New Commercial Diplomacy Guide and blended learning approach
The world of Commercial Diplomacy is evolving

• Eyes and ears in foreign markets remains critically important for internationalising firms

• Need to invest more in “frontier” markets in a rapidly changing world, requires increased flexibility

• “All diplomacy is commercial”: trend for Ambassadors to have defined commercial outcomes: export, investment, tourism

• TPOs cannot afford cost of own staff in strategic markets

• More options to buy in specialist expertise, for an expanded presence in target markets

• Opportunities to partner with digital platforms for efficiency and reach (including ITC’s global helpdesk)

= More people, and from non-traditional backgrounds, are expected to carry out commercial diplomacy tasks

= Tasks are changing away from basic desk research to customised solutions and trouble-shooting
Commercial Diplomacy Guide and blended learning approach

Updated Guide – practical advice, checklists, stories

Interactive Workshops - practical exercises, checklist, case studies

Collaboration with ITC Market Intelligence team

E-learning modules through ITC’s Trade Academy

Support for future commercial attachés and train the trainer approach when working with schools of diplomacy and HR departments
Thank you for your support!

Results so far:

Download of guide being tracked and remains high

Workshops on Commercial Diplomacy:

• Nepal and Madagascar: supporting future commercial attachés
• Cambodia: train the trainer, working with schools of diplomacy and HR departments

E-learning modules- scheduled sessions plus on request sessions for a set of participants (the dti South Africa)

Upcoming workshops (Iran, Zimbabwe, Ecuador, Guinea, Barbados, Guatemala)

Guide / workshops and e-learning courses available in English, French and Spanish

Asha’s video
https://youtu.be/Kvt40yL6w2E