



INTRA-TRADE TOOLKIT

**AFRICA NEEDS
TO TRADE WITH
ITSELF**

THE ROLE OF ECONOMIC DIPLOMACY TO
SUPPORT INTRA-REGIONAL TRADE

7 DAYS
Executive Education
Master Class

Special Edition for
**AFRICAN
DIPLOMATS**

FIRST EDITION



PDPI

PROFESSIONAL
DIPLOMA IN
PROMOTING
INTRA-TRADE

AFRICA NEEDS TO TRADE WITH ITSELF | 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.






INTRA-TRADE TOOLKIT

Africa, which covers approximately 30 million square kilometers, is the second-largest continent in the world and approximately three times the size of the United States. Viewed from the perspective of its economy, however, Africa is quite small. In 2010, its gross domestic product was approximately \$1.6 trillion, compared with the U.S.'s \$14.5 trillion GDP. Given these small economic dimensions, the commercial engagement between African countries will be crucial for generating economic growth and raising the standards of living for many on the continent. And here comes the role of economic diplomacy in promoting the system of intra-trade. Although intra-African trade is not a panacea for development, it is quite important. It can help the continent's industries become more competitive by creating economies of scale and weeding out producers that are less productive in the marketplace. It can establish and strengthen product value chains and facilitate the transfer of technology and knowledge via spillover effects. And it can incentivize and spur infrastructure development and attract foreign direct investment. For these reasons, expanding intra-African trade is a key to accelerating economic growth on the continent.

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 6 of the 7 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.

INTRA-TRADE TOOLKIT HIGHLIGHTS

The Economic diplomacy toolkit is a designed for African diplomats. It allows you to earn 7-days, lock-step program your Professional Diploma in Economic diplomacy without interrupting your careers.

56 study hours Include the following :



WHY INTRA-AFRICAN TRADE IS DIFFERENT?

TRADE NOT AID

The economic theory has identified two orders of factors explaining why countries trade with one another. On the one hand, the differential endowments of production factors open the scope for mutually beneficial international trade, in accordance with the concept of comparative advantage. On the other hand, the so-called "new trade theory" emphasizes the importance of scale economies and posits that significant gains can be obtained from the exchange of similar but differentiated products. While the former approach implies that countries with similar production structures should have fewer reasons to trade with each other, the latter suggests that a deeper integration - even among countries at similar stages of development - could entail significant gains from intra-industry trade. Hence, increased South-South trade could offer an opportunity for learning by operating in a less competitive market environment and generating economies of scale that are necessary to break into the North's markets for more technologically advanced products.

While trade might be the gateway to development, the statistics in Africa aren't too impressive, especially when it comes to one of the biggest opportunities for growth: trade among African countries. In 2014 in Europe, for example, 69% of exports were to other countries on the continent. In Asia, that figure stood at 52% and in North America at 50%. Africa had the lowest level of intra-regional trade, at just 18%.

GLOBALIZATION INTRA REGIONAL TRADE ECOSYSTEM

THE TOOLKIT ACTION PLAN

This program works within the framework of the Action Plan for Boosting Intra-Africa Trade, as endorsed by the AU Summit, contains seven major clusters, the implementation of whose programs and activities is aimed at addressing the key constraints and challenges of intra-African trade and at significantly enhancing the size and benefits of the trade for the attainment of sustainable economic growth and development. The clusters cover:

- 1. Trade Policy**
- 2. Trade Facilitation**
- 3. Productive Capacity**
- 4. Trade-Related Infrastructure**
- 5. Trade Finance**
- 6. Trade Information and**
- 7. Factor Market Integration**

THE PROGRAM COVERS

Intra trade toolkit program is designed to target both regional and multilateral trade issues. On the Regional aspect, the program will focus on strengthening the capacity of Africa countries and regions to formulate and implement suitable trade policies as well as to negotiate and implement bilateral and regional trade agreements to their benefits. For doing so the program will use a combination of technical assistance and capacity building actions.

INTRA-TRADE TOOLKIT PRIORITIES UNDER THE REGIONAL TRADE COMPONENT:

Under the Regional trade thematic area, the Program will focus its activities on the following specific objectives:

- 🌍 To strengthen the capacity of Africa countries and regions to formulate and implement suitable trade policies with each other.
- 🌍 To strengthen inclusive trade policy formulation and implementation processes.
- 🌍 To strengthen capacity to effectively negotiate and implement bilateral and regional trade agreements.
- 🌍 To analyze the impact of trade agreements and trade disputes
- 🌍 To strengthen institutional capacities in the design and lead trade-related projects
- 🌍 To strengthen competitiveness capacity of private sector traders and trade facilitation institutions
- 🌍 To strengthen national and regional institutions in managing cross-border trade and the underlying legal framework
- 🌍 To support national and regional customs services in simplifying, standardizing, harmonizing and updating their systems with standard modern practice
- 🌍 To strengthen capacity of national and regional customs agencies in developing and implementing internationally compliant customs legislation and systems
- 🌍 To facilitate intra-Africa customs cooperation.



THE PROGRAM COVERS

AFRICA REGIONAL ORGANIZATIONS

ECOWAS/CEDAO – UEMOA/WAEMU

Members: Benin, Burkina Faso, Cape Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo

COMESA

Members: Burundi, Comoros, DR Congo, Djibouti, Eritrea, Ethiopia, Kenya, Seychelles, Swaziland, Madagascar, Malawi, Mauritius, Rwanda, Sudan, Uganda, Zambia, Zimbabwe, and Egypt and Libya.

SADC

Members: Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe.

IGAD

Members: Djibouti, Eritrea, Ethiopia, Kenya, South Sudan, Sudan, Uganda, and Egypt.

CEEAC/ECCAS- CEMAC

Members: Angola, Burundi, Cameroon, Central African Republic, Chad, Congo (Brazzaville), Democratic Republic of Congo, Equatorial Guinea, Gabon, Sao Tomé and Príncipe

EAC

Members: Burundi, Kenya, Rwanda, Tanzania and Uganda.



PROGRAM OUTLINE

7 FACE-TO-FACE DAYS WORKSHOP

DAY 01:

STRATEGIC THINKING AND AFRICAN ECONOMIC OUTLOOK

Africa is facing a mixed outlook for growth. the economic growth forecast for the continent over the coming year is expected to be lower than the 5% average of the past decade. this is largely due to the dip in commodity prices and the economic slowdown in china. that said, a number of countries are growing above 6% per annum and foreign direct investment inflows continue to rise. overall, the divergence of Africa's economies makes it imperative to address the challenges posed by a growing unemployed youth population and climate change, among others. the impact of the headwinds for commodity-dependent countries has refocused attention on the urgency of economic diversification, revitalization of manufacturing and harnessing of human innovation in order to weather the economic storm. the fourth industrial revolution offers new opportunities to achieve inclusive and sustainable growth by fast-tracking market integration in Africa through industrial corridors.

DAY 02:

INTRA-TRADE POLICY FOR NATIONAL AND REGIONAL DEVELOPMENT

the overarching objective of the course is to contribute to the development of a critical mass of highly skilled middle and senior policy officials and decision makers who will be suitably or better equipped to design and manage dynamic trade policies for the development of their countries, sub-regions and the continent. more specifically, the course will provide training on trade policy design, doing so on the basis primarily of the expressed interest of African governments to ensure that their international trade relations are fundamentally developmental. the course will respond to the needs articulated by African governments for a corpus of skilled mid-level and senior personnel who are adequately equipped to design, implement and evaluate trade policies that dovetail with national and regional development needs and aspirations.



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DAY 03:

INTRA-TRADE NEGOTIATIONS : 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



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DAY 06:

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
- 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

DAY 07:

STRATEGIC & ECONOMIC GAME

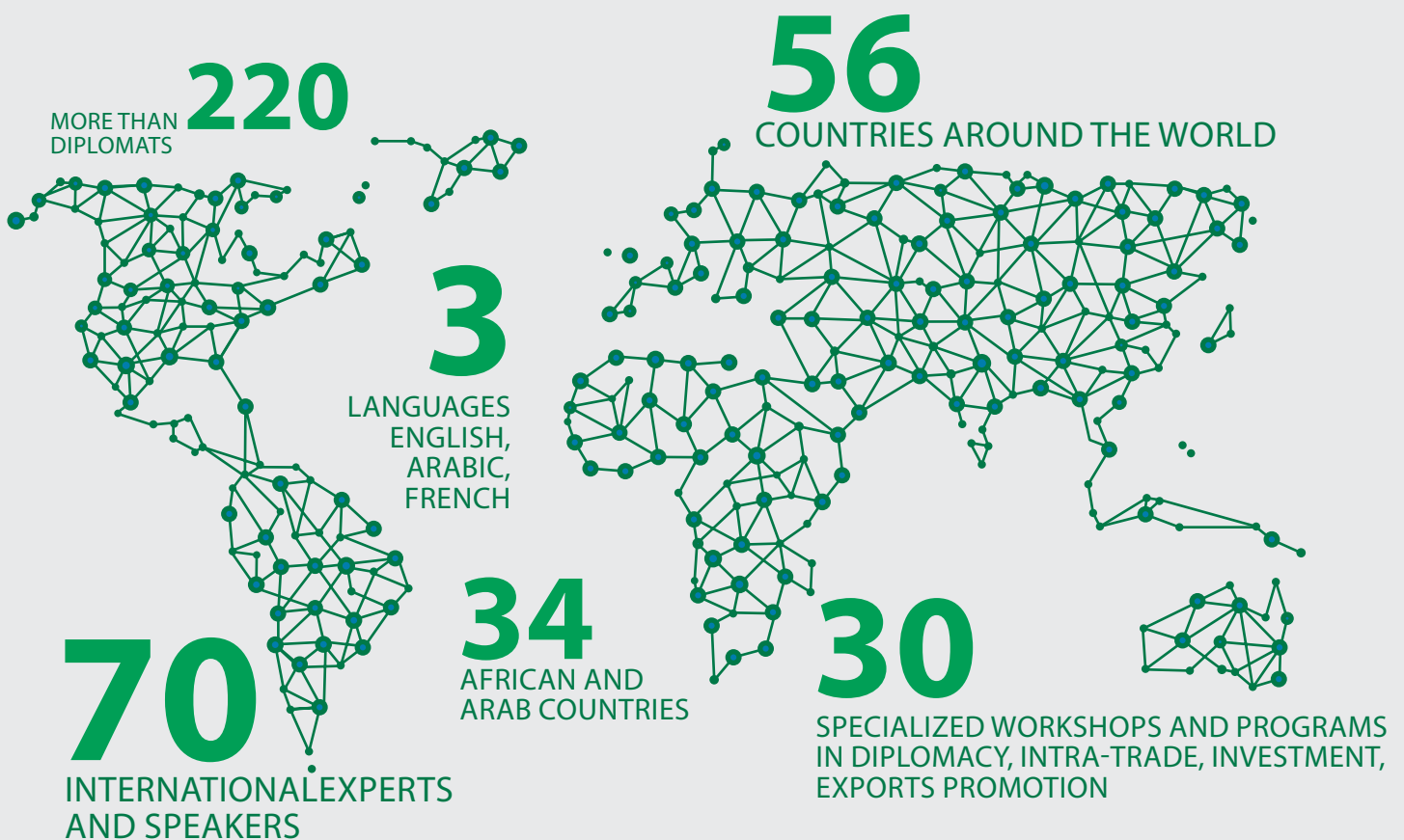
- Practical session animated by a simulation game
- The game application secure a practical understanding of the course concepts
- A hands on application that leverage the educational experience to a higher level



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.



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IBDL - USA

Bank of America Center, 700 Louisiana Street Suite
3950 Houston, TX 77002

Tel : +1 832 390 2629 Fax : +1 832 390 2750

US mobil : +1 832 713 5713

Email : info@ibdl.net Web : www.ibdl.net

IBDL Foundation LLC - MENA

291 Sameh Gado st., 6th of October city - Egypt

Tel: +20 2 38240723 Fax: +20 2 38240724

Email : mena@ibdl.net Web : www.ibdl.net