International Institute for Trade and Development

ADVANCED PROGRAM ON

COMMERCIAL DIPLOMACY

INTERNATIONAL TRADE NEGOTIATIONS
BATCH 6

15-19 September 2025

Eastin Grand Hotel Phayathai, Bangkok, Thailand

จากกลยุทธ์การเจรจาการค้า สู่เวทีการค้าโลก:
สร้างความแข็งแกร่ง เจรจาอย่างเหนือชั้น ก้าวสู่การเป็นผู้นำ

Language: Thai and English

RATIONALE

In today's world, the global landscape is increasingly defined by volatility, uncertainty, complexity, and ambiguity. Despite the significant progress made through international cooperation—such as the implementation of climate-related trade policies, support for sustainable investment, and efforts to transfer clean technologies—global economic growth remains sluggish. According to the UN Trade and Development (formerly UNCTAD), the global GDP growth rate in 2025 is projected to be at around 2.0–2.3 percent, with risks of further decline due to geopolitical tensions, rising protectionism, and the continued use of both tariff and non-tariff measures (NTMs). Structural challenges such as inflation, rising unemployment, concentrated investment, and reduced consumer purchasing power further compound the risks, affecting both developed and developing economies.

Meanwhile, international conflict—such as the recent wars between Iran, Israel and Palestine; Thai-Cambodia—adds further uncertainty to an already fragile global order. Yet, in the face of these disruptions, positive shifts are emerging. There is growing global alignment around sustainability, ESG compliance, and responsible trade. Emerging technologies, particularly Artificial Intelligence (AI), are revolutionizing business models and policy responses, even as the lack of international governance over AI and data raises critical questions for the future of trade and development.

These complexities are reflected in the 2025 Global Risk Report, which underscores the urgent need for skilled and forward-looking commercial diplomats and trade negotiators. In this evolving landscape trade is not only a vehicle for economic development and could also be a tool for promoting sustainability and innovation, and equitable growth. Governments must be equipped with the expertise to engage in complex negotiations that shape the future of multilateralism, regionalism, and bilateral cooperation. Trade policy professionals must also navigate new-generation issues such as digital trade, investment facilitation, e-commerce, circular economy, and support mechanisms for SMEs within sustainable development frameworks like the BCG (Bio-Circular-Green Economy) model.

Recognizing these challenges and opportunities, the International Institute for Trade and Development (Public Organization) is launching the Advanced Program on Commercial Diplomacy and International Trade Negotiations (Batch 6). The program is designed specifically for mid- to senior-level government officials with specialized experience in trade policy and negotiation, equipping them with the strategic knowledge and negotiation skills necessary to lead Thailand and the region into the unpredictable future.

THE PROGRAM OFFERS IN-DEPTH ANALYSIS OF:

The program would help the participants to analyze global trading system and its effect on trade standard, including multilateral, regional and bilateral frameworks.

Participants will also engage in simulation-based training, applying their knowledge to real-world negotiation scenarios and learning to represent national interests effectively in a globalized, multipolar, and data driven rules-based environment.

As we enter a new era of trade diplomacy, the need for a new generation of highly skilled commercial diplomats has never been more relevant. This program provides a timely and strategic opportunity to strengthen Thailand's capacity in international trade negotiations, enabling the country to play a proactive role in shaping the rules, norms, and partnerships that will define the next chapter of global trade.

The current context demands a new kind of commercial diplomacy never before relevant – one that is proactive, adaptable and equipped to respond to complex and evolving global volatility. At the same time, trade negotiations are becoming increasingly technical and multi-dimensional, involving emerging areas such as:

- **The era of the Trump Tariffs and the Changing Global Economic Order,**
- **Digital transformation, intellectual property rights in a rapidly changing landscape,**
- **Environment and Sustainability perspectives affecting trade policies,**
- **AI-driven trade solutions and regulatory gaps,**
- **Sustainable supply chains and inclusive trade policies,**
- **Support for SMEs and innovation-led growth.**

Geopolitical conflicts, such as the Iran-Israel confrontation in mid-2025, further increase the urgency for nations to build capacity in economic diplomacy and negotiation. Meanwhile, global consumer trends are shifting rapidly toward sustainability, transparency, and technological adoption—pushing governments to play a more proactive role in shaping future trade norms.

PROGRAM OBJECTIVES

The Advanced Program on Commercial Diplomacy and International Trade Negotiations (Batch 6) is designed to:

- Strengthen the capacity of mid- to senior-level government officials to lead and support international trade negotiations with a clear understanding of an emerging issues.
- Enhance strategic knowledge of global trade architecture, including multilateral, regional, and bilateral frameworks, with a focus on ASEAN, RCEP, CPTPP, and new-generation FTAs.
- Provide analytical tools to assess the implications of AI, data governance, and sustainability standards on trade policy and negotiations.
- Equip participants with hands-on negotiation skills through simulation-based training and real-case scenarios.
- Promote regional cooperation and policy coherence among stakeholders in trade, investment, and sustainable development.

EXPECTED OUTCOMES

Upon completion of the program, participants will be able to:

- Navigate complex international negotiations with more confidence and equipped with relevant technical expertise.
- Contribute proactively to national and regional trade strategies
- Integrate emerging global issues—such as AI, ESG, and digital transformation—into policy formulation
- Build networks and peer learning opportunities with other professionals across sectors

THE SCOPE OF TRAINING AND DURATION:

The
5-day
training course

consisting of
5 modules

21 sessions, 32 hours
as follows

Module 1:
Driving Economic Growth through Free and (Fair) Trade

This module examines how trade liberalization, guided by WTO principles, contributes to sustainable economic growth. It explores both tariff and non-tariff measures and how open trade policies can foster inclusive global development.

Module 2:
Global Trade Landscape, Geopolitical and the Future of Multilateralism

To offer a panoramic perspective on the shifting economic landscape and deepen understanding of the factors driving the global trade and investment. This session explores recent tariff wars and their adverse effect to developing economies. consequences for developing economies. To equip participants with skills and techniques in commercial diplomacy, the session introduces key lessons learned from experienced negotiators, who can provide policy insights that can be applied across various fields.

Module 3:
Agricultural Trade VS. Environmental Sustainability

Delving into the agricultural provision of GATT agreement, this module analyses key trade rules, subsidy disciplines, and commitments to improve global market access for agricultural goods, with a focus on balancing trade fairness and domestic support. In addition, this module addresses the intersection of global trade and environmental sustainability. It highlights how climate policy is influencing trade negotiations and examines strategies for promoting green practices without creating trade distortions and barriers – emphasizing the roles of both public and private sectors.

Module 4:
Intellectual Property Regime and Digital Transformation

Participants will explore how digital transformation is reshaping global trade, particularly in intellectual property rights. In addition, the module covers evolving frameworks for intellectual property rights and comparison of relevant policies among countries, including digital services and regulatory challenges related to intellectual property rights.

Module 5:
Best Practices Learning: Mock Negotiation and Simulated Trade Negotiations

This module builds practical skills in negotiation and trade policy analysis. Case studies are presented without disclosing outcomes in advance, encouraging critical thinking and applied learning. Participants are grouped and perform negotiations guided by the instructor. Problem sets will be provided to help each side prepare their arguments prior to the negotiation. Once negotiations begin, participants will be assessed on their intentions and the strategies they deploy at the table.

PARTICIPANT REQUIREMENTS:

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

TARGET PARTICIPANTS:

(40 max) Mid-to-senior level government officials, trade negotiator, commercial counsellors, commercial attachés, commercial counsellor, trade representative, and commercial representatives with direct experience in international trade negotiations.

TRAINING PROGRAM CRITERIA AND PAYMENT POLICY

1 Participants must attend at least 80% of the total course hours to receive a certificate of completion from ITD. Additionally, participants are expected to actively contribute by presenting policy recommendations and engaging fully in the negotiation simulation exercises.

2 Upon receiving the certificates, each group will have a chosen participant present their policy recommendations. The awards consist of three categories, recognizing outstanding performance, arranged as follows:

Award for group presentation: Outstanding groups that deliver exceptional presentations of the proposed policy recommendations will be awarded the title of "The Best Simulation Performance" based on merit, ranked as winner, first runner-up, and second runner-up.

The award for individuals consists of three sub-categories:

- The People's Choice: This award is based on leadership and showing generosity towards fellow participants.
- The Strategic Mind: This award is based on the skill to reach an optimal deal without sacrificing the team's interests.
- The Rising Negotiator Award: Participants who demonstrate critical thinking with clear articulation of their thoughts, and inspire others to rethink policy recommendations that could transform the landscape of negotiation in the twenty-first century will also be awarded based on merit.

Remarks: The awards will be given in the form of trophies, presented by a high-level representative of the Ministry of Commerce, Thailand.

3 The enrollment fee is 25,000 THB per individual. The training fee is not eligible for group discounts or cost reductions.

APPLICATION TIMELINE

Description	Timeline
Program Announcement and PR	29 July – 28 August 2025
Announcement of admission result	10 September 2025
Deadline of submit application and confirm payment	9 September 2025
Program duration	15-19 September 2025

Remarks: The deadline for application and payment has been extended until 10 September 2025 (B.E. 2568)

Remarks:

- The above rate is exempt from VAT and no withholding tax is deducted.
- Allow to apply and register in the application form first.

REGISTER BY

Scanning QR code

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

Contact information:

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COURSE PAYMENT CAN BE MADE VIA THE DESIGNATED BANK INDICATED BELOW:

Krungthai Bank
Account Name: ITD'S EXTRA-BUDGETARY FUND
Account Number: 008-1-67278-0

PromptPay CROSS-BORDER QR PAYMENT pay like a local

ITD
ชื่อบัญชี: บัญชี ITD S EXTRA-BUDGETARY FUND

TENTATIVE AGENDA

"Advanced Program on Commercial Diplomacy and International Trade Negotiations" (Batch # 6)

Date: 15–19 September 2025
Time: 09.00–17.00 hrs. (Bangkok local time/ UTC+7)
Venue: Eastin Grand Hotel Phayathai Bangkok, Thailand
Language: Thai and English

Day 1

Monday, 15 September 2025
Venue: Auditorium Room, 3rd Floor, Eastin Grand Hotel Phayathai

Module 1: Driving Economic Growth through Free and (Fair) Trade

08.30–09.00 hrs.	**Registration**
09.00–09.30 hrs.	**Welcome and Opening remarks** **Mr. Suphakit Chareonkul** Executive Director, ITD
09.15–09.30 hrs.	**Overview of the training program** **Mr. Wimon Punkong** Deputy Executive Director (Academic), ITD or **Ms. Sirikan Prasertying** Director, Office of International Cooperation, ITD
09.30–10.00 hrs.	**Networking Break**
10.00–11.00 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)** ▪ **Dr. Chandhit Sawangnate** Honorary Advisor to the Senate Committee on Foreign Affairs, Advisor to the Senate Subcommittee on Economic, Commercial and Investment Affairs

11.00 – 12.00 hrs.	**Session 2: Art and Science of Negotiations** This session introduced principles in negotiation, such as BATNA (Best Alternative To a Negotiated Agreement) and ZOPA (Zone of Possible Agreement), preparing participants to discuss in class with confidence. **H.E. Mr. Kiat Sittheeamorn** Former President of Thailand Trade Representative
12.00–13.00 hrs.	**Networking Lunch**
13.00–15.00 hrs.	**Session 3: Economic and Trade Policies, International Trade Agreement and Organizations** This session explores how economic and trade policies shape global trade dynamics, highlighting the strategic use of trade agreements and the roles of key international organizations. Participants will analyze policy impacts on competitiveness, market access, and economic resilience. Through practical case studies, they will develop skills to navigate and negotiate within the complex global trade system. **Prof. Dr. Pavida Pananond** Department of International Business, Logistics, and Transport Thammasat Business School, Thammasat University
15.00–15.30 hrs.	**Coffee Break**
15.30–17.30 hrs.	**Session 4: Economic Growth through Free and Fair Trade** Explains the economic growth benefits derived from trade liberalization under WTO principles, emphasizing non-tariff and tariff-free trade to promote global development. ▪ **Asst. Prof. Dr. Nitinant Wisaweisuan** Faculty of Economics, Thammasat University ▪ **H.E. Mrs. Pimchanok Pitfield** (Online) Ambassador and Permanent Representative of Thailand to the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO), Geneva, Switzerland.

Day 2

Tuesday, 16 September 2025
Venue: Nana Meeting Room, 4th Floor Eastin Grand Hotel Phayatha

Module 2: Global Trade Landscape, Geopolitical and the Future of Multilateralism

08.30–09.00 hrs. **Registration**

09.00 – 10.00 hrs. **Sessions 5: Strategic Foresight and the Future of Multilateralism**

This session examines the shifting dynamics of global trade and the evolving role of multilateralism amid geopolitical, technological, and ESG pressures. Participants will explore future scenarios and strategic pathways for navigating an increasingly fragmented trade environment.

H.E. Mr. Kiat Sittheeamorn
Former President of Thailand Trade Representative

10.00 – 10.30 hrs. **Coffee Break**

10.30 – 12.00 hrs. **Sessions 6: Tension, Tariffs, Trust: Recalibration of National Trade Strategies**

The introduction of reciprocal tariffs by the US has caused countries to alter their trade and investment strategies – prompting a rethinking of the credibility of the global trade system advocated by the US. This session explores Thailand's foreign trade strategy and outlines the likely scenarios the country should pursue in order to remain competitive in a fractured global economy.

H.E. Mr. Kiat Sittheeamorn
Former President of Thailand Trade Representative

12.00 – 13.00 hrs. **Networking Lunch**

13.00 – 14.30 hrs. **Session 7: Leadership Communication in an Age of Uncertainty**

This session explores how communication can make an impact in the world of diplomacy. Participants will learn how leadership communication is an integral part of overall strategy execution, leading to win-win outcomes.

H.E. Mr. Pisanu Suvanajata
Former Thai Ambassador to the United Kingdom and Myanmar

14.30 – 15.00 hrs. **Coffee Break**

15.00 – 17.00 hrs.

Session 8: The Age of Information: The Future of Digital Economy and Cross-Border E-Commerce on Developing Economies

This session discusses how cross-border trade is transforming market dynamics in developing countries, bringing both growth opportunities and risks. In addition, the session discusses how the proliferation of AI and 5G technologies is reshaping the nature of cross-border trade, and may highlight policy and regulatory implications where necessary.

Dr. Chalitda Madhyamapurush
Executive Senior Advisor for Technology, Law and Business, Electronic Transactions Development Agency (ETDA), Thailand

Day 3

Wednesday, 17 September 2025
Venue: Nana Meeting Room, 4th Floor, Eastin Grand Hotel Phayathai

Module 3: Agricultural Trade VS. Environmental Sustainability

08.30–09.00 hrs. **Registration**

09.00 – 10.30 hrs. **Session 9: Understanding WTO Commitments in Agriculture Issues**

This module explores agricultural trade under the WTO framework, covering export subsidies, domestic support, and market access. Participants will learn to balance local farmer protection with fair global competition, and navigate key negotiation challenges. They will gain skills to analyze policies and negotiate effectively to achieve food security and economic resilience.

Prof. Tashmai Rikshasuta
Faculty of Law, Chulalongkorn University

10.30–11.00 hrs. **Coffee Break**

11.00–12.00 hrs. **Session 10: (Case Study Sharing) Exporting Thai Canned Products**

Thailand's fruit exports, like durian to China and canned pineapple to the EU, highlight the need to balance GATT commitments, strict SPS measures, and high compliance standards to secure market access. Participants can discuss strategies to protect farmers, diversify markets, and create value-added products while navigating trade rules.

Dr. Chanintr Chalisarapong
Vice Chairman, Board of Trade of Thailand

12.00–13.00 hrs.	**Lunch**
13.00–15.00 hrs.	**Session 11: ESG standards and trade implications** This session examines how global ESG standards affect trade rules, supply chains and market access in practices. Participants will explore strategies to integrate sustainability into trade negotiations. **Assistant Professor Chol Bunnag** Director of Centre for SDG Research and Support (SDG Move)
15.00–15.30 hrs.	**Coffee Break**
15.30–17.00 hrs.	**Session 12: International Law in Trade in Goods and Services: Balancing Complex Interests** This session focuses on balancing the interests of domestic constituents regarding trade in goods and services, with an increased emphasis on environmental regulations and corporate sustainability. **Prof. Tashmai Rikshasuta** Faculty of Law, Chulalongkorn University

Day 4

Thursday, 18 September 2025
Venue: Nana Meeting Room, 4th Floor, Eastin Grand Hotel Phayathai

Module 4: Intellectual Property Regime and Digital Transformation

08.30 - 09.00 hrs.	**Registration**
09.00 – 10.00 hrs.	**Session 13: Real-World Case Studies in Commercial Diplomacy Sharing** The Lead Negotiator Outlook will explore recent developments regarding the proposed EU-Thailand FTA, recurring issues related to US tariffs, and other matters offer valuable lessons for aspiring negotiators. **H.E. Mr. Pisan Manawapat** Former senator and former ambassador to the United States, EU, India, and Canada
10.00–10.30 hrs.	**Coffee Break**

10.30–12.00 hrs.	**Session 14: Real-World Case Studies in Commercial Diplomacy Sharing (Continue)** The Lead Negotiator Outlook will explore recent developments regarding the proposed EU-Thailand FTA, recurring issues related to US tariffs, and other matters offer valuable lessons for aspiring negotiators. **H.E. Mr. Pisan Manawapat** Former senator and former ambassador to the United States, EU, India, and Canada
12.00 – 13.00 hrs.	**Networking Lunch**
13.00 – 14.00 hrs.	**Session 15: Digital Technology, Green Innovation and IP Challenges in a Changing World** This session examines the evolving landscape of digital technology and its impact on intellectual property (IP) rights. Participants will discuss emerging IP challenges, policy implications, and strategies for protecting innovation in a rapidly changing global environment. **Dr. Chalitda Madhyamapurush** Executive Senior Advisor for Technology, Law and Business, Electronic Transactions Development Agency (ETDA), Thailand
14.00 – 14.30 hrs.	**Coffee Break**
14.30 – 17.00 hrs.	**Session 16: The Age of Information: The Future of Digital Economy and Cross-Border E-Commerce on Developing Economies** This session discusses how cross-border trade is transforming market dynamics in developing countries, bringing both growth opportunities and risks. In addition, the session discusses how the proliferation of AI and 5G technologies is reshaping the nature of cross-border trade, and may highlight policy and regulatory implications where necessary. **Mr. Phanthachak Wongprecha** CEO & Founder at The Diplomat Network Diplomacy, Protocol & International Etiquette Expert
18.00 –21.00 hrs.	**Session 17: Empowering International Trade Leaders: Trade Negotiators Club (TNC#1) Strengthening Economic Diplomacy through Collaboration "Cocktail Networking"**

Bangkok Magnificent Night of Diplomacy

Empowering International Trade Leaders
Trade Negotiators Club (TNC#1)

TENTATIVE AGENDA

Thursday, 18 September 2025
17.30 – 21.00 hrs. (Bangkok local time)
Venue: Pre Garden Deck, 7th Floor, Eastin Grand Hotel Phayathai, Bangkok, Thailand
MC & Moderator: Mr. Varin Sachdev

17.30 – 18.10 hrs.	**Registration & Welcome Networking**
18.15 – 18.25 hrs.	**Welcome Remarks** **Mr. Suphakit Chareonkul** Executive Director, ITD
18.25 – 18.40 hrs.	**Opening Address** **Topic: "Building Bridges for Inclusive Growth: The Path for Thailand"** **Mr. Montri Mahaplerkpong** Board Member of ITD
18.45 – 19.30 hrs	**TED-Style Keynote Inspiration** **Topic: "The Future of Commercial Diplomacy: Thriving Amidst Uncertainty"** **H.E. Mr. Kiat Sittheeamorn** Former President of Thailand Trade Representative
19.40 - 19.50 hrs.	**Photo Session**
19.50 – 21.00 hrs.	**Informal exchange of conversations among the participants** (Informal Cocktail Networking Reception)

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

Day 5

Friday, 19 September 2025
Venue: Auditorium Room, 3rd Floor, Eastin Grand Hotel Phayathai

Module 5: Best Practice Learning: Mock Negotiation and Simulated Trade Negotiations

08.30 - 09.00 hrs. **Registration**

09.00 – 10.30 hrs. **Session 18: Mock Negotiations Learning: Group Work / Negotiation Exercise:**

Case Study 1: EU White Paper on Food Safety introduces revised standards for residues, including antibiotics like chloramphenicol and nitrofurans.

Case Study 2: In 2014, the EU issued a warning to Thailand, stating that it would prohibit the import of Thai products if more than five instances of insect contamination were found on produce within a 12-month period, starting from March 2013.

Scenario:
Country A (a developed country) and Country B (a developing country) are negotiating the export of vegetables and fruits to the EU. Each group comprises 5-6 members. Overall, there are 6 groups representing countries or entities that imposed rules and/or standards, and another 6 groups representing countries or entities that responded to the rules and/or standards.

Group Presentation on negotiation

Facilitated by H.E. Mr. Kiat Sitteeamorn
Former President of Thailand's Trade Representative
Co-facilitated by **Mr. Chala Anusuriya**
(Assistant to **H.E. Mr. Kiat Sitteeamorn**)

10.30 – 11.00 hrs. **Coffee break**

11.00 – 12.00 hrs. **Session 19: Simulated Trade Negotiations and Presentations (Continues)**
Facilitated by H.E. Mr. Kiat Sitteeamorn
Former President of Thailand's Trade Representative
Co-facilitated by **Mr. Chala Anusuriya**
(Assistant to **H.E. Mr. Kiat Sitteeamorn**)

12.00 – 13.00 hrs.	**Lunch**
13.00 – 15.00 hrs.	**Session 20: Group Work Presentations** Facilitators are: **Mr. Chala Anusuriya** Assistant to **H.E. Mr. Kiat Sitteeamorn** **Mr. Pipatpong Chooprasiti** Academic Officer **Mr. Woraphat Ditpan** Researcher
15.00 – 15.30 hrs.	**Coffee break**
15.30– 16.30 hrs.	**Session 21: Graduation and Awards & Certification** Receive a certification of completion to validate their expertise in commercial diplomacy and international trade negotiations. **Report on the Training Program Achievements** **Mr. Suphakit Chareonkul** Executive Director, International Institute for Trade and Development (ITD)

00:15:42

ESCAP

Strategic Foresight
for Lead Negotiators

Testimonials of

“Advanced Program on Commercial Diplomacy and International Trade Negotiations”

10 – 14 June 2024, 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!.