



Geopolitics of Blankets and Soup – The Türkiye 2023 EQ Case

Presented by: **Dr. Fadi Essmaeel, Conceptor USA/Israel, CEO**

Presentation Abstract: International geopolitics increasingly complicate operations and tactics of disaster aid. Projecting order into the disaster's chaos requires attention to these considerations as we plan and execute aid missions. Logistics, aid dispersal priorities, public image, economics, security, credit war, media competition, thinking about the day after, the strategic importance of bilateral relations and information management – all of these and more are profoundly influenced by international geo-political interests.

Türkiye EQ underscored increasing complexity of disaster response due to the involvement of state and sub-state actors some of which maintain actively adversarial relationship characterized by physical conflict. These actors operate in close proximity to each other while in the disaster theatre while they simultaneously clash in other parts of the region. This reality exacerbated all the issues that were mentioned above and required creative, sensitive, and innovative approach by EM directors while protecting their own national and organizational interests.

Successful future aid campaigns require that we study these trends and find better ways to cope with this reality. ERP's will operate under these conditions and face these challenges in the future and connect with global network, beyond local, state and federal networking. IAEM as a global leader in EM plays a major role in exercising international "muscle" including development of pre-disaster networks, international response planning, convene, discuss, build consensus between stakeholders, blending into global organizational work and many other ideas and tips that will be discussed during this presentation.

Speaker Bio: Dr. Fadi Essmaeel, M.D. MBA, founder and CEO of Conceptor USA/ISRAEL, practicing physician, ERP, former senior staffer-US Congress, medical officer, author, lecturer-trainer, entrepreneur with 3 decades experience in HS/EM. First ever physician to obtain CEM designation. Regular guest-analyst for international news media covering MENA geopolitics and HS/EM. Working with multi-national network of leaders developing executive-level training and policymaking in information-rich, high risk, fast-moving environments such as public safety and healthcare, intermodal transportation, HAZMAT/CBRNE, terror and complex disasters. Blending myriad fields of knowledge to enhance traditional EM/HS approach with insights from cognitive research, neuroscience and information theory. Delivered training and consultation for the US Department of Homeland Security, local government agencies, healthcare organizations, US Army Reserve, National Guard, US Marine Corps and various academic, scientific and trade organizations in the USA and abroad.