

TRAINING SEMINAR



SETYM Canada
International

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NEW

Business Diplomacy and Economic Intelligence

In today's globalised environment, where commercial, industrial, and diplomatic relations are becoming increasingly complex, expertise in business diplomacy and economic intelligence is a critical strategic asset. This training provides professionals with effective methods and tools to gather and analyse strategic information, enabling them to anticipate risks, seize opportunities, and make well-informed decisions.

By developing your ability to analyse geoeconomic relations, decode economic strategies, and influence decision-making processes, you will strengthen your position as a strategic leader. This programme will enable you to enhance your use of strategic information as well as your skills in international negotiation and dispute management.

PRACTICAL OBJECTIVES

- ✓ **Analyse** issues related to international negotiations: legislative frameworks, tariffs, contractual obligations, financing, exports, and responsibilities.
- ✓ **Enhance** the ability to analyse competition within strategic sectors.
- ✓ **Learn** how to implement an effective strategic monitoring process.
- ✓ **Master** the tools and mechanisms of negotiation management, arbitration, and conflict resolution.

TARGET AUDIENCE:

- **Analysts, managers, and executives from ministries and agencies involved in diplomatic relations and international economic affairs. Sectoral Ministries**
- **Managers and executives from organisations and private companies engaged in international trade and economic sectors.**

DURATION: 2 weeks

SEMINAR TOPICS

- **Business Diplomacy and Economic Intelligence:** Introduction to key concepts and strategic issues. Identification and roles of stakeholders in international environments. Analysis of power dynamics and influence games.
- **Competitive Analysis:** Concepts and methodological approaches to competitive analysis. Sectoral analysis applied to strategic industries. Practical case studies to develop the ability to anticipate threats and opportunities.
- **Implementing Strategic Monitoring** Principles and techniques of strategic monitoring – collection, processing, and dissemination of strategic information. Deployment of an effective monitoring system across different economic sectors.
- **Reports and International Rankings:** Doing Business, Global Competitiveness Index. Indicators used in the analysis of the economic outcomes and in the identification of the successful business regulation reform. The economies where these were adopted and the reason for their implementation.
- **Negotiation and Dispute Management:** Negotiation techniques. Influence diplomacy. Methods and tools for managing industrial, commercial, technological, and financial disputes. Arbitration, mediation, and conflict resolution techniques in an international context. Practical application through case studies.

