



*The Module of Training Program on
“Trade Diplomacy and International Trade Negotiation”*

Objective:

The key objective of the Training on “Trade Diplomacy and International Trade Negotiation” is to equip both Public and Private Sector officials with the rudimentary knowledge of **trade diplomacy and trade negotiation**. This course will accentuate the participants’ understanding of both theoretical and analytical tools and techniques for dealing with trade related issues effectively while negotiating trade at the national or international level.

Rationale:

Bangladesh will graduate as a developing country in 2026, in continuation of the extraordinary and impressive socio-economic development during the last decade. The government envisions to turn the country into a 'Smart Bangladesh' by 2041 while making it a developed one. Evidently, Foreign trade has a significant positive impact on economic growth in Bangladesh having trade-GDP ratio of 32.64 percent in FY 2022-23. Moreover, the Government of Bangladesh, in its 8th-Five-Year-Plan, has put special emphasis on export-led growth strategy. Currently, the Government, among many other strategies, is underscoring building economic partnerships with different potential countries in order to sustain the export growth.

The country at this juncture of its development history is facing multiple challenges. First, some uncertainties are looming large on the horizon for the recovery from the pandemic and return to new normalcy in the post-COVID era, both on the domestic and global front. Second, the withdrawal of International Support Measures (ISMs) upon graduation is likely to impact unfavorably its international trade, development cooperation, and concessional cross-border financing. Third, product diversification and market diversification are the key factors for a sustainable graduation. Fourth, human resource development of both public and private sector in the context of changed scenario calls for special attention. There is a consensus among experts, academics as well as government policy makers that sustainable graduation critically hinges on a smooth transition strategy.

The Regional Trade Agreement (RTA) Policy 2022 formulated by the Ministry of Commerce, Government of Bangladesh, proposed for establishing a Trade Negotiation Committee and a Trade expert pool in order to retain knowledge and expertise in the



domain of trade analysis and negotiation. In accordance with the RTA Policy guidelines, the Ministry of Commerce has also proposed a Trade Negotiation Structure which includes different ministries, agencies, private sector experts, think tank and academia. The officials associated with the Trade Negotiation Structure require to be embellished with expertise in trade diplomacy and negotiations. One of the key objectives of BFTI is to provide trainings to the public and private sector officials, businessmen and professionals to equip them with the capacity on trade- related issues. Realizing the importance, BFTI is going to organize the exclusive training program for public and private sector officials engaged in trade in different capacities.

<i>Training Details</i>	
Organizing Institution	Bangladesh Foreign Trade Institute
Date	27 December 2023-02 January 2024
Time	09:30 am to 5:00 pm
Venue	Academic Block, BFTI, TCB Bhaban (5 th Floor), 1 Karwan Bazar, Dhaka-1215, Bangladesh
Course Fee	Tk. 25,000 Taka (Per Person, excluding VAT & Tax). It will cover food, bag, training materials, etc.
Course Duration	5-day-long
Targeted participants	Officials of Ministry of Commerce, Ministry of Foreign affairs, Finance Division, Planning Division, ERD, NBR, Ministry of Industry, BTTC, BIDA, BEZA, BEPZA, Trade body including FBCCI, DCCI, MCCI, BASIS, BGMEA, BKMEA, BCI, any other interested public and private sector officials.
Course Coordinator	Md. Julfikar Islam (Research Manager) Cell Phone: +8801733-567463 Email: julfikar.bfti@gmail.com
Assistant Coordinators	S. Jobayear Ahmed (Research Associate) Cell Phone: +8801829-650075 Email: jobayear.bfti@gmail.com Mahfuza Khanom (Administrative Officer, BFTI) Cell Phone: +8801911-505292 Email: info@bfti.org.bd or shapla4791@gmail.com

Tentative Training Schedule

<i>Duration</i>	<i>Description</i>	<i>Resource Persons</i>	<i>Duration (Minutes)</i>
Day One (27 December 2023)			
9:30 AM - 10:00 AM	Registration		30
10:00 AM- 11:00 AM	<p>Opening Session Welcome Remarks: Mr. Md. Obaidul Azam, Director, BFTI.</p> <p>Chief Guest: Mr. Mahbubul Alam, President Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Bangladesh.</p> <p>Special Guest: Mr. Noor Md. Mahbubul Haq Additional Secretary (FTA) Ministry of Commerce</p> <p>Chairperson: Dr. Md. Jafar Uddin, Chief Executive Officer, BFTI. (Former Senior Secretary, Ministry of Commerce)</p>		60
11:00 AM- 11.15 AM	Tea-break		15
11:15 AM - 1.00 PM	<p>Session 1: Defining Trade Diplomacy ➤ <i>Concepts and components of commercial diplomacy</i></p>	<p>Ambassador Mashfee Binte Shams, Rector, Foreign Service Academy, Ministry of Foreign Affairs</p>	105
01.00 PM- 02.00 PM	Lunch Break		60
02.00 PM- 03.30 PM	<p>Session 2: Defining Trade Diplomacy (contd.) ➤ <i>Theoretical underpinnings of Negotiation.</i> ➤ <i>Negotiation and conflict management.</i></p>	<p>Ambassador Mashfee Binte Shams, Rector, Foreign Service Academy, Ministry of Foreign Affairs</p>	90
03.30 PM- 03.40 PM	Tea Break		10
03.40 PM - 5.00 PM	<p>Session 3: International business and Bangladesh ➤ <i>International business trends</i> ➤ <i>Bangladesh in international geopolitics</i></p>	<p>Dr. Farhana Iris Joint Secretary (WTO Section-3), WTO Wing, Ministry of Commerce</p>	80

<i>Duration</i>	<i>Description</i>	<i>Resource Persons</i>	<i>Duration (Minutes)</i>
Day Two (28 December 2023)			
09:30 AM- 11:00 AM	Session 4: International trade agreements: <ul style="list-style-type: none"> ➤ <i>Types of agreements</i> <ul style="list-style-type: none"> ▪ <i>MoUs, PTA, FTA, CEPA etc. (Plurilateral/ Bilateral)</i> ▪ <i>Multilateral, Regional (ASEAN, BIMSTEC, APTA, SAFTA, NAFTA etc.)</i> 	Md. Abdus Samad Al Azad <i>Joint Secretary (FTA-1)</i> <i>Ministry of Commerce</i>	90
11:00 AM- 11.15 AM	Tea-break		15
11:15 AM - 1.00 PM	Session 5: Overview of the WTO Agreements: <ul style="list-style-type: none"> ➤ <i>Overview of WTO</i> ➤ <i>General Agreement on Tariffs and Trade (GATT)</i> ➤ <i>General Agreement on Trade in Services: GATS</i> ➤ <i>Micro, small and medium entrepreneurs (MSMEs) and E-Commerce in trade agreements</i> 	Mohammad Mashooqur Rahman Sikder <i>PS to Hon'ble Minister</i> <i>Minister Office</i> <i>Ministry of Commerce</i>	105
01.00 PM- 02.00 PM	Lunch Break		60
02.00 PM- 03.30 PM	Session 6: Overview of the WTO Agreements <i>Agreement on Trade-Related Aspects of Intellectual Property Rights: TRIPS</i>	Md. Hafizur Rahman, Member, <i>Bangladesh Competition Commission</i> <i>and</i> <i>Former DG,WTO Wing,</i> <i>Ministry of Commerce</i>	90
03.30 PM- 03.40 PM	Tea Break		10
03.40 PM - 5.00 PM	Session 7: Presentations on: <ul style="list-style-type: none"> • <i>Salient Features of Trade negotiations: Definition, characteristics and process.</i> • <i>Technical Notes on FTA Negotiation: Key elements of FTA</i> 	Dr. Mostafa Abid Khan <i>Former Member</i> <i>Bangladesh Trade and Tariff Commission</i>	80

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Day Three (31 December 2023)			
09:30 AM- 11:00 AM	Session 8: Methods of international trade negotiations. <i>Methods:</i> <ul style="list-style-type: none"> ➤ <i>BATNA</i> ➤ <i>Reservation value</i> ➤ <i>ZOPA and Others</i> ➤ <i>Principled Negotiation</i> 	Dr. Chowdhury Saima Ferdous <i>Professor</i> <i>Department of International Business, Faculty of Business Studies, University of Dhaka</i>	90
11:00 AM- 11:15 AM	Tea Break		15
11:15 AM - 1.00 PM	Session 9: Overview of negotiation techniques <ul style="list-style-type: none"> ➤ <i>Key skills of trade negotiations</i> ➤ <i>Communication (Active listening, verbal, non-verbal, speaking etc.)</i> ➤ <i>Planning (Expectation Management, adaptability, etc.)</i> ➤ <i>Strategizing (prepare for several scenarios, rapport building etc.)</i> ➤ <i>Persuasion (ability to influence)</i> 	Dr. Chowdhury Saima Ferdous <i>Professor</i> <i>Department of International Business, Faculty of Business Studies, University of Dhaka</i>	105
01.00 PM- 02.00 PM	Lunch Break		60
02.00 PM- 03.30 PM	Session 10: Cross-cultural Negotiations <ul style="list-style-type: none"> ➤ <i>Knowing culture, history and important personalities</i> ➤ <i>Etiquettes/ Protocol (greetings, level of formality, business dress, gifts etc.)</i> ➤ <i>Body language (eye contact, personal space, contact between genders etc.)</i> ➤ <i>Language issues (interpretation and translation)</i> ➤ <i>Relationship issues (relationship/ rapport building)</i> ➤ <i>Timing issues</i> 	Dr. Md. Jafar Uddin Chief Executive Officer <i>Bangladesh Foreign Trade Institute (BFTI)</i>	90

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03.30 PM-03.40 PM	Tea Break		10
03.40 PM-5.00 PM	Session 11: Negotiation Approaches and strategies <ul style="list-style-type: none"> ➤ Types of Negotiation (G2G & B2B) ➤ Networking (formal and informal) ➤ Options for mutual gain: Believe in win-win ➤ Keep things positive and when they attack-hold your fire ➤ Ask good questions ➤ Present multiple equivalent offers simultaneously ➤ Don't be afraid to ask ➤ Don't absorb their problem 	Md. Abdur Rahim Khan Additional Secretary (Export), Export Wing, Ministry of Commerce	80
Day Four (01 January 2024)			
09:30 AM - 11.00 AM	Session 12: Overview of the WTO Agreements <ul style="list-style-type: none"> ➤ Sanitary and Phytosanitary (SPS) and Technical Barriers to Trade (TBT) measures ➤ Trade Facilitation Agreement 	Md. Obaidul Azam Director, Bangladesh Foreign Trade Institute (BFTI)	90
11:00 AM-11.15 AM	Tea Break		
11.15 AM-01.00 PM	Session 13: Attachment with Bangladesh Foreign Service Academy		105
01.00 PM-02.00 PM	Lunch Break		
02.00 PM-03.30 PM	Session 14: Attachment with Bangladesh Foreign Service Academy		90
03.30 PM-03.40 PM	Tea Break		
03.40 PM-5.00 PM	Session 15: Attachment with Bangladesh Foreign Service Academy		80

<i>Duration</i>	<i>Description</i>	<i>Resource Persons</i>	<i>Duration (Minutes)</i>
Day Five (02 January 2024)			
09:30 AM - 11:00 AM	Session 16: Best Practices of trade diplomacy: one or two best practices will be discussed (Bhutan and Vietnam, Thailand etc.)	Mr. Noor Md. Mahbubul Haq Additional Secretary (FTA) Ministry of Commerce	90
11:00 AM- 11:15 AM	Tea Break		15
11:15 AM- 01:00 PM	Session 17: Simulation Exercise: Part 1 <ul style="list-style-type: none"> Two Groups named Alba and Morad will be formed. Circulation of technical notes, background papers, Zero Text and position papers of each Group will be done on Day -1 Alba will respond to the proposal of Morad with argument and will propose a modified text. Both countries will have clarified their position through question and Answer 	Dr. Mostafa Abid Khan Former Member Bangladesh Trade and Tariff Commission	105
01:00 PM- 02:00 PM	Lunch Break		60
02:00 PM- 03:30 PM	Session 18: Simulation Exercise: Part 2 <ul style="list-style-type: none"> Each group discusses and develop their final negotiating positions 	Dr. Mostafa Abid Khan Former Member Bangladesh Trade and Tariff Commission	90
03:30 PM- 03:40 PM	Tea Break		
03:40 PM- 04:20 PM	Session 19: Simulation Exercise: Part 3 <ul style="list-style-type: none"> Actual text- based negotiations (text appears at screen) Assessment 	Dr. Mostafa Abid Khan Former Member Bangladesh Trade and Tariff Commission	40

<i>Duration</i>	<i>Description</i>	<i>Resource Persons</i>	<i>Duration (Minutes)</i>
04.20 PM- 04.50 PM	<p><i>Closing Session and Certificate Award Ceremony</i></p> <p><i>Remarks by: Mr. Md. Obaidul Azam, Director, BFTI</i></p> <p><i>Chief Guest: Dr. Md Khairuzzaman Mozumder Secretary, Finance Division, Ministry of Finance</i></p> <p><i>Chairperson: Dr. Md. Jafar Uddin Chief Executive Officer, BFTI. (Former Senior Secretary, Ministry of Commerce)</i></p>		30

***Note: The date, time, guests and resource persons may change subject to their availability**