EXECUTIVE PROGRAMME IN COMMERCIAL DIPLOMACY

JOINT EXECUTIVE PROGRAM

GENEVA

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Introduction

The **Executive Programme in Commercial Diplomacy**, delivered by **GIOYA Higher Education Institution** in partnership with the **United Nations University for Peace**, is an intensive and prestigious programme for executives, policymakers, entrepreneurs, and professionals aiming to master the art of **Global Trade, Economic Diplomacy, Conflict Resolution, and International Business Strategy.**

Offered in two intensive formats – a 3-day Executive Track and an extended 10-day Immersive Track in Geneva – participants will gain access to knowledge, tools, and networks at the core of international trade and diplomacy, developing the ability to lead with confidence in the global arena.

Why Commercial Diplomacy Matters Today

In a rapidly evolving global economy, **commercial diplomacy** has become a strategic necessity. It is the space where governments, businesses, and international institutions meet to shape the rules of trade, investments, and economic relations.

- **Trade agreements and negotiation strategies** define access to markets and competitive positioning.
- **Global trade governance** ensures stability but requires leaders able to anticipate and interpret international regulations.
- **Economic diplomacy** creates bridges between states and enterprises, fostering long-term partnerships and investments.
- **Conflict resolution and arbitration** are essential skills to solve disputes efficiently, ensuring stability, credibility, and peace in international relations.
- **International business strategy** enables leaders to position their organizations competitively, identify opportunities, and adapt to global shifts.
- **Commercial diplomacy contributes to peace**: by creating frameworks for dialogue and cooperation, it prevents conflicts, reduces tensions, and transforms competition into sustainable development.

Through this programme, participants are empowered not only to manage complexity but also to **turn diplomacy into a driver of growth, innovation, and peace.**

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Learning Experience

Participants will benefit from a unique blend of **academic rigor, practical insight, and institutional exposure.** The programme includes:

- **Executive seminars** on trade, diplomacy, business strategy, and dispute resolution.
- **Interactive workshops** on negotiation, conflict management, and global risk analysis.
- **Institutional visits** to international organizations in Geneva, giving first-hand exposure to global decision-making environments.
- **Practical simulations and case studies,** applying theory to real-world challenges in trade, diplomacy, and arbitration.

This dynamic learning experience ensures that every participant develops the ability to apply strategic knowledge directly in their professional context.

Programme Facts

- **Duration:** 3 or 10 full days
- **Location:** United Nations University for Peace & GIOYA Office, Geneva (Switzerland)
- **Tuition Fee:** contact GIOYA
- **Minimum participants:** 10
- **Certificate awarded:** GIOYA HEI + UN University for Peace

Who Should Attend?

The programme is designed for:

- **Executives** in multinational corporations expanding internationally.
- **Entrepreneurs** seeking access to global markets.
- **Government officials and policymakers** involved in trade, diplomacy, or economic development.
- **Professionals** in law, consultancy, or finance aiming to broaden expertise in international trade, arbitration, and diplomacy.

Certification

Participants will receive a **World Class Joint Certificate** from **GIOYA Higher Education Institution** and the **United Nations University for Peace (UPEACE).**

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For more information

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