

Intensive Training Course on **Commercial Diplomacy and International Trade Negotiations**

**25 - 29
April 2022**
(5-day workshop)

Sensations Room, 4th floor,
Novotel Bangkok Siam Square



Host : 

Co-host :  WORLD TRADE ORGANIZATION  ESCAP  dti

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Background

In the challenging times and unprecedented world of the COVID-19 pandemic, the global trade has fallen by between 13% and 32% in 2020. The COVID-19 situation has emerged amid the structural changes in the global economy, finances and society that are ongoing due to a number of factors and the new landscape of the world in different dimensions such as the role of data & technology and environmental in driving along with the adaptation guidelines of all sectors to move forward in the new world stably economic development. It can therefore be expected that the international trade, the diplomatic manners, trade, and investment sectors are the key elements to drive economic growth, business success, and new skills in a continuously changing new trade world.

International trade negotiations are complicated processes, involving dozens or more players who may each represent different interests. Businesses and their associations must learn how to influence such negotiations, nationally and internationally, in order to best position themselves to benefit from the evolving global trading environment. As many countries prepare for new world negotiations, the number of multilateral framework agreements, bilateral framework agreements, regional framework agreements, and free trade negotiation framework agreements has increased. As a result, a lot of



commercial diplomats around the world are required to provide support and facilitation to international trade. Consequently, it is necessary to train a new generation of negotiators to assist in the country's and region's preparations to reopen the country in the post Covid-19. In addition, it is urgent and important to change the work plan to be proactive, emphasizing the proactive role of negotiators in policymaker-to-policymaker collaboration and how to introduce market penetration, as well as to learn the needs of entrepreneurs. On the other hand, it is also an opportunity to initiate dialogue on new important trade issues, to lay out best practices and new rules that countries have agreed upon in areas, including e-commerce, investment facilitation, domestic service requirements and strategies to support SMEs to get the full benefits of trade, environmental, circular economy, Data & Technology, etc.

In this manner, the International Institute for Trade and Development – ITD (Public Organization) is a center of excellence for capacity building on trade and sustainable development in the Asia-Pacific region and the sub-region. ITD also plays an important roles and duties in promoting trade and investment, creating a new generation of trade negotiators. ITD assists the business community in understanding the commercial implications of multilateral, regional and bilateral trade negotiations, and in empowering enterprises to articulate their interest and priorities to trade negotiators. ITD provides regular, up-to-date information on trade negotiations and publications explaining the rules of the international trading system.

ITD in cooperation with the Department of Trade Negotiations, Ministry of Commerce, Thailand United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) and World Trade Organization (WTO) would like to organize an Intensive Training Course on “Commercial Diplomacy and International Trade Negotiations” for personnel in preparation to the current reality of global trade situation, which is vicious, fast, and increasingly unpredictable factors such as competitiveness, technological innovations, demographic changes, and the tide of globalization contributing to the market volatility. The goal of this training is to facilitate the learning and understanding of said conditions and surrounding trade policies and commercial diplomacy in order to further

participant’s trade negotiation skills strengthen their capacities for international trade negotiations as well as share understanding and views between regulators and private sectors. Besides, the training course is expected to be one type of the platforms for international cooperation within the Asia-Pacific region by having Thailand’s support on the international cooperation of trade negotiation development to achieve sustainability in economic and social dimensions.

Objectives

- To gain a better understanding of how commercial diplomacy has progressed and how it now plays an important role in facilitating international trade, tying in closely with domestic interests and state development goals.
- To shape up with the latest trends, trade promotions, and new trade issues. Current state of affairs, negotiating terms, best practices in commercial diplomacy, commercial diplomacy’s effectiveness in the global economy, and negotiating free trade agreements.
- To demonstrate the role of different actors from both state and non-state sectors as well as how a good diplomatic system interacts with all the key stakeholders.
- To learn the promotion of exchanges of business delegation and participation in trade negotiators.

- To apply a guidance on best practices to develop advanced negotiation skills and knowledge in the area of commercial diplomacy and international trade negotiations.

- To get a better understanding of the current situation on international trade negotiation skills at both bilateral and multilateral levels.

- To build a network of international collaboration between trade negotiators from countries in the Asia-Pacific region as well as to work collaboratively between regulators and private sector in order to accomplish a common aim.



- To plan and support international trade negotiations as well as to build the capacity of cooperation in the economic and social development of the globalization era.

Expected Outcomes

- Participants will be ready to perform their role in the international trade negotiation field.
- Participants will receive knowledge and understanding on trade policies, trade rules and regulations, and WTO's standard procedures.
- Thailand will raise the standard of the nation negotiators to match the international standard, norm, obligation, and will be able to adapt into the regional and international systems and rules.
- Participants will engage intensively in joint decision-making and sharing views for group work and simulation exercise with classmates and expert lecturers on international economic issues, business trends, trade negotiations as well as lessons learned from regulatory bodies, which can also build connections for future collaboration.



Scope of Training

The course consists of 10 modules lasting for 1 week.

Topics Covered

Commercial Diplomacy Today: Overview of the concepts and components of commercial diplomacy

International economic and business trends

Negotiating terms, best practices in Commercial Diplomacy

Lessons Learned: New Trade Issues. Update of current situation.

Effectiveness of Commercial Diplomacy in the global economy

Negotiating Free Trade Agreements

Presentation and networking skills and Negotiations in Commercial Diplomacy / Group work/ Negotiation Exercise and Simulation

Study Visit at the RCEP Center, MOC, Thailand: Trade and investment promotion, Updates on Free Trade Agreements

Module 1

Introduction to international trade agreements

- Multilateral
- Plurilateral
- Preferential trade agreements (PTA, FTA, CECA etc.)

Module 2

- Approaches and strategies of international trade negotiations
- Overview of the key principles and techniques of trade negotiations
- Concepts and components of commercial diplomacy
- International economic and business trends

Module 3

- Agreement on Trade-Related Aspects of Intellectual Property Rights: TRIPs
- Negotiating terms,
 - BATNA
 - Reservation value
 - ZOPA TS
 - Best practices and effectiveness of commercial diplomacy in the global economy
 - ESCAP TINA module

Module 4

- Overview of the WTO Agreements:
- General Agreement on Tariffs and Trade (GATT)
- General Agreement on Trade in Services: GATS
- MSMEs & E-Commerce in trade agreements

Module 5

Lesson Learned: RCEP

Module 6

Lesson Learned: Trade and Climate Change

Module 7

Lesson Learned: Experience

– Sharing Session: Lead Negotiator's Outlook

Module 8

Lesson Learned: Trade and Labour

Module 9

- Group work / Negotiation Exercise and Simulation
- Presentation and networking skills

Module 10

Study Visit at the RCEP Center, MOC, Thailand

- Trade and investment promotion
- Updates on Free Trade Agreements



Participant Requirements

Candidates must have a good command of the English language with experience in trade policy, trade law, or trade negotiations.

Participating Countries

All developing countries defined under the Asia-Pacific region grouping of ESCAP and the World Bank.

Target Participants

(30 max) Trade negotiators, trade diplomacy, commercial counsellor, commercial attaché, trade representative, commercial representative, chambers of commerce, consultant and/or senior both in public and private sectors who have direct experiences relating to international trade negotiations.

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Deadline: 15 April 2022

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