



International
Trade
Centre



Intensive Training Course on
“Commercial Diplomacy and International Trade Negotiations”
26-28 April 2023 Bangkok, Thailand
Jamjuree 1, M floor,
Pathumwan Princess Hotel, Bangkok, Thailand

The scope of training and duration:

The 3-day training course consists of three modules as follows:

Module 1:

1. Commercial diplomacy today: An overview of commercial diplomacy concepts and components of commercial diplomacy
2. International trade agreements, International economic and business trends, effectiveness of commercial diplomacy in the global economy

Module 2:

1. Negotiating terms: Best practices in commercial diplomacy
2. New trade issues. Update of current situation. SMEs, MSMEs, e-commerce etc. in trade agreements
3. Negotiating comprehensive trade and use of ESCAP's trade intelligence and negotiation advisor (TINA)
4. Group work / Negotiation exercise.
5. Group presentation on negotiation.

Module 3:

1. Lessons learned: New trade issues. Update on current situations such as climate change, sustainable finance, gender, the carbon border adjustment mechanism (CBAM), labor, etc.
2. Strategic foresight for lead negotiators.
3. Special talk: Lesson learned: Experience—Sharing Session: The lead negotiator's outlook

Target participants (25 people): senior-level trade negotiators, counselors and/or senior government officials, and managerial level from the private sector who have direct experiences relating to international trade negotiations.

Objectives and what participants will learn:

- Participants will interact intensively in discussions with fellow participants and resource persons on international economics, business trends, trade negotiations, and lessons learned from regulatory bodies.
- Participants will receive guidance on best practices for developing advanced negotiation skills and knowledge in the areas of commercial diplomacy and international trade negotiations.
- To gain a better understanding of the current state of international trade negotiation skills at both the bilateral and multilateral levels.
- To build a network of international cooperation and trade negotiators in countries in the Asia-Pacific region between government officials and private sector representatives, counselors, and members of chambers to understand more views that can prepare and support international trade negotiations and increase the capacity of cooperation in the economic and social development of the globalization era.
- To improve presentation and networking skills through group work and simulation exercises.

As of April 25, 2023

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Day 1: Wednesday, 26 April 2023

08.30 – 09.00hrs.	Registration
09.00 – 09.20hrs.	Welcome remarks <i>Mr. Jean-Sébastien Roure</i> <i>Senior Adviser, Business and Trade Policy</i> <i>Division of Market Development</i> <i>International Trade Center (ITC)</i> Welcome remarks <i>Dr. Rupa Chanda,</i> <i>Director, TIID, UNESCAP</i> Welcome remarks <i>Mr. Manu Sithiprasasana,</i> <i>Executive Director, ITD</i> Welcome remarks <i>Ms. Buniga Chamsai</i> <i>Deputy Director - General</i> <i>Department of Trade Negotiations</i> <i>Ministry of Commerce, Thailand</i>
09.20 – 09.30hrs.	Opening remarks <i>By Dr. Darnp Sukontasap</i> <i>Board Member of ITD</i>
09.30 – 10.00hrs.	Coffee Break
10.00 – 12.00hrs.	Session 1: Commercial Diplomacy Today: Overview of the concepts and components of commercial diplomacy <ul style="list-style-type: none">● <i>Introduction and course objectives</i> <i>Mr. Suphakit Chareonkul, Deputy Executive Director, ITD</i>● Networking session (Relations with public and regulatory body) (Participants introduction, expectation, and reflection on personal experiences of negotiations) <i>Dr. Rajan Ratna, UNESCAP</i> <i>Ms. Sirikan Prasertying, Director, Office of International Cooperation, ITD</i>
12.00 – 13.00hrs	Lunch
13.00 – 15.00hrs.	Session 2: International trade agreements <i>Dr. Rajan Ratna, UNESCAP</i>
15.15 – 15.30hrs.	Coffee break
15.30 – 16.30hrs.	Session 3: Negotiating terms, Best practices in Commercial Diplomacy. <i>Dr. Rajan Ratna, UNESCAP</i>

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Day 2: Thursday, 27 April 2023

09.30 – 10.30hrs.	Session 4: Lessons Learned: New Trade Issues. Update of current situation: Trade and Climate Change <i>Mr. Pathom Chaiyapruksaton</i> <i>Manager, Carbon Market and Innovation Promotion Office, Thailand Greenhouse Gas Management Organization (TGO)</i>
10.30 – 10.45hrs	Coffee break
10.45 – 12.00hrs.	Session 5: Negotiating Comprehensive Trade and use of ESCAP’s Trade Intelligence and Negotiation Advisor (TINA) <i>Dr. Alexey Kravchenko, UNESCAP</i>
12.00 – 13.00hrs.	Lunch
13.00– 14.00hrs.	Session 6: Lessons Learned: New Trade Issues. Update of current situation. SMEs, MSMEs, e-commerce etc. in trade agreements <i>Dr. Rajan Ratna, UNESCAP</i>
14.00 – 15.00 hrs.	Session 6: Lessons Learned: New Trade Issues. Update of current situation: Trade and Labor (Cont.) <i>Dr. Rajan Ratna, UNESCAP</i>
1500 – 15.15hrs	Coffee break
15.15 – 16.45hrs	Session 7: Group work/Negotiation exercise <i>Dr. Rajan Ratna, UNESCAP</i>

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Day 3: Friday, 28 April 2023

- 09.30 – 10.45hrs. **Session 7: Group work/ Negotiation Exercise (continues)**
Dr. Rajan Ratna, UNESCAP
- 10.45 – 11.00hrs **Coffee break**
- 11.00 – 12.00hrs. **Session 8: Group Presentation on negotiation.**
Dr. Rajan Ratna, UNESCAP
- 12.00 – 13.00hrs **Lunch**
- 13.00 – 14.00hrs. **Session 9: Strategic Foresight for lead negotiators**
Dr. Surachai Sathitkunarat, Executive Director of APEC Center for Technology Foresight and Vice President, Office of National Higher Education Science Research and Innovation Policy Council (NXPO)
- 14.00 – 15.30hrs **Session 10: Special Talk**
Lesson Learned: Experience – Sharing Session: The Lead Negotiator’s Outlook
Mr. Pisan Manawapat
Senator and former Ambassador & chief negotiator,
Thailand - Japan Economic Partnership Agreement
- Coffee break**
- 15.30– 16.00hrs. **Certification Ceremony**
By Mr. Ekachat Seetavorarat,
Deputy Permanent Secretary,
Ministry of Commerce, Thailand
- 17.00– 18.00hrs. **WTO negotiations in run- up to Ministerial Conference in February 2024**
Mr. Daniel PRUZIN
Head of Press Section
Information and External Relations Division
World Trade Organization (WTO)



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Special Networking Night Talk
“Insights on Leadership Challenges of Negotiations Strategy”
Jamjuree ballroom A, M floor,
Pathumwan Princess Hotel, Bangkok, Thailand

- 18.00 – 18.30hrs. Greetings by ITD**
- 19.00 – 20.00hrs. “Insights on Leadership Challenges of Negotiations Strategy” Meet**
Mr. Natee Sithiprasasana. Director and Secretary, Climate Change Institute, Federation of Thai Industries
- 19.00 - 21.00hrs. Dinner with Thai hospitality**

*Please kindly note that the schedule is subject to change as appropriate.

As of April 25, 2023