



BUILDING SKILLS ON COMMERCIAL & ECONOMIC DIPLOMACY

Training Programme for Mid-level Civil Servants and Executives (CDS.02)

Sponsored by:

Department of Commerce
Government of India



Organised by:

CUTS Institute for Regulation
& Competition, India



August 22-25, 2007, Jaipur, India

Background

Commercial Diplomacy is diplomacy with a commercial twist – diplomacy designed to influence foreign government policy and regulatory decisions that affect global trade and investment. A Commercial diplomat is a professional skilled in advancing the interests of an organisation on international trade and investment, in developing agreements on international commercial issues and in resolving policy conflicts among nations over commercial issues.

The tools of commercial & economic diplomacy include:

- Promotion of trade and investment
- Country promotion and its image building process
- Negotiations
- Operational document creation
- Public and private communication analysis (especially in the field of economics, politics, law and international relations)
- Coalition building

Once more!

In 2006, CIRC organised a pilot training seminar on 'Diplomacy in International Trade'. The Seminar had representatives from various ministries and departments of Government of India. They found it very useful and requested for a sequel. The event report can be read at the following link:

<http://www.circ.in/erCDS01.htm>

In comparison to the counterparts from developed countries, when it comes to the application of various tools of commercial & economic diplomacy, developing country representatives often do not perform at the same level of efficiency and effectiveness. One reason is relative inadequacy of education and training in commercial & economic diplomacy. Individual's capacity to negotiate is one of the crucial determinants of outcomes of such a process.

Considering this gap and realising the vacuum that exists in terms of absence of institutional base in developing countries to offer training/education of commercial & economic diplomacy and related aspects, the Department of Commerce has sponsored CUTS Institute of Regulation & Competition (CIRC) to conduct such training programmes.

Objectives

- Meet the imperative of having trained government officials/corporate managers at various departments/organisations who are involved in commercial & economic diplomacy
- Ensure coherence between India's domestic policy on trade and investment related issues with international commitments
- Enhance skills by developing/strengthening capacity for taking effective part in trade and investment negotiations and implementation aspects of related international agreements

Content

The programmes will cover crucial areas of Commercial & Economic Diplomacy:

- Analytical framework for effective commercial diplomacy
- Effective communication and negotiations in commercial diplomacy
- Dispute settlement in international fora
- Country promotion and its image building process

Resource Persons

The resource persons for the training programme comprise eminent experts, practitioners and academicians in the field of trade and commercial diplomacy and related matters, both from India and abroad.

B K Zutshi

Former Indian Ambassador to GATT, India

Kishan Rana

Former Ambassador of India, Senior Fellow, DiploFoundation and Professor Emeritus, Foreign Service Institute, India

Pradeep S Mehta

Secretary General, CUTS International, India

Raymond Saner

Director, Diplomacy Dialogue, Switzerland

S N Menon

Former Secretary, Department of Commerce, India

Suhail A Nathani

Economic Laws Practice, India

Methodology

The methodology adopted for undertaking the training programme includes lectures, case analysis, simulation exercises (including mock negotiation), interaction with experts, group discussions, etc.

The methodology will provide strategic understanding, develop core skills and encourage in-depth knowledge of the dynamics involved in commercial diplomacy.

Please see the Programme Schedule at <http://www.circ.in/pdf/Agenda-CDS02.pdf>

Note: Similar training seminars for junior and senior level officials and executives are planned in October 2007 and January 2008, respectively. Please see the tentative schedule at <http://www.circ.in/pdf/TentativeSchedule.pdf>

Who Should Attend

Government: Mid-level officials such as Directors, Deputy Secretaries and Deputy Directors in Government of India, and Secretaries and Directors in State Governments

Non-government and overseas: Officials at mid-level, Corporate Managers handling international business, Research Officers/Economic Affairs Officers in International Organisations and Chambers of Commerce

Course fee

For Government Participants in India: A nominal fee of Rs 10,000 will be charged per participant.

For Non-government and Overseas Participants: A nominal fee of Rs 25,000 (US\$600) will be charged per participant.

N. B.: The fee is non-refundable, though substitution is permissible on prior intimation. Travel arrangements to be taken care of by the participants.

What else do you get

- Course Materials
- Boarding and Lodging
- Publications of CUTS

Venue

Hotel Royal Orchid

A-26, A/2 Banipark, Jaisingh Highway, Jaipur 302 016

How to Apply

The application form for CDS.02 is available at http://www.circ.in/Registration_Form_CDS02.doc

Last date of receiving the completed application form is **August 15, 2007**

The application along with bank draft (programme fee payable to **Consumer Unity & Trust Society, Jaipur**) should reach us at:



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