world stage and has helped to shape its foreign relations in a positive way. The UAE's continued efforts in these areas will likely help it to maintain and strengthen its relationships with other countries in the future (Al Olaimat et al., 2022; Alzaabi, 2019).

The Relation Between Diplomacy and Foreign Diplomatic Relations

Diplomacy is a crucial tool in shaping foreign diplomatic relations (Al Olaimat et al., 2022; Pakin-albayrakoğlu, 2022). It is the process of communicating and negotiating with other countries in order to build and maintain relationships (Hiebert, 2005). Diplomacy plays a vital role in promoting the interests of a country and resolving conflicts with other nations (Antwi-Boateng, 2022). Through diplomacy, countries can establish and maintain diplomatic relations with other nations, as well as negotiate and sign agreements on issues such as trade, security, and cultural exchange (Krzyszowski, 2022). Diplomatic missions, such as embassies and consulates, are also important tools for countries to use in order to gather information about other nations and to promote their own interests (Kunczik & Weber, 1994). Diplomacy can also help to prevent conflicts and promote peace. Through diplomatic negotiations, countries can resolve disputes and find common ground on issues that may be causing tension (Kim & Hyun, 2022). Diplomacy can also be used to build alliances and partnerships with other countries, which can help to promote stability and security in the international community (L'Etang et al., 2007). In addition to traditional diplomacy, countries also use public diplomacy, which is the use of non-government resources, such as culture, education, and media, to promote a country's image and interests abroad. Public diplomacy can be used to build mutual understanding and trust between countries, and to shape the perceptions of a country in the eyes of other nations (Pakin-albayrakoğlu,

2022). In conclusion, diplomacy plays a crucial role in shaping foreign diplomatic relations (Kourgiotis, 2020). Through diplomatic efforts, countries can establish and maintain relationships with other nations, negotiate and sign agreements, prevent conflicts and promote peace, build alliances and partnerships, and promote their own interests and image abroad. Diplomacy is an essential tool for any country to have in order to navigate the complex international landscape and to achieve its goals in the international arena (Alzaabi, 2019).

Approach

The qualitative approach can provide valuable insights into the impact of diplomacy and public relations on the foreign diplomatic relations of the United Arab Emirates (UAE) (Habes, Elareshi, et al., 2022; Wang et al., 2022). This approach can be used to gather in-depth, subjective information from key stakeholders, such as diplomats, government officials, and experts in the field (Habes et al., 2021). The following are some of the ways in which a qualitative approach can be applied to this topic by Interviews with key stakeholders can provide valuable information about the impact of diplomacy and public relations on the UAE's foreign diplomatic relations (Antwi-Boateng & Al Mazrouei, 2021; Habes, Elareshi, et al., 2022). These interviews can be structured, unstructured, or semi-structured and can be conducted in person, by phone, or online. a qualitative approach can provide valuable insights into the impact of diplomacy and public relations on the foreign diplomatic relations of the United Arab Emirates. This approach can involve interviews, focus groups, content analysis, and case studies, among other methods, to gather in-depth information and understand the subjective experiences and perspectives of key stakeholders.

The interview method is a valuable tool for exploring the impact of diplomacy and public relations on the foreign diplomatic relations of the United Arab Emirates (UAE). The following are some of the key steps and considerations for conducting interviews in this context: Identifying participants: It is important to identify individuals with relevant expertise and experience to participate in the interviews. This may include diplomats, experts in public relations and communication, and academics with knowledge of the UAE's foreign relations. Preparing questions: Before conducting the interviews, it is important to prepare a set of questions that will help to explore the impact of diplomacy and public relations on the UAE's foreign diplomatic relations. The questions should be well-structured, focused, and relevant to the research objective. Conducting the interviews: The interviews can be conducted in person or remotely, depending on the availability of the participants. It is important to provide a comfortable and professional setting for the interview, and to ensure that the participants feel at ease and able to express their opinions and experiences. Analyzing the data: After conducting the interviews, the data should be analyzed to identify common themes and patterns related to the impact of diplomacy and public relations on the UAE's foreign diplomatic relations. This may involve transcribing the interviews, coding

the data, and using qualitative data analysis software to identify patterns and themes. Interpreting the results: The results of the interviews should be interpreted in the context of the research objective, and should be used to draw conclusions and make recommendations related to the impact of diplomacy and public relations on the UAE's foreign diplomatic relations. The interview method is a useful tool for exploring the impact of diplomacy and public relations on the foreign diplomatic relations of the United Arab Emirates. By following these steps and considerations, it is possible to gather valuable data and insights that can be used to enhance the country's diplomatic efforts and reputation globally (Antwi-Boateng, 2022; Habes et al., 2023; Habes, Al-Adwan, et al., 2022). According to the intended study population, the study identified the sample that is considered a segment of the study community and its representative, as it consisted of diplomats and former ambassadors of the UAE. They were chosen by the intentional sample method, who have seniority, experience and continuity in implementing programs. Their number reached 8 specialists, equivalent to 25.8% of the total. Their full number, interviews were conducted with them, and they were asked permission not to mention their names in the study.

Discussion and results

First: The most prominent features of Emirati diplomacy

Most of the experts mentioned that the presence of Emirati diplomacy on the global scene and on the international agenda will be constantly strengthened in the coming years. Just as it is the vision of the leadership of the UAE to build the future and always put the country at the forefront in the international race and competition, the presence of Emirati diplomacy in the international scene will always be at the forefront, God willing. The leadership of the Ministry of Foreign Affairs and International Cooperation, under the guidance of His Highness Sheikh Abdullah bin Zayed Al Nahyan, has been working since an early age to provide the environment and means to enable Emirati diplomacy to assume this role. Building young capacities and competencies, through the programs of the Anwar Gargash Diplomatic Academy, developing the work of this academy and the diplomatic apparatus, training and qualification programs, involving young people in international conferences, meetings and activities, adopting global priorities and international agendas, such as combating extremism and terrorism and resolving conflicts by peaceful means, and writing about women and youth empowerment issues, the climate change agenda, the achievement of sustainable development indicators, the relationship of science, technology and innovation to issues of international peace and security, issues of the peaceful use of nuclear energy and the fight against nuclear proliferation, space science, etc.; All this has given Emirati diplomats the experience and competence to participate and contribute effectively in international forums and the ability to positively influence the international agenda.

Second: UAE's approach to diplomacy and its effectiveness

Experts in Emirati diplomacy have different opinions about the UAE's approach to diplomacy and its effectiveness. Here are some of the key perspectives: **Successful diplomacy:** Many experts view the UAE's diplomacy as a success, highlighting its ability to balance its relationships with various global and regional powers. The country's soft power initiatives and investment in cultural diplomacy have also helped to boost its reputation globally. Furthermore, the UAE's proactive approach to managing international crises has earned it praise from the international community. **Limitations of realpolitik:** Some experts argue that the UAE's approach to diplomacy is limited by its realpolitik mindset, focusing primarily on its own interests rather than a more ethical or principled approach. This has led to criticism of the country's relationships with certain countries, including those with human rights abuses. **Emerging global player:** Experts recognize the UAE as an emerging global player, with growing influence in international affairs. The country's investments in its military and technological capabilities, as well as its role in mediating conflicts, have earned it a seat at the table in international diplomacy. **Challenges ahead:** While the UAE's diplomacy has been successful in many ways, experts note that the country will face several challenges in the years to come. These include managing its relationships with regional powers, maintaining its influence in a rapidly changing geopolitical landscape, and addressing criticism of its human rights record. **Innovative diplomacy:** Other experts highlight the UAE's innovative approach to diplomacy, including its focus on technology and innovation in international relations. The country has invested in artificial intelligence and blockchain, which are being used in various diplomatic initiatives, such as virtual conferences and secure communication channels.

Third: UAE Foreign Diplomatic Relations

experts have different perspectives on Emirati diplomacy and its effectiveness. Some view it as a success, others see limitations in its realpolitik approach, and others recognize the country as an emerging global player with challenges ahead. However, they all agree that the UAE's innovative approach to diplomacy is a unique and valuable contribution to the international community. Where The foreign diplomatic relations of the United Arab Emirates (UAE) have been shaped by the country's rapid development and growing influence on the global stage. The UAE has developed a reputation as a key player in the Middle East, and has worked to establish strong relationships with countries around the world by the foreign diplomatic relations of the United Arab Emirates have been shaped by the country's rapid development and growing influence on the global stage. The UAE has established strategic partnerships with key countries, played a role in promoting regional stability, invested in soft power initiatives, engaged diplomatically with countries around the world, and faced criticism for its human

rights record. As the UAE continues to grow and develop, it will likely continue to shape its foreign diplomatic relations in response to these and other factors.

Fourth: The future of Emirati diplomacy

Experts have different perspectives statements of views on the future of diplomacy The future of Emirati diplomacy will likely be shaped by several factors, including technological advancements, geopolitical shifts, and the country's continued growth and development. Here are some of the key trends and predictions for the future of Emirati diplomacy The UAE is already known for its innovative approach to diplomacy, and this trend is likely to continue in the future. The country will likely continue to leverage technology and digital tools to enhance its diplomatic efforts, such as using virtual and augmented reality for international conferences and using artificial intelligence for analysis and decision-making.

1. Expanded global influence.

As the UAE continues to grow and develop, it will likely become an increasingly influential player on the global stage. This will require the country to maintain strong relationships with key international partners while also addressing criticism of its human rights record.

2. Focus on regional stability.

The UAE has traditionally played an important role in promoting stability in the Middle East, and this trend is likely to continue in the future. The country will likely continue to act as a mediator in regional conflicts and work to enhance cooperation between regional powers.

3. Diversification of foreign relations

The UAE has long relied on its relationships with Western powers, but in the future, the country is likely to diversify its foreign relations to include more countries from Asia, Africa, and Latin America. This will likely be driven by economic and geopolitical considerations, as well as a desire to enhance the country's reputation globally.

4. Continuation of soft power initiatives

The UAE has invested heavily in cultural diplomacy and soft power initiatives in recent years, and this trend is likely to continue in the future. The country will likely continue to promote its cultural heritage and traditions as a way of enhancing its reputation and influence globally.

Sixthly: Effective foreign policy

Diplomacy has become not only one of the most important and effective foreign policy tools in serving the interests of the state, but also constitutes one of the most important manifestations of the soft power of the United Arab Emirates with due merit. Effectively in achieving security and stability in many regions of the world. Emirati diplomacy enjoys continuous support from the wise leadership, headed by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the State, may God protect him, due to its importance and its role in serving the national interests of the Emirates. At the same time, highlighting the civilized image of the country and the people of the Emirates on a global level. Diplomacy has been one of the most important tools of the foreign policy of the United Arab Emirates since its inception. The late founding father - God willing - Sheikh Zayed bin Sultan Al Nahyan, may God rest his soul, built this policy on solid foundations, and the wise leadership after him followed the same approach that is based on establishing distinguished relations with all countries of the world based on balance and mutual exchange. Common interests; Rejecting violence and rejecting the use of force in resolving international disputes, adopting a peaceful approach to resolving crises, adhering to the principle of mutual respect and non-interference in the internal affairs of other countries, and adhering to the development of human relations by presenting a unique model that enhances humanitarian, relief, developmental, cultural and scientific aid programs within the framework of A strategy that aims to spread the values of tolerance, brotherhood and cooperation among the different peoples of the world in order to reach a more secure, just and stable world. This approach has earned the leadership and people of the United Arab Emirates the respect of the whole world. There is always praise for the approach adopted by the state in its foreign relations in all its fields. invitations to follow him as a dazzling example; It clearly contributes to achieving regional stability and maintaining international peace and security.

Conclusion

The presence of Emirati diplomacy on the global scene and on the international agenda will be constantly strengthened in the coming years. Just as it is the vision of the leadership of the UAE to build the future and always put the country at the forefront in the international race and competition, the presence of Emirati diplomacy in the international scene will always be at the forefront, God willing. The leadership of the Ministry of Foreign Affairs and International Cooperation, under the guidance of His Highness Sheikh Abdullah bin Zayed Al Nahyan, has been working since an early age to provide the environment and means to enable Emirati diplomacy to assume this role. Building young capacities and competencies, through the programs of the Anwar Gargash Diplomatic Academy, developing the work of this academy and the diplomatic apparatus, training and qualification programs, involving young people in international

conferences, meetings and activities, adopting global priorities and international agendas, such as combating extremism and terrorism and resolving conflicts by peaceful means, and writing about women and youth empowerment issues. , the climate change agenda, the achievement of sustainable development indicators, the relationship of science, technology and innovation to issues of international peace and security, issues of the peaceful use of nuclear energy and the fight against nuclear proliferation, space science, etc.; All this has given Emirati diplomats the experience and competence to participate and contribute effectively in international forums and the ability to positively influence the international agenda. the future of Emirati diplomacy will be shaped by a range of factors, including technology, geopolitical shifts, and the country's continued growth and development. As the UAE becomes an increasingly influential player on the global stage, it will likely continue to leverage technology, promote regional stability, diversify its foreign relations, and enhance its reputation through soft power initiatives.

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