



Ministry of Foreign Affairs

# *Trade Promotion and Economic Diplomacy*

*A Shiraka professional development course*

**The Netherlands invites civil servants from the MENA region to apply for a professional development course on Trade Promotion and Economic Diplomacy. Eligible countries are: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, United Arab Emirates, and Yemen.**

The objective of the course is for civil servants working in the field of Economic Diplomacy to share their knowledge and skills enabling them to lead and inspire the modernisation of the trade promotion sector in their home countries. The course also aims to strengthen participants' ties with the Netherlands and the Dutch government; especially between Dutch civil servants and their counterparts in the target countries.

## **Goals of the Trade Promotion and Economic Diplomacy professional development course**

The Ministry of Foreign Affairs of the Netherlands is organising the professional development course with the following aims:

- Developing and reinforcing participant's knowledge and understanding of economic diplomacy and trade promotion;
- Empowering participants with the required skills to formulate and implement successful economic and trade policies;
- Stimulating cooperation between the Netherlands and the MENA region, as well as intraregional cooperation.

Additionally, the course provides participants with the opportunity to develop a valuable network with other civil servants in the region and in the Netherlands.

## **Course outline and content**

The course consists of two consecutive weeks, both taking place in December at the Clingendael Institute in The Hague. The focus will be on developing and enhancing the participant's theoretical and contextual knowledge regarding economic diplomacy and trade promotion. Clingendael and Berenschot experts, as well as external lecturers, will share their experiences and reflections on the best economic strategies with the participants. A working visit to the Netherlands' Ministry of Foreign Affairs will be organized, as well as meetings with Dutch companies and practitioners.

In addition, the course will focus on the development of personal skills required to engage and influence potential economic partners, to effectively set up a trade mission, and how to bring about change in the participant's own organization as well the investment climate of his/her own country.

During the two training weeks participants will work on a 'back home action plan'. This collaboration will empower participants to further apply their recently cultivated knowledge and skills in their own organisations after course completion.

### Dates, location and language

The professional development course will take 2 weeks in total. Both training weeks take place in the Netherlands.

(2 December arrival) **3 December-14 December 2018** (15 December departure)

The courses will be in English, with interpretation into [Arabic/ French]. Participants are obliged to attend both parts in full. After completing the course, participants will receive a certificate.

### Costs and fees

The Dutch government will take care of all relevant costs for participants from countries on the [OECD-DAC list](#). This includes international travel, board and lodging, visa and insurance, and tuition fees for the course. Participants from countries that are not on the OECD-DAC list will pay for their own international travel costs; flight tickets and visa. Board and lodging, insurance and tuition fees for the course will be covered by the Dutch government.

All applicants are responsible for the organisation and costs of travelling to the airport in their own country. In case of no-shows or cancellations within four weeks before the start of the training, the organisation has the right to claim all costs incurred from the participants' employer.

### Application

Applications should be made online before **8 October**. To apply you have to create an account first which will enable you to fill out the online application form. Go to the website:

<http://www.shiraka.nl/en/courses/>

Click on "Apply" and scroll to Trade Promotion and Economic Diplomacy. Click on "Apply here: application form". Click on create an account and enter your personal information and login information. Click on register. After you have registered, your account is created. Log on to fill in the application form for Trade Promotion and Economic Diplomacy, and save the form. Once you save your application form, you will have successfully applied. You will receive a confirmation e-mail.

### Selection criteria are:

- Administrative check. Fully documented applications received before the deadline.
- Match of job position and learning goals with the topics of the course and motivation.
- Between 5 and 10 years relevant work experience as civil servant in economic diplomacy or trade/investment promotion.
- No (previous) participation in other Shiraka or Matra-South Training Programmes.

We encourage female civil servants to apply. There are 25 places available, which will ideally be divided equally between the invited countries. A passive understanding of the English language would be a plus. Please be aware that this won't be used as a selection criteria.

### Shiraka training programme

The course will be organised as part of the Shiraka programme, an initiative of the Ministry of Foreign Affairs of the Netherlands. Shiraka is a Dutch bilateral effort dedicated to contributing to political development in the MENA region. Through this Shiraka training programme, the Netherlands Ministry of Foreign Affairs aims to stimulate and support sustainable transition in the MENA region and to strengthen relations between the Netherlands and the target countries.

### More Information

MI@rvo.nl (for questions concerning the database);  
hwurzer@clingendael.org (for questions concerning the course)

The Shiraka Training Programme is an initiative of the Dutch Ministry of Foreign Affairs. The unit International Projects, Missions & Matchmaking of the Netherlands Enterprise Agency implements the Shiraka Training Programme. The Trade Promotion and Economic Diplomacy professional development course will be organized by Clingendael and Berenschot.

Ministry of Foreign Affairs  
Rijnstraat 8  
P.O. Box 20061 | 2500 EB  
The Hague, the Netherlands



Netherlands Enterprise Agency