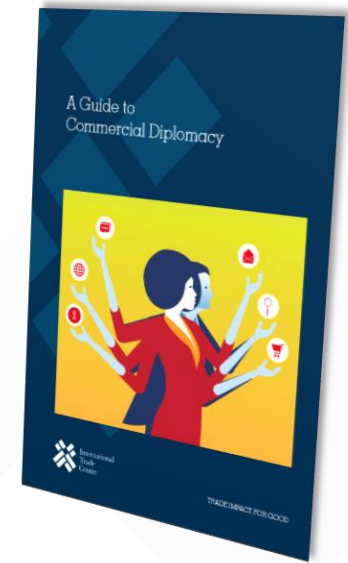


# New Commercial Diplomacy Guide and blended learning approach



# 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>

