

Background

Commercial diplomacy is defined as application of tools of diplomacy to the removal of barriers to trade and investment, and to the resolution of policy conflicts arising from the globalisation of the world economy. One perspective defines commercial diplomacy as the conduct by government officials in the context of negotiations and other relations between nations – the art and science of conducting such relations, the skills in managing negotiations, handling people, etc. so that there is little or no ill-will. On the other hand, another perspective of commercial diplomacy rests on the management of international relations by negotiations, the method by which such relations are managed by ambassadors and other officials, the skills required for such affairs, the diplomatic body, adroitness in personal relations, tact, etc.

Economic diplomacy, on the other hand, deals with economic policy issues such as in the multilateral fora like the World Trade Organisation (WTO), the United Nations Conference on Trade and Development (UNCTAD) and standard setting organizations like the World Intellectual Property Organisation (WIPO).

In short, commercial and economic diplomacy deals with articulation of foreign policy in the real world of trade and investment between nations, where high principles and objectives set out in the policy are fleshed out and put into effect. The tool of commercial and economic diplomacy includes:

- ◆ Negotiation;
- ◆ Creating operational documents;
- ◆ Public and private communication;
- ◆ Analysis (especially in the fields of economics, politics, law and social relations); and
- ◆ Coalition building.

In comparison to the counterparts from developed countries, when it comes to the application of various tools of commercial and 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 and economic diplomacy. An individual's capacity to negotiate is one of the crucial determinants of the 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 on commercial and economic diplomacy and related aspects, the Department of Commerce, Government of India has supported CUTS International to conduct such training programmes.

Objectives

The training programme aims to:

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

Content

A series of short courses will be offered by a team of eminent and experienced resource persons (former diplomats and trade negotiators). The course will cover following crucial areas of commercial and economic diplomacy:

- ◆ India in the Global Economy in 2020 – Opportunities and Challenges
- ◆ International Diplomatic Environment
- ◆ A Practical Approach to Negotiations
- ◆ India and the Multilateral Trading System – From Uruguay Round to Doha Round
- ◆ Simulation Exercise on Investment Negotiations
- ◆ Simulation Exercise on Trade Negotiations

Please see the programme schedule at: <http://www.cuts-citee.org/CDS06/pdf/Agenda-CDS06.pdf>

Methodology

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

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



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. They are:

B. K. Zutshi

Former Indian Ambassador to the GATT, India

Kishan Rana

Former Ambassador of India and Course Director of CUTS CDS Programme

S. N. Menon

Former Commerce Secretary of Government of India

Raymond Saner

Director, Diplomacy Dialogue, CSEND, Geneva

Siddhartha Mitra

Director (Research), CUTS International

Who Should Attend

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

Non-government: Middle-level Officials handling International Business Development, Research Officers/Economic Affairs Officers in international organisations and business associations

Some Comments from the Training Programme in 2007

One needs to understand the nuances involved in negotiations of an agreement, since a wrong decision might result in a huge loss for a nation as well as to the livelihood of people associated with it.

G. K. Pillai
*Secretary, Department of Commerce
Government of India*

I wish I had undergone such training in the past. I have learnt a lot by participating in this programme as a resource person.

S. N. Menon
*Former Commerce Secretary
Government of India*

Such trainings are essential to expose government officials to contemporary issues in negotiations, inter-cultural management and economic diplomacy.

Kishan Rana
*Former Indian Ambassador to Germany
and Senior Fellow, DiploFoundation*

The aim of this programme is to bring participants in the world of diplomacy, where one needs to understand the fundamentals of the subject. Based on these fundamentals, one needs to take advance steps for enhancing skills and knowledge.

Ahmed Farouk Ghoneim
*Associate Professor of Economics
Cairo University, Egypt*

The power of negotiation lies in working with different stakeholders having similar interest and views. Negotiators represent a heterogeneous and complex interest of their respective society. Hence, one has to understand this dilemma of negotiators and needs to build personal trust and good relation with other negotiators in order to obtain a successful outcome.

Geza Feketekuty
*President, Institute for Trade and Commercial
Diplomacy, Washington DC, US*

Course fee

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

Non-government: A nominal fee of Rs 25,000 will be charged per participant.

The fee is non-refundable, though substitution is permissible on prior intimation. Travel arrangements to be taken care of by the department/ministry/organisation of the respective participants.

What else do you get

- ◆ Boarding and Lodging
- ◆ Course Materials
- ◆ CUTS Publications

Note: A similar training programme for senior-level civil servants and executives is planned in December 2008/January 2009. For further details please visit our website <http://www.cuts-citee.org/CDS/index.htm>

Venue

Hotel Golden Tulip

Nirwan Marg, Banipark, Jaipur 302 016

How to Apply

The application form for CDS.06 is available at:
<http://www.cuts-citee.org/CDS06/pdf/RegistrationForm-CDS06.pdf>

Last date of receiving the application form is
August 15, 2008

The application form along with bank draft (programme fee payable to **Consumer Unity and Trust Society, Jaipur**) should reach us at the below given address.



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Economics & Environment



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STRENGTHENING SKILLS ON COMMERCIAL & ECONOMIC DIPLOMACY

**Training Programme for
Civil Servants and Executives
(CDS.06)**

August 18-21, 2008, Jaipur, India

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