

Strengthening Skills on Commercial and Economic Diplomacy

Training Programme for Indian Government Officials and Business Executives

Jaipur, January 19-21, 2009

Agenda>>

Context

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)
- 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

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

Content

International diplomatic environment

Diplomacy (narrow definition vis-à-vis broad definition); difference between commercial and economic diplomacy; understanding of international diplomatic environment; integrated relationships among issues; trade-offs and leverage across sectors; evolving 'whole of government' approaches; optimal management of human resources; networking skills, motivation and understanding intercultural management

Trade promotion activities: A field perspective

The practical methods for trade promotion; the methods of market share analysis (for products and target markets); a proactive promotional mindset by embassies abroad; support measures from the Trade Ministry; visits by business delegations; participation in trade shows; the method of 'challenge funds'; spreading awareness of best practices, etc

India and the multilateral trading system – From Uruguay Round to Doha Round

- India's participation in the multilateral trading system from the preparatory process for the Uruguay Round through the Uruguay Round negotiations, the preparatory process for the Doha Round and the ongoing Doha Round negotiations
- The trade policy objectives India was pursuing in these four different phases of its engagement with the multilateral trading system and how these objectives evolved and changed during this period
- What negotiating strategies were deployed to secure the objective with what degree of success?
- The nature and extent of national preparation, including stakeholder consultations at home and how this process has evolved since the preparatory phase of the Uruguay Round; the progress that has been made over the years in improving India's substantive preparations, and where more could be done
- India's role in promotion of coalitions and participation in coalitions promoted by others over this period of time
- Outside perception, particularly that of the US, of how India's policies

Simulation exercise on trade negotiations

A negotiation simulation involving four issues involved in a free trade agreement, aimed at exploring the manner in which a bilateral negotiation unfolds, and the possibilities of trade-offs, based on the mutual and shared interests of the two sides, which may lie beneath the surface

State of the Art

A series of interactive sessions will be conducted by a team of eminent and experienced resource persons (former diplomats and trade negotiators). They include: lectures, case analysis, simulation exercises (including mock negotiation) and group discussions. It will provide strategic understanding, sharpen skills, and impart in-depth knowledge of the dynamics involved in commercial and economic diplomacy.

Resource Persons

Geza Feketekuty

Geza Feketekuty is President of the Institute for Trade and Commercial Diplomacy, a non-profit organisation devoted to the development of training materials in commercial diplomacy. He also serves as senior advisor to the Chief Executive Officer of the Overseas Private Investment Corporation, and teaches at the Monterey Institute of International Studies, where he developed an innovative new graduate degree program in commercial diplomacy. He writes, lectures and consults on a wide range of trade policy topics, and provides customized training courses in the area of trade policy and international trade negotiations.

Feketekuty previously served with the Office of the US Trade Representative for 21 years in various senior leadership positions related to trade policy development and international trade negotiations. He also served as the representative and later as the Chairman of the OECD (Organisation of Economic Cooperation and Development) Trade Committee, at a time when the Trade Committee was discussing the issues that might be taken up in the Doha Round. He previously served as an economic advisor in the White House, and as a professor at Cornell and Princeton universities.

He has written numerous articles and books on trade policy issues, including a path-breaking book on trade in services entitled *International Trade in Services: An Overview and Blueprint for Negotiations*, and in 1993 the Group of Thirty published his monogram on *The New Trade Agenda*, which set the stage for a new generation of trade negotiating issues. He has an undergraduate degree in economics from Columbia and graduate degrees from Princeton and Harvard Universities.

Kishan S. Rana

Kishan S. Rana, educated at St. Stephens College, Delhi University; a BA (Honors) and an MA in Economics, joined the Indian Foreign Services in 1960, and was assigned in 1961 to the Indian Commission at Hong Kong to study Chinese. He thereafter served at the Indian Missions in Beijing, Geneva, Beijing again; and at the Ministry of External Affairs, New Delhi. He was an Ambassador to Algeria, 1975-79. Subsequent posts: Ambassador/High Commissioner to Czechoslovakia, Kenya, (Consul General, San Francisco), Mauritius, and Germany. He was a Joint Secretary at the Prime Minister's Office, 1981-82; and at the Ministry of External Affairs, 1982-83.

He retired in 1995 and was a Freelance Business Adviser during 1995 to 1999. Main activities since 1999 include: teaching and writing; Senior Fellow, e-learning Teaching Faculty, DiploFoundation, Malta and Geneva; Commonwealth Adviser to the Namibia Foreign Ministry (2000-01); Professor Emeritus at the Foreign Service Institute, New Delhi, 2001; Honorary Fellow, Institute of Chinese Studies, Delhi; Archives By-Fellow, Churchill College, Cambridge, 2004; Public Policy Scholar, Woodrow Wilson Center, Washington DC, 2005; Chairman, Council on Security Cooperation in the Asia Pacific (CSCAP), India Committee.

His publications include: *Inside Diplomacy*, Manas Publications: New Delhi, 2000; (revised paperback edition August, 2002) [manaspublications.vsnl.com]; *Bilateral Diplomacy*, DiploFoundation, Malta and Geneva, 2002 [www.diplomacy.edu] (South Asian edition, Manas, New Delhi, 2002; Chinese edition: Peking University Press, 2005); *The 21st Century Ambassador: Plenipotentiary to Chief Executive DiploFoundation*, Malta and Geneva, 2004. (South Asian edition: Oxford University Press, New Delhi, 2005; Chinese edition under publication); *Performance Management in Foreign Ministries: Corporate Techniques in the Diplomatic Services* ('Studies in Diplomacy' series of papers, Clingendael, July 2004) [<http://www.clingendael.nl/cli/publ/diplomacy/pdf/issue93.pdf>]; *Asian Diplomacy: The Foreign Ministries of China, India, Japan, Singapore and Thailand* (DiploFoundation, Malta and Geneva, 2007; South Asian edition, OUP, New Delhi, 2008); Co-editor, *Foreign Ministries: Managing Diplomatic Networks and Delivering Value* (DiploFoundation, Malta and Geneva, 2007)

B. K. Zutshi

B. K. Zutshi, Former Member of the Indian Administrative Service, retired in 1996 from the position of secretary to the Ministry of Chemicals & Fertilizers, Government of India. In a career spanning a period of nearly 36 years, he held several key policy-level positions, both in the Government of India and in the Government of Rajasthan.

Zutshi was an Ambassador and Permanent Representative of India to General Agreement on Tariffs and Trade for the period June 1989 to October 1994. He was personally involved in the Uruguay Round negotiations, particularly in the negotiations on services, intellectual property rights, rules. He held the two highest elected posts in the organisation: Chairman of the Council of Representatives for the year 1992 and Chairman of the Contracting Parties for the year 1993. In early 1980s, he was India's Chief Textile Negotiator. From March 1997 to January 2000, he was the vice-chairperson of the Telecom Regulatory Authority of India (TRAI). Since then, he has been associated with the Indian Council for Research on International Economic Relations, New Delhi and CUTS, Jaipur in different capacities.

He has been writing on WTO policy and legal issues and taking part in conferences, seminars and symposia, as keynote speaker, or high level expert, organised by the WTO, the World Bank, the United Nations Conference on Trade and Development, the UN Economic and Social Commission for Asia and the Pacific, International Telecommunication Union, World Intellectual Property Organisation, Caribbean Regional Negotiating Machinery, academic institutions and industry groups (at the national and international levels) on trade policy issues and WTO agreements, particularly on services, trade related aspects of intellectual property rights, agriculture, textiles. He has been a Panel Chairman in a dispute settlement under the WTO and has contributed articles/essays to several edited books.

Some Comments on the 2007 Programme

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 of India***

Such trainings are essential to expose government officials to contemporary issues in negotiations, inter-cultural management and economic diplomacy. ***Kishan S. Rana, Former Indian Ambassador to Germany and Senior Fellow, DiploFoundation***

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***

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 this fundamental one needs to take advance steps for enhancing skills and knowledge. ***Ahmed Farouk Ghoneim, Associate Professor of Economics, Cairo University, Egypt***

Who should Attend

Government: Senior officers such as Joint Secretaries in the Government of India and Principal Secretaries in the State Governments

Business: Senior executives, including from industry associations, handling international business development

Venue

Hotel Golden Tulip, Nirwan Marg, Bani Park, Jaipur 302 016

Fee

Government: Rs. 10,000 per participant

Business: Rs. 25,000 per participant

The fee is non-refundable though substitution is permissible on prior intimation. It includes boarding and lodging, resource materials and CUTS publications on trade and regulatory issues. Travel arrangements to be taken care of by the department/ministry/organisation of the respective participants.

How to Attend

Please find the Application Form below. Last date of receiving the application form is January 16, 2009. The application form along with a bank draft or a cheque (programme fee payable to Consumer Unity & Trust Society, Jaipur) should be sent to CUTS, Jaipur.

APPLICATION FORM

An Interactive Programme on **Commercial and Economic Diplomacy with India**

Jaipur, January 19-21, 2009

A. Personal Information

Name _____

Designation _____

Department _____

Address _____

Phone _____ Fax: _____

Email _____

B. Programme fee payable to Consumer Unity and Trust Society, Jaipur

Mode of Payment (DD/Ch) _____

Instrument No. & Date _____

Name of the Bank _____

Date: _____ Signature: _____

**Completed application form, along with the demand draft/cheque should be sent to
CUTS not later than January 16, 2009**



Consumer Unity & Trust Society (CUTS)
D-217 Bhaskar Marg, Bani Park
Jaipur 302 016
Tel: 0141.2282821 Fax: 0141.2282485
Email: cuts@cuts.org