Who Does ITCD Train?

Globalization increases the demand for professionals with skills in Commercial Diplomacy. The traditional approach of training new professionals through an apprenticeship cannot keep up with the demand.

The lack of trained professionals, which is particularly acute in developing countries, limits the ability of these countries to take advantage of trade opportunities created by trade liberalization.

The training of competent professionals in the field requires a comprehensive approach that combines the learning of substantive content with the development of analytical, writing, oral communication, and negotiating skills.

A wide range of individuals and organizations can benefit from Commercial Diplomacy training:

- **Government officials** who are responsible for international trade and investment activities or activities related to the field.

- **Corporate and small business executives** who want to gain a deeper understanding of the global trade regime and policy issues that affect business growth and trade and investment opportunities.

- **Industry association professionals** who seek to facilitate business-government relations.

- **Representatives of non-governmental organizations** who wish to improve their understanding of the trade policy process for advocacy and development.

- **Undergraduate and graduate students** who desire careers and academic enrichment in the related fields of international business and trade policy.

- **Trainers** who wish to train successful practitioners in academia and in the field.

Institute for Trade and Commercial Diplomacy

ITCD develops world-class training programs and materials targeted to the professional practice of Commercial Diplomacy. Effective Commercial Diplomacy empowers professionals in governments, corporations, industry associations, and NGOs to influence trade-related policy decisions.

ITCD's training allows students to learn how to analyze policy issues that impact global commerce, to communicate effectively with decision makers through written documents and oral presentations, and to develop the strategies needed to advance the stakeholder interests they represent.

ITCD's instruction is built around an analytical model that integrates the commercial, macro-economic, political, legal, public relations, and domestic policy dimensions of a trade issue. Students learn how to integrate their analytical findings into comprehensive strategies for addressing each issue.

ITCD's teaching methodology emphasizes a hands-on approach to learning through the extensive use of simulations, case studies, and classroom application of the professional tools and skills to current real world problems.

ITCD designs and delivers customized Commercial Diplomacy training programs worldwide for governments, corporations, universities, NGOs, and international organizations.

ITCD's website provides a sample of the materials used by ITCD, including lesson plans, teacher's manuals, case studies, model documents, information resources, and negotiating simulations.

ITCD's online course offers the opportunity to gain Commercial Diplomacy skills through its easy-to-access distance learning technology.

Institute for Trade and Commercial Diplomacy

Excellence and Innovation in Commercial Diplomacy Training for the New Millennium

706-A 15th Street South
Arlington, Virginia 22202 USA

www.commercialdiplomacy.org

What is Commercial Diplomacy?

Commercial Diplomacy is diplomacy with a commercial twist—diplomacy designed to influence policies and regulatory decisions that affect global trade and investment.

In the past Commercial Diplomacy concerned itself largely with negotiations over tariffs and quotas on imports. In today's more interdependent world, trade negotiations cover a much broader range of government regulations and actions that affect international commerce:
• standards in areas such as health, environment, consumer protection;
• regulations covering services such as banking, telecommunications, accounting;
• agricultural support programs;
• industrial subsidies.

Commercial Diplomacy encompasses the analysis, advocacy and negotiating process that leads to international agreements on trade-related issues. It requires in-depth analysis of all the factors that influence the policy decision-making process.

Commercial Diplomats must analyze the commercial interests at stake, the macroeconomic impacts of policy options, stakeholder interests, domestic and international laws, and the impact of media coverage on public opinion.

Commercial Diplomats must utilize the full range of advocacy and negotiating tools to obtain desired policy outcomes.

Interactive learning in ITCD training program
Hanoi, Vietnam, October 2004

How Can ITCD Train Commercial Diplomats?

ITCD is a catalyst and facilitator of Commercial Diplomacy training.

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• ITCD works directly with governments, universities, corporations, international organizations, and NGOs with an interest in Commercial Diplomacy training. ITCD works with such organizations to identify training needs and design customized training programs.

• ITCD offers online courses to train Commercial Diplomats around the globe. By combining state-of-the-art technology and distance learning techniques, ITCD is at the forefront of Commercial Diplomacy training.

• ITCD materials offer world-class training in the professional practice of Commercial Diplomacy. ITCD makes available a wealth of resources including manuals, case studies, model documents, course outlines, lesson plans, and information sources.

• ITCD partners with USAID and other international donor agencies to deliver trade capacity building training and technical assistance in developing countries.

• ITCD materials are used in the highly regarded Masters Degree Program offered by the Monterey Institute for International Studies, in Monterey, California USA.

• ITCD training resources are available to students, practicing professionals, business managers, and educational institutions around the world through its website at www.commercialdiplomacy.org.

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Combining Technology with Learning

ITCD's online course

• Teaches professional skills to international negotiators and individuals dealing with trade and investment policy issues.

• Shows participants how to advance the interests of stakeholders in trade policy decisions, trade negotiations, and the settlement of trade disputes.

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www.commercialdiplomacy.org a resource for...

Practicing Commercial Diplomacy professionals can upgrade their skills by making use of online instructional manuals, sample documents, and case studies. The web links database will also help professionals locate information on trade data, trade barriers, policy studies, and trade agreements.

Students will find case studies, master's degree projects, informational web links, a guide to information resources, a dictionary of Commercial Diplomacy terms, and manuals that cover key skill areas such as writing and quantitative analysis.

Business managers will find a database of web links that provide information on specific Commercial Diplomacy topics. They will also be able to use the training materials on the site to brush up their own skills in working with governments.

Educational institutions interested in offering courses and workshops in Commercial Diplomacy or developing a comprehensive training program will find detailed course outlines, reading lists, negotiation simulation exercises, instructors' manuals, Power Point presentations, case studies, model documents, and web links.

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