

ITD 6

January 7 , 2022

H.E. Pimchanok Pitfield,
Ambassador and Permanent Representative
Permanent Mission of Thailand to the World Trade Organization
and the World Intellectual Property Organization

**Subject: The Postponement of the Intensive Training Course on Commercial Diplomacy and
International Trade Negotiations**

Dear Excellency,

Please refer to our letter of ITD 530 dated December 16, 2021, regarding request for assistance on invitation to be a co-host and a guest speaker for the Intensive Training Course on Commercial Diplomacy and International Trade Negotiations.

In this regard, we would like to express our sincere appreciation for your assistance and support in arranging the mentioned training course. Unfortunately, due to the current outbreak of the novel Coronavirus Omicron (COVID-19 Omicron), the World Health Organization (WHO) has recently raised the health threat alert for all countries to take necessary measures to safeguard their citizens and minimize the spread of the virus domestically. In response to this advice, ITD in consultation with our senior management has decided to postpone the Intensive Training Course on Commercial Diplomacy and International Trade Negotiations to arrange during **April 25 – 29, 2022**.

ITD would like to request the Permanent Mission of Thailand to the WTO to kindly extend your assistance to the WTO as follows:

1) To invite the World Trade Organization (WTO) to be a co-host of this training course and to provide a guest speaker on **Tuesday 26th April 2022 at 14.30-17.30 hours via online virtual platform** and;

2) To deliver a welcoming remark (approximately 10 minutes) on **Monday 25th April 2022** in form of video recording or live streaming via online virtual platform.

We are deeply grateful for your kind assistance on this matter. Should you have any questions, or require additional information, please do not hesitate to contact Miss Sirikan Prasertying, Director of International Cooperation, at Tel: +66 2 216 1894-7 ext. 191, mobile phone: +66 81 821 9398, and E-mail: sirikan@itd.or.th. Thank you for your kind consideration and look forward to hearing from you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Manu Sithiprasasana', with a long horizontal flourish extending to the right.

(Mr. Manu Sithiprasasana)

Executive Director

International Institute for Trade and Development (ITD)

Tentative Program

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

25 - 29 April 2022

Pinnacle 1-2, 4th floor, Intercontinental Bangkok Hotel, Thailand

DATE	TIME (hrs)	ACTIVITY	SPEAKERS
Monday, 25 April 2022	08.30 – 09.00	Registration	
	09.00 – 09.05	Welcoming Remark	Mr. Manu Sithiprasasana Executive Director, ITD
	09.05 – 09.15	Welcoming Remark	Dr. Rupa Chanda Director, TIID, UNESCAP
	09.15 – 09.25	Welcoming Remark	WTO Representative
	09.25 – 09.35	Opening Remarks	Mr. Duangarhit Nidhi-u-tai Deputy Director-General, Department of Trade Negotiations, Ministry of Commerce, Thailand
	09.35 – 10.30	<ul style="list-style-type: none"> ● Introductory and course objectives ● Networking session (Relations with public and regulatory body) (Participants introduction, expectation, and reflection on personal experiences of negotiations)	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP Ms. Sirikan Prasertying Director, Office of International Cooperation, ITD
	10.30 – 10.45	Tea/Coffee break	
	10.45 – 12.00	Module 1: - Approaches and strategies of international trade negotiations - Overview of the key principles and techniques of trade negotiations - Concepts and components of commercial diplomacy	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP

DATE	TIME (hrs)	ACTIVITY	SPEAKERS
		- International economic and business trends	
	12.00 – 13.30	Lunch break	
	13.30 – 16.30	Module 2: - Negotiating terms, - BATNA - Reservation value - ZOPA TS - Best practices and effectiveness of commercial diplomacy in the global economy - ESCAP TINA module	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP
Tuesday, 26 April 2022	09.00 – 12.00	Module 3: - Agreement on Trade-Related Aspects of Intellectual Property Rights: TRIPs	Representative from DIP, MOC, Thailand
	12.00 – 13.30	Lunch break	
	13.30 – 14.30	TBC	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP Representative from ITD
	14.30 – 17.30	Module 4: - Overview of the WTO Agreements: - General Agreement on Tariffs and Trade (GATT) - General Agreement on Trade in Services: GATS - MSMEs & E-Commerce in trade agreements	Representative from WTO
Wednesday, 27 April 2022	09.00 – 10.30	Module 5: Lesson Learned: - RCEP	Representative from MOC, RCEP
	10.30 – 10.45	Tea/Coffee break	
	10.45 – 12.00	Module 6: Lesson Learned: - Trade and Climate Change	Executive Director or Representative from Thailand Greenhouse Gas Management Organization (TGO)

DATE	TIME (hrs)	ACTIVITY	SPEAKERS
	12.00 – 13.30	Lunch break	
	13.30 – 15.30	Module 7: Lessen Learned: - CPTPP	TBD
	15.30 – 15.45	Tea/Coffee break	
	15.45 – 16.30	Module 8 Lessen Learned: - Trade and Labour	Representative from ILO
Thursday, 28 April 2022	09.00 – 10.30	Module 9: Group work / Negotiation Exercise and Simulation	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP Ms. Sirikan Prasertying Director, office of International Cooperation, ITD
	10.30 – 10.45	Tea/Coffee break	
	10.45 – 12.00	Group work / Negotiation Exercise and Simulation	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP
	12.00 – 13.30	Lunch break	
	13.30 – 15.30	Presentation and networking skills	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP Representative from ITD
	15.30 – 15.45	Tea/Coffee break	
	15.45 – 16.30	Presentation and networking skills	Dr. Rajan Sudesh Ratna Deputy Head and Senior Economic Affairs Officer (a.i.) UNESCAP Representative from ITD
Friday, 29 April 2022	09.00 – 10.00	Module 10: Study Visit at the RCEP Center, MOC, Thailand - Trade and investment promotion - Updates on Free Trade Agreements	Representative from MOC, Thailand

DATE	TIME (hrs)	ACTIVITY	SPEAKERS
	10.30 – 12.00	Certification Ceremony	By H.E. Mr. Sinit Lertkrai Deputy Minister of Commerce Ministry of Commerce, Thailand
	12.00 – 14.00	Lunch break	
	14.00 – 16.30	Evaluation	

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Intensive Training Course on Commercial Diplomacy and International Trade Negotiations

Host: International Institute for Trade and Development (ITD), Thailand

Co-host: Department of Trade Negotiations, Ministry of Commerce, Thailand,

United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

World Trade Organization (WTO)

Venue: Pinnacle 1-2, 4th Floor, InterContinental Bangkok Hotel

Timing: 25 - 29 April 2022 (5-day workshop)

Background:

In the challenging times and unprecedented world of the COVID-19 pandemic, the global trade has fallen by between 13% and 32% in 2020. The COVID-19 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 proactive 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 to get the full benefits of trade, environmental, circular economy, Data & Technology, etc.

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. ITD also plays an important roles and duties in promoting trade and investment. Make a new generation of trade negotiators. 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. ITD provides regular, up-to-date information on trade negotiations and publications explaining the rules of the international trading system.

ITD in cooperation with the Department of Trade Negotiations, Ministry of Commerce, Thailand, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) and World Trade Organization (WTO) would like to organize an Intensive Training Course 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 dimensions.

Objectives:

- To gain a better understanding of how commercial diplomacy has progressed and how it now plays an important role in facilitating international trade, tying in closely with domestic interests and state development goals.
- To shape up with the latest trends, trade promotions, and new trade issues. Current state of affairs, negotiating terms, best practices in commercial diplomacy, commercial diplomacy's effectiveness in the global economy, and negotiating free trade agreements
- To demonstrate the role of different actors from both state and non-state sectors as well as how a good diplomatic system interacts with all the key stakeholders.
- To learn the promotion of exchanges of business delegation and participation in trade negotiators.
- To apply a guidance on best practices to develop advanced negotiation skills and knowledge in the area of commercial diplomacy and international trade negotiations.
- To get a better understanding of the current situation on international trade negotiation skills at both bilateral and multilateral levels.
- To build a network of international collaboration between trade negotiators from countries in the Asia-Pacific region as well as to work collaboratively between regulators and private sector in order to accomplish a common aim.
- To plan and support international trade negotiations as well as to build the capacity of cooperation in the economic and social development of the globalization era.

Expected Outcomes:

- Participants will be ready to perform their role in the international trade negotiation field

- Participants will receive knowledge and understanding on trade policies, trade rules and regulations, and WTO's standard procedures.
- Thailand will raise the standard of the nation negotiators to match the international standard, norm, obligation, and will be able to adapt into the regional and international systems and rules.
- Participants will engage intensively in joint decision-making and sharing views for group work and simulation exercise with classmates and expert lecturers on international economic issues, business trends, trade negotiations as well as lessons learned from regulatory bodies, which can also build connections for future collaboration.

Scope of Training:

The course consists of 10 modules lasting for 1 week.

Topics covered:

- Commercial Diplomacy Today: Overview of the concepts and components of commercial diplomacy
- International economic and business trends
- Negotiating terms, best practices in Commercial Diplomacy
- Lessons Learned: New Trade Issues. Update of current situation.
- Effectiveness of Commercial Diplomacy in the global economy
- Negotiating Free Trade Agreements
- Presentation and networking skills and Negotiations in Commercial Diplomacy / Group work/ Negotiation Exercise and Simulation
- Study Visit at the RCEP Centre, MOC, Thailand: Trade and investment promotion, Updates on Free Trade Agreements

Module 1:

- Approaches and strategies of international trade negotiations
- Overview of the key principles and techniques of trade negotiations
- Concepts and components of commercial diplomacy
- International economic and business trends

Module 2:

- Negotiating terms (BATNA, Reservation value, ZOPA TS)
- Best practices and effectiveness of commercial diplomacy in the global economy
- ESCAP TINA module

Module 3:

- Overview of the WTO Agreements (General Agreement on Tariffs and Trade (GATT), General Agreement on Trade in Services: GATS)
- MSMEs & E-Commerce in trade agreements

Module 4:

- Agreement on Trade-Related Aspects of Intellectual Property Rights: TRIPs

Module 5: Lesson Learned: RCEP

Module 6: Lesson Learned: Trade and Climate Change

Module 7: Lesson Learned: CPTPP

Module 8: Lesson Learned: Trade and Labour

Module 9: Group work / Negotiation Exercise and Simulation

Module 10: Study Visit at the RCEP Center, MOC, Thailand

- Trade and investment promotion
- Updates on Free Trade Agreements

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.

Training Fee: THB 7,500

Bank Information:

Bank: Krungthai Bank (Pathumwan Branch)

Account Name: ITD's Extra-Budgetary Fund

Account Number: 008-1-67278-0

Participating countries: All developing countries defined under the Asia-Pacific region grouping of ESCAP and the World Bank

How to Apply: Complete the ITD application form by scanning the QR code



Deadline: 15 April 2022

Further details: Please contact to Ms. Tanyanun Varapipong, Academic Officer, at e-mail:

tanyanun@itd.or.th