# Training Course on Trade in Services Negotiations and Implementation

Professional Development Training Course Outline

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| **Category** | Development | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today's interconnected global economy, mastering **trade in services** is crucial for sustainable growth and competitive advantage. This comprehensive training course equips participants with the essential knowledge and practical skills needed to navigate the complexities of **international trade agreements** and successfully implement service sector liberalization. We delve into the intricacies of **WTO General Agreement on Trade in Services (GATS)**, bilateral and regional trade deals, and the evolving landscape of **digital trade**. Through expert-led sessions and real-world case studies, participants will gain a deep understanding of **market access**, **national treatment**, and regulatory frameworks, enabling them to effectively contribute to their organizations' trade strategies.

This program focuses on building practical expertise in **negotiation techniques**, **regulatory compliance**, and **policy analysis**. Participants will learn to identify and address **trade barriers**, leverage **preferential trade agreements**, and develop strategies for **export promotion** in the services sector. We emphasize the importance of **stakeholder engagement**, **capacity building**, and **sustainable development** in the context of trade in services, ensuring that participants are well-prepared to drive positive outcomes for their organizations and contribute to the global trade ecosystem.

## Programme Curriculum

### Training Course on Trade in Services Negotiations and Implementation

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**Course Duration**

10 days

**Course Objectives**

1. Master the fundamentals of **trade in services agreements** and their impact on global markets.
2. Analyze the **WTO GATS** and its core principles, including **most-favored-nation (MFN)** treatment.
3. Develop proficiency in **market access negotiations** and understand the role of **specific commitments**.
4. Evaluate the implications of **domestic regulation** on service sector trade.
5. Identify and address **non-tariff barriers** affecting service exports and imports.
6. Understand the dynamics of **digital trade** and its regulatory challenges.
7. Apply **negotiation strategies** to achieve favorable outcomes in trade discussions.
8. Implement **regulatory reforms** to enhance competitiveness in the services sector.
9. Leverage **preferential trade agreements** for strategic market expansion.
10. Conduct **trade policy analysis** and assess the impact of trade liberalization.
11. Build capacity for **stakeholder engagement** and effective communication in trade negotiations.
12. Explore the intersection of **sustainable development** and trade in services.
13. Develop strategies for **export promotion** and market diversification in the services sector.

**Organizational Benefits**

- Enhanced capacity to navigate international trade agreements.
- Improved market access and export opportunities for service providers.
- Reduced trade barriers and compliance costs.
- Strengthened negotiation skills for favorable trade outcomes.
- Increased competitiveness in the global services market.

**Target Audience**

1. Government Trade Officials
2. Policy Analysts
3. Business Development Managers
4. Legal Professionals

5. International Trade Consultants
6. Service Sector Exporters
7. Investment Promotion Agencies
8. Economic Development Specialists

**Course Outline**

1. **Introduction to Trade in Services:**
    - Overview of the global services economy.
    - Key concepts and definitions.
    - Importance of services in international trade.
    - Historical development of trade in services agreements.
    - The role of services in economic development.

- **The WTO GATS Framework:**
    - Principles and objectives of the GATS.
    - Structure and scope of the GATS agreement.
    - Most-Favored-Nation (MFN) treatment.
    - National Treatment obligations.
    - Specific commitments and scheduling.
- **Market Access and National Treatment:**
    - Understanding market access barriers.
    - Analyzing national treatment provisions.
    - Negotiating specific commitments.
    - Identifying sectors for liberalization.
    - Analyzing the impact of reservations.
- **Regulatory Frameworks and Domestic Regulation:**
    - Impact of domestic regulation on trade in services.
    - Licensing and qualification requirements.
    - Standards and technical regulations.
    - Transparency and due process.
    - Best practices in regulatory reform.
- **Non-Tariff Barriers (NTBs) in Services:**
    - Identifying and analyzing NTBs.
    - Impact of NTBs on market access.
    - Strategies for addressing NTBs.
    - Role of regulatory cooperation.
    - Case studies of NTB resolution.
- **Digital Trade and E-commerce:**
    - Overview of digital trade and e-commerce.
    - Regulatory challenges in the digital economy.
    - Data flows and privacy concerns.
    - Cross-border data regulations.
    - Impact of digital trade on traditional services.

- **Negotiation Techniques and Strategies:**
    - Principles of effective negotiation.
    - Developing negotiation strategies.
    - Analyzing negotiating positions.
    - Building consensus and resolving disputes.
    - Practical simulation exercises.
- **Preferential Trade Agreements (PTAs):**
    - Understanding the role of PTAs in services trade.
    - Analyzing PTA provisions related to services.
    - Leveraging PTAs for market expansion.
    - Comparing bilateral and regional agreements.
    - Impact of PTAs on GATS.
- **Trade Policy Analysis:**
    - Methods for analyzing trade policies.
    - Assessing the impact of trade liberalization.
    - Conducting economic impact assessments.
    - Developing evidence-based policy recommendations.
    - Analyzing trade data and statistics.
- **Stakeholder Engagement and Communication:**
    - Identifying key stakeholders.
    - Developing communication strategies.
    - Building consensus and fostering collaboration.
    - Managing stakeholder expectations.
    - Effective public consultations.
- **Sustainable Development and Trade in Services:**
    - Linking trade in services to sustainable development goals.
    - Promoting environmentally sustainable services.
    - Addressing social and economic impacts of trade.
    - Integrating sustainability considerations into trade policies.
    - The role of trade in achieving the 2030 agenda.
- **Export Promotion and Market Diversification:**
    - Developing export strategies for services.
    - Identifying target markets and opportunities.
    - Utilizing trade promotion tools and resources.
    - Building export capacity and competitiveness.
    - Diversifying export markets and reducing risks.
- **Implementation and Monitoring of Trade Agreements:**
    - Steps for implementing trade agreements.
    - Monitoring and evaluating implementation.
    - Addressing implementation challenges.
    - Dispute settlement mechanisms.

- Ensuring compliance and enforcement.

- **Sector-Specific Issues in Trade in Services:**
  - Analyzing trade issues in key service sectors (e.g., finance, telecom).
  - Understanding sector-specific regulations.
  - Identifying sector-specific trade barriers.
  - Developing sector-specific trade strategies.
  - Case studies of sector-specific trade negotiations.

- **Future Trends and Emerging Issues:**
  - Emerging trends in global services trade.
  - Impact of technological advancements.
  - Future challenges and opportunities.
  - The role of services in the post-pandemic economy.
  - Preparing for future negotiations.

**Training Methodology**

- Interactive lectures and discussions.
- Case studies and real-world examples.
- Practical exercises and simulations.
- Group work and collaborative learning.
- Expert guest speakers and panel discussions.

**Register as a group from 3 participants for a Discount**

**Send us an email:** info@fineskilltrainingcenter.org **or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

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