



# ECONOMIC DIPLOMACY TOOLKIT

**Executive Education**  
Master Class

Special Edition for  
**AFRICAN  
DIPLOMATS**

THIRD EDITION



FORWARD STEP TWARD NATIONAL INTEREST

**PROFESSIONAL  
DIPLOMA IN  
ECONOMIC  
DIPLOMACY**

BY IBDL FOUNDATION

- ▶ Participants will receive an International Professional Certificate issued by: IBDL Foundation.
- ▶ Accredited and recognized worldwide by Management Development Institute (MDI) at Missouri State University proving their ability to perform Economic Diplomacy.
- ▶ Most educational resources by McGraw Hill and Pearson.



# ECONOMIC DIPLOMACY TOOLKIT

This capacity building program is designed to provide the knowledge and competencies for “Economic Diplomacy”. The program enable diplomats to promote foreign direct investment (FDI) for their respective countries. This program is expected to boost investment opportunities within and between African countries by unifying business language and practices and by helping to create an environment more conducive to business.

This 10 days program will cover topics related to economic diplomacy and the role of diplomats within the new 21st century era.

Worth noting that IBDL certifications are the first and pioneering certifications of their kind in Business Administration field and are particularly designed and developed for capacity building in different management and economics fields.

## DIPLOMA AT A GLANCE

### ADMISSION REQUIREMENTS

- ▶ Bachelor’s Degree
- ▶ 2-3 years of relevant professional experience
- ▶ Proficiency in English or French

### TARGET AUDIENCE

The primary target audience for the Professional Diploma in Economic diplomacy All participants should preferably be candidates from foreign ministries.

The Diploma is also open to other interested participants and IBDL will make a selection based on the applications received.

The program is to designed for all professionals who are involved in the Economic Diplomacy; that includes, but limited to career diplomats with a minimum of 2 years professional experience within the foreign affairs ministry, as well as employees of any governmental entity involved in setting up the economic policies and framework designed to attract foreign direct investment and/or exports promotion to the international markets within the government.

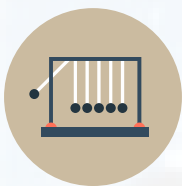
## REQUIREMENTS TO BE AWARDED THE DIPLOMA

- 1- Participants are required to attend at least 8 of the 10 days offered by IBDL's Economic Diplomacy Program.
- 2- Participants will engage in simulation and exercises during the workshop, which trainers will assess in accordance with the learning objectives of each workshop on a pass or fail basis.
- 3- All participants will submit a final paper based on an aspect covered in one of several workshops.

## ECONOMIC DIPLOMACY TOOLKIT HIGHLIGHTS

The Economic diplomacy toolkit is a designed for African diplomats. It allows you to earn 10-days, lock-step program your Professional Diploma in Economic diplomacy without interrupting your careers.

**80 study hours Include the following :**



EXECUTIVE  
EDUCATION



WORKSHOPS &  
SIMULATIONS



STRATEGIC &  
ECONOMIC GAMES



CASE STUDIES &  
FACT STORIES



EXPERIENTIAL  
LEARNING



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## PROGRAMME OBJECTIVES

*UPON SUCCESSFUL COMPLETION OF THE COURSE,*

*THE PARTICIPANTS WILL BE ABLE TO:*

- ▶ Have a clear understanding of the changes that occurred on the diplomats duties and current practices during the 21<sup>st</sup> century.
- ▶ Gain hands on negotiation practices based on the different up-to-date conflict management practices within the current regional and global conflicts.
- ▶ Capable to promote their country economy as an attractive environment for foreign direct investment within the current regional and international economic context.
- ▶ Capable to promote and support exports from his country towards the international markets.
- ▶ Promote their respective country as a Nation Brand, with the necessary marketing insight that it implies.

# PROGRAMME OUTLINE

## 10 FACE-TO-FACE DAYS WORKSHOP

### DAY 01:

#### ► STRATEGIC THINKING AND GLOBAL ECONOMY OVERVIEW

Circular economy and its implications in reshaping the global economy  
Environmental implications in the global economic eco system  
Economic conflicts currently in the hot spot within the global context  
The global resource map and the expected waves of global conflicts

### DAY 02:

#### ► THE CHANGING NATURE OF DIPLOMACY

Modern diplomacy versus classical diplomacy facts & quotes  
How and when historically the diplomats starts reshaping their roles  
Profile & skill sets of the modern diplomats  
How the role of the diplomats has evolved to adapt modern times

### DAY 03:

#### ► DEVELOPING DIPLOMATIC PRACTICES

Conflict resolution & negotiation skills as key elements  
Different facets of negotiations  
Practical historical negotiation cases and the factors of success  
Conflict resolution & negotiation role play

## DAY 04:

### ▶ **THE ROLE OF DIPLOMATS IN FDI & INVESTMENT PROMOTION**

FDI definition as per the international standards  
FDI vs Non-FDI misleading cases  
Understanding the investment decision at the corporate level  
Investment location benchmarking process  
The role of the diplomats as influencer in the investment location benchmarking

## DAY 05:

### ▶ **THE ROLE OF DIPLOMATS IN FDI & INVESTMENT PROMOTION**

The investment promotion network  
The role of the diplomats within the investment promotion  
Investment promotion techniques & tools  
Managing investment leads  
Designing and delivering the promotion message  
Identifying target companies  
Managing the meeting with potential investors  
Handling information  
Diplomats & aftercare

## DAY 06:

### ▶ **ORIENTATION BRIEFING ON MULTILATERAL WORKING ENVIRONMENT**

In order to perform efficiently multilateral working environment, it is crucial for diplomats to have a sound knowledge of the structure and functioning of the UN System based components. This workshop will provide participants with an overview of the United Nations System and strengthen their understanding of both the mandate and governance systems of some of main organizations.



# ECONOMIC DIPLOMACY TOOLKIT

## DAY 07:

### ▶ *THE ROLE OF DIPLOMATS IN NATION BRANDING*

- Basics of marketing
- What is branding
- Nations as a product to be branded
- Examples of branded nations
- Public relations as tool for branding nations
- Tools & techniques for nation branding as a comprehensive package
- Identity versus image in nation branding
- The six criteria of nation branding

## DAY 08:

### ▶ *THE ROLE OF DIPLOMATS IN NATION BRANDING*

- Understanding the Nation Branding Index (NBI) & its components
- The supranational dimension
- Group work and practical session
- Analyze "simulation" to upgrade your country in the **Nation Branding** index's





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## DAY 09:

### ► **PUBLIC SPEAKING AND MEDIA RELATIONS**

The first part of this training will focus on public speaking techniques including the essential elements of preparation, structure and delivery through a mixture of trainer input and practical activities. Participants will have to deal with simulated situations of public speaking and receive feedback from the group and the trainer. The second part of this training will focus on media relations and will allow participants to find their own “comfort zone” when dealing with the media, encouraging them to project personality and communication skills naturally and confidently.

## DAY 10:

### ► **STRATEGIC & ECONOMIC GAME**

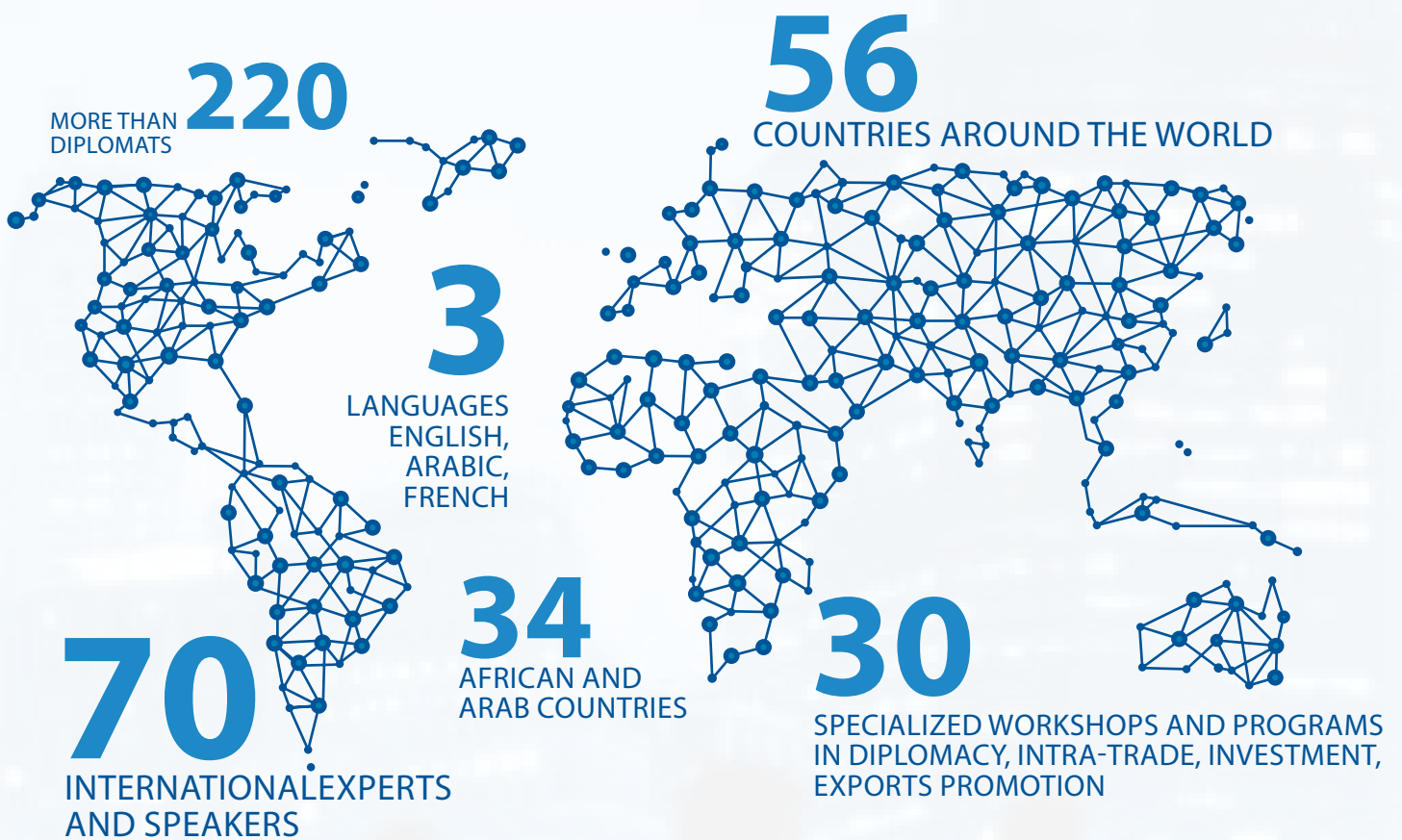
Practical session animated by a simulation game  
The game application secure a practical understanding of the course concepts  
A hands on application that leverage the educational experience to a higher level



## FACTS AND FIGURES

Our Capacity building programs offer great opportunities for experiential learning, high level discussions and global networking.

The following statistics demonstrate the success and diversity of our IBDL programs and workshops for the 2016-2017 period.





# ECONOMIC DIPLOMACY TOOLKIT

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