



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 online 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, Yemen.

The objective of this online course is for civil servants and other relevant professionals working in the field of economic diplomacy to share their knowledge and skills enabling them to lead and inspire the modernization of trade promotion mechanisms 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 organizing 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 Arab 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

This online course consists of three modules of three days spread over three weeks in February 2021. The focus will be on developing and enhancing the participants' theoretical and contextual knowledge regarding economic diplomacy and trade promotion. Clingendael and Berenschot experts, as well as external lecturers, will share their experiences, insights and reflections on the best practices with the participants. The training will be fully digital using Clingendael Academy's online platforms. During the COVID-19 crisis, Clingendael Academy gained extensive experience with providing quality trainings online.

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 three training weeks, participants will work in groups on a 'back home action plan'. This collaboration will empower participants to further apply their recently cultivated knowledge and skills in their own organizations after course completion.

Dates, location and language

This professional development course will be spread over 3 weeks, with online meetings on Monday, Tuesday and Thursday every week. Participants will prepare materials and modules at their own pace in between the scheduled online moments. In total the online course will be equivalent to a 10 day in-person training.

Week 1 Starts Monday 1st of February (Online)

Week 2 Starts Monday 8th of February (Online)

Week 3 Starts Monday 15th of February (Online)

The course will be delivered in English, with a possible interpretation in French or Arabic, so participants need to be English or French speaking for this course. The course is intensive and demanding. We recommend participants to be relieved from work related duties during this training course.

It is compulsory to attend all parts in full. After completing the course, participants will receive a certificate of competition.

Technological requirements

The course will be offered online through the digital platform Zoom. In order to attend, participants should have a reliable internet connection and a device allowing a connection through Zoom (with a camera and a microphone). Clingendael Academy will provide the participants with a link to join the online meetings.

Application

Applications should be made online before **22 January 2021**. 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. Login to fill in the application form for Trade Promotion and Economic Diplomacy and save the form. After saving your application form, you have successfully applied. You will receive a confirmation email.

Eligibility criteria:

- 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 in Economic diplomacy and Trade promotion as a civil servant. Relevant applicants from private and semi-public organizations in these fields may also be considered.
- No (previous) participation in other Shiraka or Matra-South Training Programmes.
- Active English and or French speaking skills are required.

We encourage female participants to apply. There are 25 places available, which will ideally be divided equally between the invited countries.

Shiraka training programme

The course will be organized 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

IO@vo.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 department International Entrepreneurship of the Netherlands Enterprise Agency implements the Shiraka Training Programme. The Trade Promotion and Economic Diplomacy professional development course will be organized by Clingendael.

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



Netherlands Enterprise Agency