



Ministry of Foreign Affairs

Trade Promotion and Economic Diplomacy

A Shiraka professional development course

The Netherlands invites civil servants and relevant semi-public organisations from the MENA region to apply for a professional development course on Trade Promotion & Economic Diplomacy. Eligible countries are: Algeria, Egypt, Iran, Iraq, Jordan, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories, Sudan and Tunisia.

The objective of the online course is for those, who are working in the field of economic diplomacy to share their knowledge and skills enabling them to lead and inspire the modernisation of trade promotion in their home countries. The course also aims to strengthen participants' ties with the Netherlands and stakeholders in the Dutch trade promotion sector.

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 counterparts in the region and in the Netherlands.

Course outline and content

The online course consists of three modules of three days spread over three successive weeks in November and December 2021. 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. The training will be fully digital using Clingendael Academy online platforms. During the COVID-pandemic, Clingendael Academy and Berenschot gained extensive experience with providing high 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 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.

Please note that this is an intensive course requiring on- and off-line work. We recommend participants to be exempted from work-related duties on the days when live sessions are planned.

Dates, location and language

The professional development course will be spread on 3 weeks, with online meetings on Monday, Tuesday and Thursday every week. Some self-paced learning will take place in between the online moments. In total the online course will be equivalent to a 10 day in-person training:

Week 1 Starts Monday 22 November (Online)

Week 2 Starts Monday 29 November (Online)

Week 3 Starts Monday 6 December (Online)

The course will be in English, with interpretation into Arabic or French when and if needed. Participants are obliged to attend all parts in full. After completing the course, participants who attended all sessions will receive a certificate.

Costs and fees

The Dutch government will take care of all relevant costs for participants. This includes tuition fees for the online course. In case of no-shows or cancellations within four weeks before the start of the first part of the training, the organisation has the right to claim all costs incurred from the participants' employer.

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 meeting daily. The digital training platform Moodle will also be used to share materials and as a communication platform with the participants.

Application

Applications should be made online before **1st November 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>

Click on "Register" and scroll to Trade Promotion & Economic Diplomacy. Click on "Apply". You will be asked to login using an e-mail address and password. If you do not have an account yet click on register and fill in the required information. Click on "register". You will now receive an e-mail asking you to confirm your e-mail address. After you have confirmed, your account is created. Login to fill in the application form for Trade Promotion & Economic Diplomacy and save the form. After saving your application form, you have successfully applied. You will receive a confirmation e-mail.

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;
- No (previous) participation in other Shiraka or Matra-South Training Programmes;

We encourage women to apply, as we highly value diversity amongst our participants. 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.

The Shiraka programme aims to close the gap between government and civilians, among which the semi-public sector. Civil servants are the main target group. However, a limited amount of places is available for participants from semi-public organisations. We welcome participants from organisations that are closely liaised to public actors in the mentioned field, play a direct or active role in the value chain, or are directly affected by policy development and should therefore be involved.

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@rvo.nl (for questions concerning the application and 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.

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Affairs

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