



Advanced Program on
**Commercial
Diplomacy**
and International Trade Negotiations

<https://www.itd.or.th/>

Join now!

10-14 | 2024
June

| 5-day Course |

Venue: Thong Lo Room, 4th floor,
Eastin Grand Hotel Phayathai Bangkok, Thailand

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Background



In the challenging times and unprecedented world of the COVID-19 pandemic, the 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 active 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, the BCG (Bio-Circular-Green-Economy Model) to get the full benefits of trade, environmental, circular economy, Data & Technology, etc.



Commercial Nowadays included:

■ Digital Transformation:

The digitalization of the global economy had a profound impact on commercial diplomacy. Diplomatic efforts focused on issues related to e-commerce, data flows, and cybersecurity, reflecting the growing importance of the digital sphere in international trade.

■ Trade Agreements:

Countries continued to negotiate trade agreements, both bilateral and multilateral, as a means of enhancing economic cooperation and reducing trade barriers. Agreements like the CPTPP and RCEP were significant developments.

■ Sustainability and Responsible Business Practices:

Commercial diplomacy increasingly incorporated sustainability and responsible business practices into trade negotiations. Environmental, social, and governance (ESG) factors were considered in trade agreements.

■ Geopolitical Shifts:

Geopolitical dynamics, influenced commercial diplomacy. Countries sought to navigate these complexities and protect their economic interests.

■ Climate Change:

Climate change considerations became integral to commercial diplomacy, with discussions about carbon pricing, green technology trade, and carbon border adjustment mechanisms.

■ Supply Chain Resilience:

The COVID-19 pandemic highlighted the importance of resilient supply chains, and commercial diplomacy aimed to address supply chain disruptions and diversification strategies.



■ **Foreign Direct Investment (FDI):**

Attracting FDI and ensuring the protection of investments remained key aspects of commercial diplomacy. Bilateral investment treaties and investment facilitation agreements were topics of negotiation.

■ **International Trade Disputes:**

Ongoing trade disputes and tensions, such as those between the U.S. and China, required diplomatic efforts to find resolutions and mitigate economic disruptions.

■ **Economic Recovery:**

In the wake of the pandemic, commercial diplomacy played a role in supporting economic recovery efforts, including the removal of trade barriers for essential goods and services.

■ Public-Private Partnerships:

Collaboration between governments and the private sector gained prominence in commercial diplomacy, particularly in areas like infrastructure development and trade promotion.

■ Digital Trade and Data Flows:

Cross-border data flows and digital trade issues, including data privacy and data localization regulations, featured prominently in trade negotiations.

■ Trade and Health:

Ensuring access to essential health-related products, including COVID-19 vaccines and treatments, was a priority in trade diplomacy.



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, according to the following.

1

ITD also plays an important roles and duties in promoting trade and investment. Make a new generation of trade negotiators.

2

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.

3

ITD provides regular, up-to-date information on trade negotiations and publications explaining the rules of the international trading system.

ITD plans to organize an advanced program 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 dimension.

Objectives:
participants
will be able
to: _____



Engage in interactive discussions with fellow participants and resource persons on topics related to international economics, business trends, trade negotiations, and lessons learned from regulatory bodies.

To offer a comprehensive understanding of the fundamentals and evolving landscape of commercial diplomacy and international trade negotiations.

Learn the best practices for developing advanced negotiation skills and knowledge in the areas of commercial diplomacy and international trade negotiations.

Develop practical negotiation skills and strategies essential for success in trade negotiations.

Gain a better understanding of the current state of international trade negotiations at both the bilateral and multilateral levels.

Enable participants to analyze trade policies and their impact on national and global economies.

Build a network of international cooperation and trade negotiators in countries in the Asia-Pacific region comprising government officials and private sector representatives, counselors, and members of chambers in order to better understand the perspectives that can be used to prepare for and support international trade negotiations and enhance cooperation in the economic and social development of the globalization era.

Provide techniques for addressing and resolving trade-related disputes diplomatically.

Raise awareness of the geopolitical implications of international trade and diplomatic relations.

Improve presentation and networking skills through group work and simulation exercises.

Explore the intersection of trade, sustainability, and responsible business practices.





The scope of training and duration: The *5 day* training course, consisting of *15 sessions* as follows:

■ Introduction to Commercial Diplomacy

- Understanding the Basics of Commercial Diplomacy
- The Role of Diplomacy in International Trade
- Key Players in Commercial Diplomacy

■ Trade Agreements and Organizations

- Types of Trade Agreements (Bilateral, Regional, Multilateral)
- Overview of International Trade Organizations (e.g., WTO, UNCTAD)
- Role of Trade Attachés and Trade Missions

■ Trade Negotiation Strategies

- Preparing for Trade Negotiations
- Conducting Effective Negotiations
- Handling Trade Disputes and Conflict Resolution

■ Economic and Trade Policies

- Trade Policy Formulation and Implementation
- Tariffs, Non-Tariff Barriers, and Market Access
- Promoting Export Growth and FDI Attraction

■ Case Studies and Practical Exercises

- Real-World Case Studies in Commercial Diplomacy
- Simulated Trade Negotiations
- Graduation and Certification

Empowering Trade Leaders: Networking and Collaboration: Build connections with professionals in the field, fostering opportunities for collaboration and international economic growth.

An Evening of Insight, Connection, and Collaboration

Key Program Highlights:

Distinguished participants:

Participants will have the privilege of learning from esteemed experts in the fields of trade diplomacy and negotiations. Our institute brings an abundance of real-world experience and invaluable insights to the learning environment.

Comprehensive Curriculum:

Dive deep into the fundamentals of trade diplomacy, negotiation strategies, conflict resolution, and emerging trade issues, ensuring that participants are well-equipped for the complex challenges of international trade.

Interactive Simulations:

Engage in practical negotiation simulations to sharpen your skills and experience firsthand the dynamics of actual trade negotiations.

Guest Speakers:

Gain exclusive insights from diplomats, industry leaders, and representatives of international organizations through interactive sessions and enlightening panel discussions.

Global Network:

Forge meaningful connections with professionals, diplomats, and like-minded individuals from across the globe, fostering international relationships and collaborative opportunities that can shape your future career.

Who Should Attend:

This program is ideal for diplomats, government officials, trade professionals, business executives, academics, and individuals seeking to bolster their understanding of Commercial Diplomacy and International Trade Negotiations.



Participant Requirements:

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

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.

Application and Announcement Journey:

Application period	19 January 2024 – 19 April 2024
Application Deadline	19 April 2024
Announcement of admission result	22 April 2024
Confirmation of your enrollment and pay your deposit	25 April 2024
How to get the receipt	ITD shall issue the receipt to the applicant.



Payment Policy:

Training Fee:

22,990 THB/person

Deadline of payment:

25 April 2024

Remarks:

The above rate is exempt from VAT and no withholding tax is deducted.

Register by:

Scanning QR code



Accessing to link <https://forms.gle/8rsftLvCt7JPiBTP9>

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

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Tentative Agenda

Date: 10 - 14 June 2024

Time: 09.00-17.00 hrs. (Bangkok local time/ UTC+7)

Venue: Thong Lo Room, 4th floor Eastin Grand Hotel Phayathai Bangkok, Thailand

Language: English

Day 1

Monday, 10 June 2024

08.30 – 09.00 hrs.

Registration

09.00 – 09.15 hrs.

Welcome remarks

Mr. Suphakit Chareonkul, Executive Director, ITD
International Institute for Trade and Development

09.15 – 09.30 hrs.

Opening remarks

09.30 – 10.00 hrs.

Morning Break

10.00 – 12.00 hrs.

Session 1: Introduction to Commercial Diplomacy and course objectives Networking session (Relations with public and regulatory body)
(Participants introduction, expectation, and reflection on personal experiences of negotiations)

12.00 – 13.00 hrs.

Lunch Break

13.00 – 15.00 hrs.

Session 2: Commercial Diplomacy and International Trade Negotiations are evolving fields influenced by changing global dynamics. Several emerging trends are shaping the landscape in these areas

15.00 – 15.30 hrs.

Coffee Break

15.30 – 16.30 hrs.

Session 3: Economic and Trade Policies, Trade Agreements and Organizations

Day 2

Tuesday, 11 June 2024

08.30 – 09.00 hrs.

Registration

09.00 – 10.00 hrs.

Session 4: Negotiating terms, Best practices in Commercial Diplomacy.

10.00 – 10.30 hrs.

Morning Break

10.30 – 12.00 hrs.

Session 5: Trade Dispute Resolution: An increased focus on alternative dispute resolution mechanisms and reforming the dispute settlement process within the World Trade Organization (WTO) and International Trade Law

12.00 – 13.00 hrs.

Lunch Break

13.00 – 15.00 hrs.

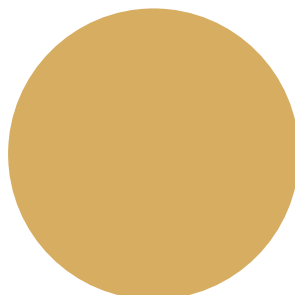
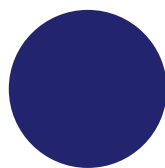
Session 6: Social Impact Trade Agreements: Trade agreements addressing labor rights, gender equality, and social development as integral components of international trade.

15.00 – 15.30 hrs.

Coffee Break

15.30 – 16.30 hrs.

Session 7: Sustainability and Climate Change: Trade agreements increasingly address environmental sustainability and climate change. This includes discussions on green trade, carbon pricing, and environmental standards.
Climate-Related Trade Agreements: The development of trade agreements focused on environmental sustainability, renewable energy, and climate mitigation measures.



Day 3

Wednesday, 12 June 2024

08.30 – 09.00 hrs.

Registration

09.00 – 10.30 hrs.

Session 8: Real-World Case Studies in Commercial Diplomacy– Sharing. The Lead Negotiator’s Outlook
Geopolitical Shifts: Changing geopolitical dynamics, such as the U.S.-China trade tensions, are influencing trade negotiations. Countries are reevaluating alliances and trade partners.

10.30 – 11.00 hrs.

Coffee break

11.00 – 12.00 hrs.

Session 8: Real-World Case Studies in Commercial Diplomacy– Sharing. The Lead Negotiator’s Outlook
Geopolitical Shifts: Changing geopolitical dynamics, such as the U.S.-China trade tensions, are influencing trade negotiations. Countries are reevaluating alliances and trade partners. (continues)

12.00 – 13.00 hrs.

Lunch

13.00 – 14.00 hrs.

Session 9: Group work/ Negotiation Exercise

14.00 – 14.30 hrs.

Coffee break

14.30 – 16.30 hrs.

Session 9: Group work/ Negotiation Exercise
(continues)



Day 4

Thursday, 13 June 2024

08.30 – 09.00 hrs.

Registration

09.00 – 10.30 hrs.

Session 9: Group Presentation on negotiation (*continues*)

10.30 – 11.00 hrs.

Coffee break

11.00 – 12.00 hrs.

Session 10: Inclusive Trade: There's a growing emphasis on making trade more inclusive and beneficial for a broader range of stakeholders, including small and medium-sized enterprises (SMEs) and developing countries.

12.00 – 13.00 hrs.

Lunch

13.00 – 14.00 hrs.

Session 11: Digital Trade and E-commerce: The growth of e-commerce and digital trade is influencing trade negotiations. Emerging trends include discussions on data privacy, cross-border data flows, and digital trade regulations.

14.00 – 14.30 hrs.

Coffee break

14.30 – 16.30 hrs.

Session 12: Trade and Technology: Negotiations are dealing with issues related to emerging technologies, such as artificial intelligence, 5G, and cybersecurity. There are debates on technology transfer, intellectual property rights, and standards

Empowering Trade Leaders

Networking and Collaboration: Build connections with professionals in the field, fostering opportunities for collaboration and international economic growth.

An Evening of Insight, Connection, and Collaboration Bangkok, Thailand

Session 13: Public-Private Partnerships: Collaboration between governments and the private sector gained prominence in commercial diplomacy, particularly in areas like infrastructure development and trade promotion.

18.00 – 18.30 hrs.

Registration

18.30 – 19.00 hrs.

Greetings by ITD

19.00 – 20.00 hrs.

Panel Talk "Insights on Leadership Challenges of Negotiations Strategy" Meet

19.00 – 22.00 hrs.

Dinner with Thai hospitality

Day 5

Friday, 14 June 2024

08.30 – 09.00 hrs.	Registration
09.00 – 10.30 hrs.	Session 14: Simulated Trade Negotiations
10.30 – 11.00 hrs.	Coffee break
11.00 – 12.00 hrs.	Session 14: Simulated Trade Negotiations
12.00 – 13.00 hrs.	Lunch
13.00 – 15.00 hrs.	Session 15: Strategic Foresight for lead negotiators
15.00 – 15.30 hrs.	Coffee break
15.30 – 16.30 hrs.	Graduation and Certification: Receive a certification of completion to validate their expertise in commercial diplomacy and international trade negotiations.

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



Testimonials of “Intensive Training Course on Commercial Diplomacy and International Trade Negotiations”

26-28 April 2023, Bangkok, Thailand

“

I am confident that what I have learned can be applied. It will help me execute the work according to my work description.

”

“

Strongly confident to do everything for the country based on given guidelines and recommendations.

”

“

I gain a better understanding of the business trend that related to trade, environmental, circular economy. I also get a network that can be enhance cooperation in the future

”

“

This course will help me in a better way sin my role of assisting in formulating policies and I hope I can join your another course in the near future.

”

“

Very useful for my current trade negotiation work.

”

“

This training program is very important and useful. Thank you so much to the entire team.

”

“

This training is considered the most helpful upon I have attended. The participants also knowledgeable and I am very happy that I have them for future networking.

”

“

To increase group work of discussion and simulation exercise and organize the training course related to international negotiation, sustainability development, MSMEs, etc.

”

“

Overall, it was great, I really enjoyed it. There were both lectures and practical exercises, and all the speakers were relevant and very interesting to listen to :) See you next time!.

”






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