



**Are you a civil servant or do you work for a semi-public organisation in the Middle East and Northern Africa (MENA) region? If so, we invite you to register for a professional development training course on**

**Trade Promotion & Economic Diplomacy**

**For whom?**

We invite all professionals working in trade promotion and economic diplomacy to this upcoming hybrid training (1 week online, 1 week in the Netherlands). It offers a unique opportunity to share your knowledge and skills with other participants. After the training course, you can lead and inspire in the field of trade promotion & economic diplomacy in your home country.

This training course is for civil servants and semi-public organisation employees from the countries: Algeria, Egypt, Iran, Iraq, Jordan, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories and Tunisia.

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.

To register, you must have between 5 to 10 years of relevant work experience in Trade Promotion & Economic Diplomacy. Also, you must not have participated in another Shiraka or Matra-South training programme before. As we value diversity among our participants, we encourage women to register.

## Training course goals

The programme on trade promotion and economic diplomacy will help you:

- Develop and reinforce your knowledge and understanding of economic diplomacy and trade promotion;
- Empower you with the required skills to formulate and implement successful economic and trade policies;
- share your knowledge and skills in your home country;
- develop a valuable network with counterparts in your region, country and the Netherlands;
- strengthen connections with the Netherlands and stakeholders in the Dutch economic and trade promotion sector.

This training course is part of the Shiraka training programme. This is an initiative from the Ministry of Foreign Affairs. Shiraka is a Dutch bilateral effort that contributes to a sustainable development of the MENA region.

The ministry aims to stimulate and support sustainable transition in the MENA region. It also aims to strengthen relations between the Netherlands and the target countries.

## Training course topics

The training course covers the following:

**Themes/topics:** Coordination of Economic Diplomacy, prioritizing trade promotion objectives, Public Diplomacy & Nation branding, public private partnerships, WTO & Trade Diplomacy;

**Trade promotion skills:** Market Analysis, Attracting Foreign Direct Investment and organizing trade missions,

**Personal and team skills:** Skills in project management, presentation & public speaking, intercultural communication, change management and negotiation.

## Training course details

- As all sessions are in English, we recommend an intermediate understanding of English.
- Live interpretation during meetings and sessions into Arabic and/or French are available.
- We can offer the training course to 25 people. We will divide this number between the participating countries based on the quality of applications.
- The entire training course will last 2 weeks (9 working days: 4 online and 5 in person) and one online day to present Back Home Action Plans. We expect you to attend all sessions.
- Study visits and social activities are a part of the training course.
- Upon completion, you will receive a certificate of participation.

### Training course itinerary

The training course takes place in 2 parts, at 2 locations:

	Dates	City	Country
<b>Part 1</b>	17- 20 October	ONLINE	ONLINE
<b>Part 2</b>	24-28 October	The Hague	The Netherlands
<b>Part 3</b>	TBD 1 day	ONLINE	ONLINE

If the international health and travel restrictions make it impossible to organise a training in the Netherlands, an alternative solution will be offered. This can be an online training. In case the training is organised online, we expect participants to have good computer skills, sufficient access to a computer with a recent operating system and a good internet connection (participants must be able to use Zoom, Word, PowerPoint etc.).

### To do for all participants



- You must organise and pay for your travelling costs to the airport in your home country.
- You are responsible for organising the process of your visa application and PCR tests in your home country.
- You must follow the COVID-19 travel measures and regulations of the Dutch Government during your travel to and upon your arrival and stay in the Netherlands.  
For more information in English, see [Coronavirus COVID-19 | Government.nl](#).

### Costs for participants from countries on the [OECD-DAC list](#)



- The Dutch government will cover all relevant costs. This includes international travel, accommodation, meals during the training days, visa and insurance, PCR tests and tuition fees.
- If you travel from an international airport outside your home country, local travel costs are at your expense. You will receive compensation for the international part of your journey.

### Costs for participants from countries not on the [OECD-DAC list](#)



- You must organise and pay for your international travel costs, flight tickets and visa.
- The Dutch government will cover the costs for accommodation, insurance, PCR tests and tuition fees.

### No-show or cancellation costs



- In the case of a no-show or if you cancel within 4 weeks before starting the training course, the organisation has the right to claim all costs from your employer.

## How to apply

- The closing date for registration is **8 September 2022**.
- Go to our [Shiraka training courses overview](#) and select the course of your choice via the 'apply' button.
- [Login](#) or create an account via the '[register](#)' button to apply.

### More information

[IO@RVO.nl](mailto:IO@RVO.nl) (for questions concerning application and the database)

[hwurzer@clingedael.org](mailto:hwurzer@clingedael.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 & Economic Diplomacy professional development course will be organised by the Clingendael Institute.

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