

LA SECRETARÍA DE RELACIONES EXTERIORES
POR MEDIO DEL INSTITUTO MATÍAS ROMERO

CONVOCA
AL CURSO EN LÍNEA

ECONOMIC DIPLOMACY

QUE IMPARTIRÁ DIPLOFOUNDATION
DEL 8 DE OCTUBRE AL 14 DE DICIEMBRE DE 2018
(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que deberán llevar a cabo las personas que participan se describen en el temario que aparece más abajo, en el inciso “Metodología” (*Methodology*).

Las y los participantes podrán solicitar la asistencia de quienes estén a cargo de la tutoría y el apoyo técnico de DiploFoundation.

I. REQUISITOS DE ADMISIÓN

- Buen desempeño en programas previos del IMR (no se aceptarán candidaturas de personas que tengan calificaciones reprobatorias en el último año) [*]
- Inscripción exclusiva en este curso (no se aceptarán candidaturas de personas que estén cursando otro programa del IMR de manera simultánea, excepto los cursos presenciales de inglés y francés)
- Dominio del idioma inglés
- Acceso a computadora con conexión a Internet
- Sistema operativo: Windows XP, Vista, Windows 7, MacOS X
- Hardware: 2 GB o más de RAM para Vista o Windows 7
- Software:
 - Adobe Acrobat Reader (haga clic [aquí](#) para descargarlo gratis)
 - Microsoft Office u Open Office (haga clic [aquí](#) para descargarlo gratis)
- Navegadores: Google Chrome, Internet Explorer 9 o posterior; Firefox 8 o posterior
- JavaScript, Cookies y Pop-ups (elementos emergentes) deben estar habilitados
- Registro de su solicitud de inscripción en el formulario del Campus Virtual del IMR [**]. Para ello:
 - Haga clic [aquí](#) o copie y pegue la siguiente dirección electrónica en su navegador *Google Chrome*:
 - <https://registroimr.sre.gob.mx/>
 - Capture los datos que se solicitan en cada una de las secciones del formulario.
 1. Utilice la tecla <Tabulador> para desplazarse de un campo a otro del formulario.
 2. Escriba su nombre completo, tal como aparece en su pasaporte, empleando mayúsculas y minúsculas.
 3. Utilice el campo *Observaciones*, si tiene dificultades para ingresar su nombre: descríbalas y nosotros haremos los cambios necesarios.
 4. Si es de nacionalidad mexicana, ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella o no la recuerda, puede obtenerla en: <http://consultas.curp.gob.mx/CurpSP/> (a quienes no tengan nacionalidad mexicana y, por tanto, no cuenten con la CURP, se les asignará un número de matrícula interno).
 - Haga clic en <Enviar> y espere hasta que se despliegue el mensaje ¡REGISTRO EXITOSO!
 - Haga clic en <Aceptar> para ver la confirmación de su registro y guarde el comprobante para futura referencia. Si durante el proceso se generara un error, capture la pantalla con ese mensaje, guárdela y póngase en contacto con la Dirección de Educación a Distancia.

Deberá enviar las cartas de inscripción (autorización y compromiso), por correo electrónico a la dirección: jhuertal@sre.gob.mx.

Le solicitamos atentamente NO enviar las cartas de inscripción al correo oficial del Instituto Matías Romero.

- Prepare su documentación
 - Carta de autorización del jefe inmediato completa (firmada y escaneada)
 - Carta compromiso completa (firmada y escaneada)

Recuerde que sólo se considerará completo el registro con el envío de dichas cartas.

Consulte el “Aviso de privacidad” [aquí](#).

II. CRITERIOS DE SELECCIÓN

Si el número de solicitudes entregadas a tiempo y en forma fuera mayor al número de espacios disponibles, el IMR aplicará los siguientes criterios para seleccionar a quienes participarán:

1. Desempeño de tareas vinculadas con el tema del curso
2. Expediente (se dará prioridad a las candidaturas de personas que no hayan tenido calificaciones reprobatorias en los cursos del IMR)
3. Interés reiterado en participar en este programa en línea (se dará prioridad a las personas solicitantes cuyas candidaturas hayan sido rechazadas en imparticiones previas de este programa, si cumplen los criterios anteriores)
4. Equidad de oportunidades (se dará prioridad a las candidaturas de quienes hayan participado en menos de tres cursos del IMR)
5. Equidad en adscripciones (se pondrá un límite al número de participantes de una misma representación)

En caso de igualdad de condiciones, y como criterios adicionales, se considerará la pertenencia al Servicio Exterior Mexicano y el orden de llegada de las solicitudes.

III. CALENDARIO

- **Publicación de la convocatoria: jueves 20 de septiembre de 2018**
- **Fecha límite de recepción de solicitudes: viernes 28 de septiembre de 2018, a las 13:00 Hrs. (hora del centro del país)**
- **Publicación de la lista de aceptados: jueves 4 de octubre de 2018**
- **Fecha de inicio del curso: lunes 8 de octubre de 2018**
- **Fecha de clausura del curso: viernes 14 de diciembre de 2018**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación que se expedirá única y exclusivamente con propósitos curriculares, para el desarrollo personal y profesional del participante.

[*] El periodo de un año de espera para quien repruebe un curso se cuenta a partir de la fecha de término del mismo.

[**] Solamente se tomarán en cuenta las candidaturas de quienes completen su registro en línea en el formulario del Campus Virtual del IMR y envíen a la dirección electrónica indicada las cartas compromiso y de autorización, debidamente firmadas y escaneadas.

ECONOMIC DIPLOMACY

Course details

Economic diplomacy deals with the nexus between power and wealth in international affairs.

Economic diplomacy not only promotes the state's prosperity but also, as occasion demands and opportunity permits, manipulates its foreign commercial and financial relations in support of its foreign policy – as in the case of sanctions against Iran. Accordingly, economic diplomacy is a major theme of the external relations of virtually all countries. At home, economic ministries, trade and investment promotion bodies, chambers of commerce, and of course foreign ministries, are all participants in economic work. Current trends include increasing collaboration between state and non-official agencies, and increased importance given to WTO issues, the negotiation of free trade and preferential trade agreements, and accords covering investments, double taxation avoidance, financial services and the like. Abroad, embassies, consulates, and trade offices handle economic diplomacy. The main focus is on promotion, to attract foreign business, investments, technology and tourists. Economic diplomacy connects closely with political, public and other segments of diplomatic work. This online course is practice-oriented, and aims at capacity development.

By the end of this course, participants should be able to:

- Describe how economic diplomacy has evolved, and how it plays a key role in international affairs, connecting closely with domestic priorities and development objectives in states.
- Explain the role played by different actors, state and non-states, in the development of 'whole of country' policies, and how a good diplomatic system works with all the key stakeholders.
- Apply the learning to the running of a commercial or economic section, and to the manner in which commerce chambers of individual enterprises can work with the foreign ministry and with diplomatic missions in the commercial and economic arena.
- Apply the learning also to the promotion of exchanges of business delegations, and participation in trade exhibitions.
- Assess current trends in the framework conditions of international trade and other economic exchanges.

Course outline

1. **The evolution of economic diplomacy:** *Diplomacy starts with trade:* consulates precede 'embassies'; the Levant Company sets up the English embassy in Constantinople, 1583; the subsequent advance of high politics; the age of imperialism and the slow recovery of economic diplomacy. *Diplomacy ends with trade:* growth of importance of international trade and capital flows (even to USA); new political need of diplomatic services to respond to business lobbies at home; Britain: near bankruptcy in 1945; a succession of official reports insists on overriding priority of commerce.

2. **Economic diplomacy today:** the definitions of economic diplomacy; principal content; the stages traversed by countries in practice of economic diplomacy; public diplomacy, image management and economic diplomacy; how economic diplomacy connects with other branches of diplomatic work; working with home actors, learning from them.
3. **The regulatory environment and the domestic context:** extent and consequences of 'managed trade'; dumping and complaints procedures; trade negotiations; role of chambers of commerce and industry associations; special role of embassies in such domestic outreach; role of think tanks and NGOs; public diplomacy dimension of trade.
4. **The embassy economic section:** the staff of the economic section, including the importance of locally engaged staff; the position of the section within the embassy and comparisons between diplomatic services; how many ambassadors have had significant experience of economic diplomacy? Does this suggest that economic diplomacy has the real priority that the usual rhetoric suggests? If not, why not?
5. **Trade and investment promotion:** importance of trade, focus on exports, pursuit of new markets and new products; dispute settlement and role of official agencies; value and domestic role of foreign direct investment (FDI), portfolio, private equity and other forms of investment; broad and targeted promotion; role of specialised agencies; two-way FDI flows.
6. **Craft skills: Business delegations and trade exhibitions:** country promotion exhibitions and specialised trade fairs; selection, observation and participation; exhibition techniques and best practices; organisation of business delegations; role of missions in both outbound and homebound groups; planning, preparation and follow-up; delegations accompanying summit and other official visits.
7. **Economic sanctions:** why economic sanctions became popular in the 20th century; the variety of purposes they are designed to serve; the different kinds of sanctions; the role of embassies; how states defend themselves against sanctions, including cultivation of business lobbies (e.g. South Africa under apartheid; Iraq under Saddam; Iran today); smart sanctions versus stupid sanctions.
8. **WTO and Free Trade Areas (FTAs):** basic features of the multilateral trading system; WTO process and its future; likely outcomes of current, convoluted negotiations; preferential trade agreements (PTAs), including commonalities and differences; are FTAs and PTAs building or stumbling blocks to a multilateral trading system?

Methodology

This course is conducted entirely online over a period of ten weeks. Reading materials and tools for online interaction are provided through an online classroom. Each week, participants read the provided lecture text, adding questions, comments and references in the form of hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the lecture text. During the week, participants complete additional online activities (for example, further discussion via blogs or forums, quizzes, group tasks, simulations or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week's topic. To complete the course successfully, participants must write several essay assignments. Courses are based on a collaborative approach to learning, involving a high level of interaction.

Course lecturers

Prof. GR Berridge

Professor GR Berridge is Emeritus Professor of International Politics at the University of Leicester, where he was the founding Director of the Centre for the Study of Diplomacy. For many years, he was General Editor of the Macmillan series, *Studies in Diplomacy*, and Associate Editor (with responsibility for twentieth century diplomatists) of the *Oxford Dictionary of National Biography*. He is the author of numerous books on diplomacy, including the best-selling textbook, *Diplomacy: Theory and Practice*, which has been translated into numerous languages, including Chinese. His most recent books include *Embassies in Armed Conflict*, the third edition (with L. Lloyd) of *The Palgrave Macmillan Dictionary of Diplomacy*, and *A Diplomatic Whistleblower in the Victorian Era*. Professor Berridge has been an external examiner at various British universities, including Birmingham, Durham, and London (School of Oriental and African Studies).

Mr Bipul Chatterjee

Mr Bipul Chatterjee is an Indian economist with more than 20 years of experience on issues related to international trade and development, especially on political economy of trade and economic policy reforms, particularly pro-poor aspects of reforms. Currently, he is Executive Director of CUTS International, a Jaipur-based international non-governmental organisation working on several subjects of public interest. Bipul heads the CUTS Centre for International Trade, Economics and Environment. Prior to joining CUTS International, he worked at several economic policy think tanks in New Delhi such as National Council for Applied Economic Research, and Institute for Economic Growth. He has participated and represented the organisation in more than 100 events on WTO issues, regional integration, and trade and development issues at national, regional and international level including WTO Ministerial Conferences. He has authored more than 20 papers including a collection of essays on India's experience on economic diplomacy, co-edited with Ambassador Kishan Rana.

Amb. Kishan Rana

Ambassador Kishan S. Rana is Professor Emeritus, and a Senior Fellow at DiploFoundation. He was awarded a BA (Hon) and MA in economics, St Stephens College Delhi. He was in the Indian Foreign Service (1960-95); and worked in China (1963-65, 1970-72). He was Ambassador and High Commissioner for Algeria, Czechoslovakia, Kenya, Mauritius, and Germany; and consul general in San Francisco. He served on staff of PM Indira Gandhi (1981-82).

Amb. Rana is an Honorary Fellow of the Institute of Chinese Studies, Delhi (book review editor, *China Report*); an Archives By-Fellow, Churchill College, Cambridge; a Public Policy Scholar, Woodrow Wilson Centre, Washington DC; guest faculty at the Diplomatic Academy, Vienna; and Commonwealth Adviser, Namibia Foreign Ministry, 2000-01. He has lectured in about 20 countries to diplomats at foreign ministry training institutions, and at ambassador conferences in several countries.

He is the author of *Inside Diplomacy* (2000); *Managing Corporate Culture* (co-author, 2000); *Bilateral Diplomacy* (2002); *The 21st Century Ambassador* (2004); *Asian Diplomacy* (2007); *Diplomacy of the 21st Century* (2011); *India's North-East States, the BCIM Forum and Regional Integration*, (co-author, 2012); *The Contemporary Embassy* (2013); and *Diplomacy at the Cutting Edge* (2015). He is co-editor of *Foreign Ministries* (2007); and *Economic Diplomacy* (2011). The two books were translated into Chinese; some used as textbooks at several universities. He has written about 100 articles for academic journals and newspapers.