

สำนักงานปลัดกระทรวงเกษตรและสหกรณ์
เลขรับ: 7576
วันที่รับ: 21/5/2569
เวลารับ: 09:34

ที่ สคพ ๒๕๑

๑๙ พฤษภาคม ๒๕๖๙

เรื่อง ขอเรียนเชิญเข้าร่วมฝึกอบรมหลักสูตรขั้นสูงเกี่ยวกับการทูตเชิงพาณิชย์และการเจรจาการค้าระหว่างประเทศ รุ่นที่ ๗ (Advanced Program on Commercial Diplomacy and International Trade Negotiations, Batch # ๗)

เรียน ปลัดกระทรวงเกษตรและสหกรณ์

สิ่งที่ส่งมาด้วย รายละเอียดกิจกรรมและกำหนดการ

ด้วยสถาบันระหว่างประเทศเพื่อการค้าและการพัฒนา (องค์การมหาชน) หรือ สคพ. มีกำหนดจัดฝึกอบรมหลักสูตรขั้นสูงเกี่ยวกับการทูตเชิงพาณิชย์และการเจรจาการค้าระหว่างประเทศ รุ่นที่ ๗ (Advanced Program on Commercial Diplomacy and International Trade Negotiations, Batch # ๗) ระหว่างวันที่ ๒๔-๒๘ สิงหาคม ๒๕๖๙ ณ โรงแรมอีสติน แกรนด์ พญาไท กรุงเทพมหานคร โดยมีวัตถุประสงค์เพื่อเพิ่มพูนความรู้และความเข้าใจเชิงลึกเกี่ยวกับการเจรจาการค้าระหว่างประเทศโดยอาศัยแนวทางการทูตเชิงพาณิชย์ เสริมสร้างทักษะและเทคนิคในการเจรจาการค้าระหว่างประเทศทั้งระดับทวิภาคีและพหุภาคีให้แก่ักเจรจาคุณใหม่ในการนำนโยบายด้านการค้าไปใช้ในการเจรจาได้อย่างมีประสิทธิภาพในอนาคต รวมทั้งสร้างเครือข่ายนักเจรจาการค้าระหว่างประเทศ ระหว่างภาครัฐ ภาคเอกชน ทั้งในประเทศและต่างประเทศ นั้น

ในการนี้ สถาบันเล็งเห็นว่าการฝึกอบรมดังกล่าวจะเป็นประโยชน์ต่อบุคลากรในหน่วยงานของท่านในการพัฒนาศักยภาพและสร้างเครือข่ายทางการค้าระหว่างประเทศ จึงขอเรียนเชิญหน่วยงานของท่านพิจารณาส่งบุคลากรเข้าร่วมการอบรมและขอความอนุเคราะห์ดำเนินการเผยแพร่ประชาสัมพันธ์ โดยการฝึกอบรมดังกล่าวเป็นภาษาไทยและภาษาอังกฤษ มีค่าใช้จ่ายในการเข้าร่วมอบรมตลอดหลักสูตร ๕ วัน ราคา ๒๕,๐๐๐.๐๐ บาท (สองหมื่นห้าพันบาทถ้วน) โดยราคาดังกล่าวนี้เป็นราคาสุทธิต่อท่านเรียบร้อยแล้ว ทั้งนี้สามารถศึกษารายละเอียดหลักสูตร รายละเอียดกำหนดการและใบสมัคร โดยสามารถสแกน QR code ตามที่ปรากฏด้านล่าง หากมีข้อสงสัยประการใด สามารถติดต่อสอบถามรายละเอียดข้อมูลเพิ่มเติมเกี่ยวกับหลักสูตรฝึกอบรมดังกล่าวได้ที่ คุณพิพัฒพงศ์ ชูประสิทธิ์ (นักวิชาการ) โทร ๐๘๑ ๔๐๖ ๕๕๖๘ อีเมล pipatpong@itd.or.th คุณภูมิภัทร ศรีหามาตย์ (นักวิชาการ) โทร ๐๘๙ ๗๒๒ ๘๗๒๑ อีเมล bhumbhat@itd.or.th คุณศรินญา จึงประกอบ (นักวิชาการ) โทร ๐๘๗ ๓๓๑ ๒๐๐๑ อีเมล sirinya@itd.or.th สำนักความร่วมมือระหว่างประเทศ

เสนอ สถาบันเกษตรราธิการ
เพื่อโปรดพิจารณา


จึงเรียนมาเพื่อโปรดพิจารณา และขอขอบคุณอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ


21 พ.ค. 2569

(นายรัชชัย ประสงค์ดี)

นักจัดการงานทั่วไปชำนาญการพิเศษ
ปฏิบัติราชการแทน ผู้อำนวยการกองกลาง
สำนักงานปลัดกระทรวงเกษตรและสหกรณ์


(นายสุภกิจ เจริญกุล)

ผู้อำนวยการสถาบันระหว่างประเทศเพื่อการค้าและการพัฒนา



รายละเอียดกิจกรรมและกำหนดการ

สถาบันเกษตรราธิการ
เลขรับ: 1157
วันที่รับ: 21/5/2569
เวลารับ: 11:19

มอบ ผบท. ดำเนินการ



(นางวรรณภัสสร ศรีจันทร์)

ผู้อำนวยการสถาบันเกษตรราธิการ
สำนักงานปลัดกระทรวงเกษตรและสหกรณ์

ADVANCED PROGRAM ON

COMMERCIAL DIPLOMACY

— AND —

INTERNATIONAL
TRADE NEGOTIATIONS

BATCH 7

THE CHALLENGES OF
GEOPOLITICS AND BEYOND



LANGUAGE: THAI AND ENGLISH

RATIONALE

The global trading system is undergoing its most consequential transformation in decades. The post-war multilateral order built on predictable rules, open markets, and cooperative institutions is being stress-tested by forces that no single country can resolve alone: the return of strategic tariffs as instruments of foreign policy, supply chain fragmentation driven by geopolitical competition, and the accelerating integration of artificial intelligence into how trade is conducted, monitored, and negotiated.

In 2026, these shifts are no longer on the horizon. They are already reshaping trade relationships. The recalibration of major economies' tariff regimes and the broader shift toward trade policy as an instrument of strategic competition has prompted governments across Asia, Europe, and the developing world to urgently revisit their trade strategies, diversify their partnerships, and reassess the value of existing agreements. At the same time, global growth remains constrained: according to UN Trade and Development, GDP growth in 2026 is projected at 2.7 percent, with downside risks tied to persistent inflation, fiscal pressures, and weakening consumer demand in key markets.





Yet within this complexity lies a genuine opportunity. Countries that can navigate the new architecture understanding when to leverage multilateral rules, when to pursue bilateral arrangements, and how to integrate emerging issues such as food security, energy trade, digital governance, carbon border measures, and AI-driven trade facilitation will be better positioned to protect national interests and build durable partnerships. The negotiators who will succeed in this environment are those equipped not only with technical knowledge, but with the judgment and adaptability to operate across rapidly shifting contexts.

Recognizing this moment, the International Institute for Trade and Development (Public Organization) is pleased to present the **Advanced Program on Commercial Diplomacy and International Trade Negotiations (Batch 7) under the themed “The Challenges of Geopolitics and Beyond.”** Designed for mid- to senior-level government officials, private sector executives, and members of the diplomatic corps, this program goes beyond foundational trade law and negotiation theory. It equips participants with a grounded understanding of the forces reshaping global commerce and the practical skills to engage them with clarity, confidence, and strategic purpose.

THE PROGRAM OFFERS IN-DEPTH ANALYSIS OF THE FOLLOWING:

This program equips participants with the analytical depth and negotiating agility required to operate in today's restructured global trade environment. Beyond foundational frameworks, participants will critically examine the forces currently reshaping international commerce including the strategic use of tariffs and non-tariff measures, the fragmentation of multilateral rule-making, and the rise of issue-specific plurilateral arrangements.

The curriculum addresses emerging priorities that are increasingly central to trade negotiations: food security and agricultural resilience, energy trade and critical supply chains, carbon border measures and sustainability-linked market access conditions, digital trade governance, and the implications of artificial intelligence for trade facilitation and negotiation strategy.

Participants will also develop applied negotiation skills through simulation-based exercises grounded in real and current scenarios — building the judgment to represent national interests with both technical precision and strategic adaptability in an increasingly complex, multipolar trade landscape.

The current environment demands a new kind of commercial diplomacy one that is proactive, analytically grounded, and capable of navigating both the enduring architecture of international trade law and the disruptive forces reshaping it in real time. Trade negotiations today are no longer confined to tariffs and market access schedules; they increasingly intersect with questions of national security, technological sovereignty, and sustainable development.

Among the defining issues that today's trade negotiators must be equipped to address:

- **The reconfiguration of the global economic order** — including the strategic use of tariffs, the erosion of multilateral consensus, and the shift toward bilateral and plurilateral arrangements as primary vehicles for trade cooperation
- **Resource security, supply chain resilience, and the politics of strategic dependencies** — as disruptions to food, energy, and critical mineral supply chains increasingly become instruments of geopolitical leverage, trade negotiators must understand how resource security considerations are reshaping the terms of market access, investment rules, and multilateral cooperation
- **Rules of Origin, trade integrity, and supply chain diversion** — as heightened tariff differentials create structural incentives for trade diversion, placing greater scrutiny on origin verification, compliance frameworks, and the credibility of preferential trade arrangements across the region
- **Digital transformation and data governance** — including cross-border data flows, e-commerce frameworks, AI-driven trade facilitation, and the evolving landscape of intellectual property rights in a technology-intensive economy
- **Sustainability-linked trade conditions** — including the Carbon Border Adjustment Mechanism (CBAM), the EU Deforestation Regulation (EUDR), and ESG standards that are increasingly embedded in market access requirements
- **Labour standards, automation, and trade competitiveness** — as the rapid adoption of advanced technologies reshapes labour markets, trade negotiators must navigate the growing intersection of workforce transitions, enforceable labour provisions in FTAs, and competitiveness implications for developing economies in an era of accelerating technological disruption

PROGRAM OBJECTIVES

Strengthen the strategic capacity of mid- to senior-level government officials, private sector executives, and members of the diplomatic corps to lead international trade negotiations with clarity and confidence amid a rapidly reconfiguring global order

Deepen understanding of the current global trade architecture including the shifting balance between multilateral, regional, and bilateral frameworks, and the growing role of plurilateral arrangements in addressing issues where multilateral consensus remains elusive

Build analytical capabilities across the defining trade issues of 2026 encompassing resource security and strategic dependencies, Rules of Origin and trade integrity, sustainability-linked market access conditions, digital trade governance, and the intersection of labour standards with technological disruption and trade competitiveness

Develop applied negotiation skills through simulation-based training grounded in current, real-world scenarios equipping participants with the judgment to represent national interests effectively across complex, multi-issue negotiating environments

Strengthen participants' ability to recognize and respond to non-traditional trade pressures including the use of tariffs as geopolitical instruments, supply chain diversion risks, and carbon and sustainability measures that increasingly function as de facto barriers to market access

Foster a regional network of informed trade practitioners capable of contributing proactively to national and multilateral trade policy processes, and of building durable partnerships across government, the private sector, and international organizations

EXPECTED OUTCOMES

Upon successful completion of the program, participants will be able to:

Lead trade negotiations with strategic confidence moving beyond reactive positions to proactively shape negotiating agendas, identify leverage points, and advance national interests within complex, multi-party negotiating environments

Navigate the full spectrum of today's trade architecture selecting and applying the appropriate multilateral, bilateral, or plurilateral framework based on the specific context, and articulating the strategic trade-offs between each approach with clarity

Apply an integrated analytical lens to the defining trade issues of 2026 including resource security and strategic dependencies, Rules of Origin and trade integrity risks, sustainability-linked market access conditions, digital trade governance, and the labour and competitiveness implications of technological disruption

Deploy negotiation skills immediately in professional contexts drawing on simulation-based learning and real-world case scenarios to negotiate with discipline, adapt tactics under pressure, and reach outcomes that protect core national interests without foreclosing future cooperation

Identify, assess, and respond to non-traditional trade pressures including the use of tariffs as geopolitical instruments, supply chain diversion risks, and sustainability and carbon measures that increasingly function as de facto conditions for market access

Contribute to and expand a regional network of trade practitioners building durable professional relationships across government, the private sector, and international organizations that support ongoing policy dialogue and collaborative engagement beyond the program itself

THE SCOPE OF TRAINING AND DURATION:

The
5-day
training
course
consists
of **5**
modules
22
sessions
30
hours as
follows:

Module 1: Trade in Transition: Geopolitical Fragmentation and the Limits of Multilateralism

Highlight:

The rules-based multilateral trading system is under unprecedented strain. Geopolitical fragmentation and the decoupling of major economic blocs are fundamentally altering the logic of multilateral cooperation reshaping regional trade architecture and creating both risks and strategic openings for economies navigating between competing global orders. This module provides the analytical foundation for the entire program, equipping participants with a clear-eyed understanding of how the global trade landscape has shifted, what is driving those shifts, and what they mean for negotiators operating in 2026 and beyond. Participants will examine the evolving roles of the WTO, regional frameworks, and bilateral arrangements, and begin developing the strategic vocabulary needed to operate effectively in a more fragmented and contested international trade environment.





Module 2: Trade Strategy in a Fractured Global Economy

Highlight:

Trade liberalization remains a powerful engine of economic development but it now operates in an environment shaped as much by geopolitical calculation as by economic logic. This module examines how major economies are deploying tariffs, Rules of Origin requirements, and preferential trade arrangements as instruments of strategic competition. Particular attention is given to the risks of supply chain diversion and trade integrity challenges that arise when tariff differentials create structural incentives for circumvention. Participants will analyze real negotiating contexts including the recalibration of trade strategies across Asia in response to shifting major-economy policies and develop frameworks for identifying and responding to these pressures in their own national contexts.

Module 3: Emerging Priorities in Trade and Investment: Resources, Sustainability, Labour, and IP

Highlight:

International trade today is inseparable from questions of resource security, environmental sustainability, and social governance. Disruptions to food, energy, and critical mineral supply chains have exposed strategic dependencies that are reshaping the terms of market access and investment policy. At the same time, sustainability-linked trade conditions including CBAM, EUDR, and ESG standards are increasingly functioning as de facto barriers for developing economies. This module also examines the growing integration of labour provisions within FTAs, and the challenge of navigating workforce transitions as automation and advanced technologies reshape the competitiveness landscape. Participants will develop the analytical tools to address these intersecting pressures within trade negotiations and policy formulation.

Module 4: Current Developments in International Trade and Investment: Digital Transformation, Cross-Border Paperless Trade, and Governance

Highlight:

Digital transformation is restructuring how trade is conducted, regulated, and negotiated. This module examines the expanding frontier of digital trade including cross-border data flows, e-commerce frameworks, and the growing role of artificial intelligence in customs procedures, trade intelligence, and negotiation strategy. Participants will explore how interoperability gaps in legal frameworks and technical standards continue to create friction in cross-border transactions, and assess how full digitalization of trade processes can reduce costs and support more resilient and sustainable trade systems. The module concludes with a strategic foresight session, equipping participants to anticipate emerging trends and position themselves and their countries ahead of the next wave of trade transformation.

Module 5: Applied Learning - Simulated Trade Negotiations

Highlight:

Negotiation is ultimately a practice, not a theory. This module brings together the analytical frameworks, issue knowledge, and strategic tools developed throughout the program and applies them in a high-intensity simulation environment grounded in current, real-world scenarios. Participants will be divided into negotiating groups representing countries at different stages of development, facing a scenario that reflects the defining trade tensions of 2026 including tariff recalibration pressures, sustainability-linked market access conditions, and supply chain integrity disputes. Case studies are presented without predetermined outcomes, requiring participants to develop positions, build coalitions, and make real-time decisions under pressure. Performance is assessed not only on outcomes achieved, but on the quality of reasoning, adaptability, and negotiating judgment demonstrated at the table.





PARTICIPANT REQUIREMENTS:

Candidates must have a good command of the English language with experience in trade policy, trade law, or trade negotiations.

TARGET PARTICIPANTS:

- Mid- to senior-level government officials directly involved in trade negotiations and related policymaking, particularly from relevant ministries; representatives from the private sector, diplomatic corps, and international organizations; and academics and experts from universities and research institutions working closely on trade and economic cooperation are also encouraged to participate.
- 40 participants.



TRAINING PROGRAM CRITERIA AND PAYMENT POLICY

1. Participants must attend at least 80% of the total course hours to receive a certificate of completion from ITD. Participants are expected to actively contribute and fully engage in the negotiation simulation exercises.

2. Upon receiving the certificates, each group will have a designated participant present their policy recommendations. The awards consist of three categories recognizing outstanding performance, as follows:

I. Outstanding groups that deliver exceptional presentations of their proposed policy recommendations will be awarded the title of “Best Simulation Performance,” based on merit and ranked as winner, first runner-up, and second runner-up

II. The individual awards consist of the following:

- ◆ **The People’s Choice:** This award is based on leadership and generosity toward fellow participants.
- ◆ **The Strategic Mind:** This award recognizes the ability to reach an optimal deal without sacrificing the team’s interests.
- ◆ **The Rising Negotiator Award:** This award is given to participants who demonstrate critical thinking, articulate their ideas clearly, and inspire others to rethink policy recommendations that could transform the landscape of negotiation in the twenty-first century.

Remarks: The awards will be presented in the form of trophies by a high-level representative of the Ministry of Commerce, Thailand.

3. The enrollment fee is **25,000 THB** per individual. The training fee is not eligible for group discounts or cost reductions. The above rate is exempt from VAT and no withholding tax is deducted.

APPLICATION TIMELINE

DESCRIPTION

TIMELINE

| | |
|----------------------------------|---------------------|
| Program Announcement and PR | 5 May – August 2026 |
| Program Application Registration | 5 May – August 2026 |
| Deadline of submit application | By 7 August 2026 |
| Confirm payment | By 7 August 2026 |
| Announcement of admission result | By 10 August 2026 |
| Program duration | 24 – 28 August 2026 |

CONTACT INFORMATION:

- | | |
|--|--|
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| 2. Mr. Bhumbhat Srihamart Mobile: 089 722 8721 | Academic Officer Email: bhumbhat@itd.or.th |
| 3. Ms. Sirinya Jeungprakob Mobile: 087 331 2001 | Academic Officer Email: sirinya@itd.or.th |

REGISTER BY:



Registration for
Advanced Commercial Diplomacy
(Google Form)

COURSE PAYMENT CAN BE MADE VIA THE DESIGNATED BANK INDICATED BELOW:



Krungthai Bank

**Account Name:
ITD'S EXTRA-BUDGETARY FUND**

**Account Number:
008-1-67278-0**

Advanced Program on Commercial Diplomacy
and International Trade Negotiations, Batch # 7
Under the theme “The Challenges of Geopolitics and Beyond”

AGENDA DAY 1

Monday, 24 August 202

Venue: Eastin Grand Hotel Phayathai Bangkok, Thailand

Module 1:

Trade in Transition: Geopolitical Fragmentation and the Limits of Multilateralism

08.30 - 09.00 hrs.

Registration

09.00 - 09.10 hrs.

Welcome and Opening remarks

Mr. Suphakit Chareonkul
Executive Director
International Institute for Trade and Development (ITD)

09.10 - 09.20 hrs.

Overview of the Training Program

Mr. Wimon Punkong
Deputy Executive Director (Academic)
International Institute for Trade and Development (ITD)
Or
Ms. Sirikan Prasertying
Director, Office of International Cooperation
International Institute for Trade and Development (ITD)

09.20 - 09.30 hrs.

Networking Break

09.30 - 10.00 hrs.

Session 1: Introduction to Commercial Diplomacy and course objectives
networking session (Relations with public and regulatory body)
(Participants introduction, expectation, and reflection on personal experiences of negotiations)



10.00 - 12.00 hrs.

Session 2: The Fracturing Global Order Geopolitical Competition, Trade Blocs, and the Limits of Multilateralism

This session examines how the post-war multilateral trading system is being reshaped by geopolitical fragmentation, the decoupling of major economic blocs, and the strategic use of trade policy as an instrument of national power. Participants will analyze the shifting roles of the WTO and key regional frameworks, assess the rise of bilateral and plurilateral arrangements as alternatives to multilateral consensus, and develop a framework for understanding how these structural shifts create both risks and strategic opportunities for emerging and developing economies.

12.00-13.00 hrs.

Networking Lunch

13.00-14.00 hrs.

Session 3: Trade Policy Architecture : Agreements, Organizations, and Strategic Positioning in a Multipolar World

This session moves from the structural context established in Session 2 to examine how countries are actively repositioning their trade strategies in response to a more fragmented global order. Participants will analyze how economic and trade policies are being recalibrated across multilateral, regional, and bilateral frameworks and assess the implications for competitiveness, market access, and economic resilience in an increasingly multipolar environment.

14.00-16.00 hrs.

Session 4: Art and Science of Negotiations

This session introduced principles in negotiations, such as BATNA (Best Alternative To a Negotiated Agreement) and ZOPA (Zone of Possible Agreement), preparing participants to discuss with confidence.

MC for Day 1: Dr. Chandhit Sawangnate,

Honorary Advisor to the Senate Committee on Foreign Affairs, Advisor to the Senate Subcommittee on Economic, Commercial and Investment Affairs.

Remarks: Networking break will be served at 14.00 hrs.

AGENDA DAY 2

Tuesday, 25 August 2026

Venue: Eastin Grand Hotel Phayathai

Module 2: Trade Strategy in a Fractured Global Economy

08.30 - 09.00 hrs.

Registration

09.00 - 10.30 hrs.

Sessions 5: Trade Liberalization Under Pressure — From RCEP to a Multipolar Trade Landscape

This session examines how trade liberalization continues to drive economic growth but increasingly operates within a fragmented global environment where mega-regional agreements such as RCEP serve as strategic hedges against external shocks rather than purely economic instruments. Participants will analyze how countries across Asia are leveraging existing trade frameworks to mitigate the impact of shifting major-economy policies, assess the strategic value of preferential trade arrangements in an era of rising protectionism, and identify the conditions under which trade liberalization remains a viable engine of development for emerging economies.

10.30 – 12.00 hrs.

Sessions 6: Lead Negotiator Perspectives — Rules of Origin, Trade Integrity, and Real-World Commercial Diplomacy

This session draws on frontline negotiating experience to examine how trade diversion risks, Rules of Origin disputes, and supply chain integrity challenges are reshaping the practical landscape of commercial diplomacy. Participants will learn how seasoned negotiators have turned complex, high-stakes situations into durable agreements — and examine current developments including ongoing FTA negotiations, recurring tariff pressures, and the evolving compliance environment that twenty-first-century negotiators must navigate with both technical precision and diplomatic acuity.

12.00 – 13.00 hrs.

Networking Lunch



13.00 – 15.00 hrs.

Session 7: The Art and Science of Trade Negotiations — Principles, Tools, and Strategic Application

Effective negotiation in today's environment requires more than technical knowledge — it demands strategic judgment, communication discipline, and the ability to operate under pressure across complex, multi-issue agendas. This session builds participants' negotiation toolkit from the ground up, introducing foundational frameworks including BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement), before moving to their application in real trade negotiating contexts. Particular attention is given to how geopolitical fragmentation and asymmetric power dynamics alter negotiating calculus — and how negotiators from smaller or developing economies can identify and leverage their positions effectively.

15.00 - 16.00 hrs.

Session 8: Tension, Tariffs, and Strategic Recalibration — Navigating Trade Policy in a Fractured Global Economy

The recalibration of major economies' tariff regimes has fundamentally disrupted established trade and investment patterns — forcing governments to rethink their strategic positioning, reassess the credibility of existing frameworks, and identify new sources of competitive advantage. This session moves beyond the headlines to examine the structural logic behind current tariff escalation, analyze the scenarios most likely to shape the global trade environment through 2026 and beyond, and equip participants with a framework for developing resilient national trade strategies in the face of sustained external volatility. Thailand's own strategic positioning will be examined as a live case study in navigating between competing economic blocs

MC for Day 2: Mr. Bhumbhat Srihamart,
Academic Officer, Office of International Cooperation, ITD

Remarks: Networking break will be served at 10:30 hrs. and 14:00 hrs.

AGENDA DAY 3

Wednesday, 26 August 2026

Venue: Eastin Grand Hotel Phayathai

Module 3:

Emerging Priorities in Trade and Investment — Resources, Sustainability, Labour, and IP

08.30 - 09.00 hrs.

Registration

09.00 - 10.30 hrs.

Session 9: Food Security, Agricultural Trade, and the Politics of Resource Dependencies

Global food security has re-emerged as a central concern in international trade negotiations driven by the intersection of climate disruption, geopolitical conflict, and the increasing use of export restrictions as instruments of national policy. This session examines agricultural trade under the WTO framework, covering market access commitments, subsidy disciplines, and the evolving debate around food sovereignty versus open trade. Critically, it moves beyond the technical architecture to examine how food and resource security considerations are reshaping the negotiating priorities of both developed and developing economies and what this means for the next generation of agricultural trade agreements.

10.30 – 12.00 hrs.

Session 10: Labour Standards, Technological Disruption, and the Future of Trade Competitiveness

Labour provisions have moved from the margins to the mainstream of international trade agreements and the stakes have never been higher. This session examines the evolving integration of enforceable labour standards within FTAs, the compliance challenges they create for developing economies, and the growing pressure from trading partners to align labour practices with international norms. Critically, the session extends beyond traditional labour rights discourse to examine how the rapid adoption of advanced technologies including automation, AI agents, and humanoid robotics is reshaping labour markets, redefining comparative advantage, and creating new fault lines in trade competitiveness that negotiators must be prepared to navigate.

12.00 – 13.00 hrs.

Networking Lunch

13.00 – 15.00 hrs.

Session 11: Sustainability-Linked Trade Conditions — ESG, CBAM, EUDR, and the New Market Access Reality

Sustainability is no longer a peripheral consideration in trade policy, it is increasingly a condition of market access. This session provides a rigorous examination of how global ESG standards, the Carbon Border Adjustment Mechanism (CBAM), and the EU Deforestation Regulation (EUDR) are reshaping supply chain requirements, investment conditions, and the competitive landscape for exporters from developing economies. Participants will analyze the extent to which these measures represent genuine environmental progress versus disguised protectionism and develop practical strategies for integrating sustainability considerations into trade negotiations and national policy responses.

15.00 - 16.00 hrs.

Session 12: Intellectual Property in the Digital Age — FTAs, Innovation Ecosystems, and the Next Generation of IP Negotiations

Intellectual property has become one of the most contested frontiers in modern trade negotiations particularly as digital transformation accelerates the pace of innovation and blurs traditional boundaries between goods, services, and data. This session examines competing negotiating perspectives on IP protection within FTAs covering trademark protection, patent regimes, enforcement coordination, and the emerging challenges posed by AI-generated content and digital assets. Participants will develop a practical understanding of how IP provisions shape business competitiveness, and how negotiators can balance the drive for stronger IP protection with the development needs of emerging economies.

MC for Day 3: Mr. Bhumbhat Srihamart,
Academic Officer, Office of International Cooperation, ITD

Remarks: Networking break will be served at 10:30 hrs. and 14:00 hrs.



AGENDA DAY 4

Thursday, 27 August 2026

Venue: Eastin Grand Hotel Phayathai

Module 4:

Current Developments in International Trade and Investment: Digital Transformation, Cross-Border Paperless Trade, and Governance

08.30 - 09.00 hrs.

Registration

09.00 - 10.30 hrs.

Session 13: Artificial Intelligence and the Transformation of International Trade — Opportunities, Risks, and Regulatory Frontiers

Artificial intelligence is no longer a future consideration for trade policy it is actively reshaping how trade is conducted, facilitated, and regulated today. This session examines the multidimensional impact of AI on international commerce: from AI-driven customs procedures and automated Rules of Origin verification, to the use of trade intelligence platforms in identifying market opportunities and negotiating leverage. Participants will also examine the emerging regulatory challenges posed by AI including data governance frameworks, algorithmic bias in trade facilitation systems, and the growing debate over AI-generated content within intellectual property regimes. The session equips participants to engage confidently with AI as both a tool and a subject of trade negotiations.

10.30 – 12.00 hrs.

Session 14: Digital Trade Facilitation Advancing Cross-Border Paperless Trade and Interoperability

The digitalization of trade processes holds transformative potential reducing transaction costs, accelerating customs clearance, and enabling more resilient and sustainable supply chains. Yet persistent gaps in legal frameworks, technical standards, and digital readiness continue to create friction in cross-border transactions, particularly for developing economies. This session examines the current state of digital trade facilitation in the Asia-Pacific region,

assesses the key interoperability challenges that remain unresolved, and explores how full implementation of paperless trade frameworks can deliver measurable gains in efficiency, competitiveness, and sustainability. Participants will leave with a clear understanding of both the opportunity and the political economy of digital trade reform.

12.00 – 13.00 hrs.

Networking Lunch

13.00 - 15.00 hrs.

Session 15: Rethinking Governance in the 21st Century: Insights from Global Best Practices

This session examines how regulatory complexity and lengthy processes affect business efficiency. It explores key legal and political aspects within the public sector that inevitably impact foreign business entities operating in Thailand. The session also discusses procurement transparency to ensure fair competition, while enhancing public sector performance through insights from a highly experienced former President of the Thailand Trade Representative.

15.00 - 16.00 hrs.

Session 16: Diplomatic Protocol and the Art of High-Stakes Communication

Reframed from its original scope, this session addresses a dimension of commercial diplomacy that is often underestimated but consistently decisive: the ability to communicate with precision, cultural intelligence, and strategic intent in high-stakes diplomatic settings. Moving beyond surface-level etiquette, participants will examine how protocol, framing, and cross-cultural communication shape the dynamics of negotiating rooms and how the deliberate management of tone, messaging, and relationship signals can determine outcomes before formal negotiations even begin. The session draws on real diplomatic scenarios to develop participants' awareness of the unwritten rules that govern international engagement at the senior level.

MC for Day 4: Mr. Bhumbhat Srihamart,
Academic Officer, Office of International Cooperation, ITD

Remarks: Networking break will be served at 15.00 hrs.

18.00 - 21.00 hrs.

Session 17: Empowering International Trade Leaders: Trade Negotiators Club (TNC#2) “Cocktail Networking”

Venue: Garden Deck, 7th Floor, Eastin Grand Hotel Phayathai, Bangkok, Thailand (TBC)

MC for Session 17: Mr. Varin Sachdev

News anchor, radio host, currently serving as a news presenter on TNN16. With extensive experience in media and broadcasting, as well as served as a bilingual MC for major public and private sector events.



AGENDA DAY 5

Friday, 28 August 2026

Venue: Eastin Grand Hotel Phayathai

Module 5:

Best Practice Learning: Mock Negotiation and Simulated Trade Negotiations

08.30 - 09.00 hrs.

Registration

09.00 - 10.30 hrs.

Session 18: Briefing, Group Formation, and Initial Position Development

10.30 - 12.00 hrs.

Session 19: Formal Negotiating Round 1 Opening Statements and Initial Exchange

12.00 - 13.00 hrs.

Networking Lunch

13.00 - 14.00 hrs.

Session 20: Negotiating Round 2 Coalition Building and Convergence

14.00 - 15.00 hrs.

Session 21: Debrief and Strategic Foresight: From Simulation to Reality

15.00 - 16.00 hrs.

Session 22: Group Work Presentations & Strategic Foresight for Lead Negotiators

16.00 hrs. onwards

Session 23: Graduation and Awards & Certification

Receive a certificate of completion to validate their expertise in commercial diplomacy and international trade negotiations.

Mr. Suphakit Chareonkul

Executive Director,
International Institute for Trade and Development (ITD)

Report on the Training Program Achievements

Mr. Suphakit Chareonkul

Executive Director,
International Institute for Trade and Development (ITD)

MC for Day 5: Dr. Chandhit Sawangnate

Honorary Advisor to the Senate Committee on Foreign Affairs, Advisor to the Senate Subcommittee on Economic, Commercial and Investment Affairs.

Remarks: Networking break will be served at 10:30 hrs. and 14:00 hrs.

ACTIVITY PHOTOS

