



About the Brussels Diplomatic Academy

Introduction

Globalisation. Not a mere buzzword but the undeniable force that drives companies to develop their business beyond national borders. The ever-increasing importance of international business also calls for a stronger role for economic diplomats.

Being located in Brussels - a city with the second largest concentration of diplomats after Washington DC and home to many multinationals - the Vrije Universiteit Brussel decided to respond to the educational needs resulting from this economic development by establishing **the Brussels Diplomatic Academy**.

The Academy – with a clear focus on business diplomacy and international entrepreneurship - will prepare students for a career in diplomacy and international business. In addition the Academy offers a comprehensive range of topical seminars and executive courses to diplomats and business people and is your first point of call for consultancy, research and coaching on all aspects of diplomacy and international business.

What makes us unique?

Knowledge Center for Economic Diplomacy and International Entrepreneurship

Within the Vrije Universiteit Brussel, the Brussels Diplomatic Academy acts as a Knowledge Center for Economic Diplomacy and International Entrepreneurship. This focus makes us unique as it distinguishes us from most other diplomatic academies. As explained hereafter economic diplomacy and international entrepreneurship are closely related.

Economic diplomats can at best be described as business facilitators or business initiators. They need to pave the way for their home country's companies. Their task goes far beyond networking only. More than ever before they need to think along with the strategy of the company or at least they should have a thorough understanding of export, investment, entry modes, transfer pricing, market analysis, financing techniques and so on. This implies a solid knowledge of international entrepreneurship. Furthermore, economic diplomats have to safeguard and defend their country's economic and trade interests.

For companies going global, on the other hand, it is advisable to have a basic understanding of the various domains economic diplomats are dealing with, like international trade law, international investment law, international tax law, international public procurement and so on. This optimizes business development because of the possibility to fight against non tariff barriers and dumping practices, or to optimally make use of international tenders, bilateral investment agreements and agreements to avoid double taxation.

Broad network

As Brussels is home to the European institutions, international organisations and many multinationals, the Brussels Diplomatic Academy has access to a broad network of diplomats, civil servants and business men. This feature definitely contributes to the quality of our research, education and consultancy.

Educational philosophy

Our postgraduate certificate programmes have the clear goal to fully prepare our students for the labour market. We want to successfully prepare them for a career as diplomat or business man. In order to achieve this goal our postgraduate programmes are built on the following principles:

- A versatile training: all aspects of economic diplomacy and international entrepreneurship are covered. This maximizes the job chances and professional success of our graduates.
- The combination of academic courses and input from specialized practitioners.
- A programme curriculum that departs from the necessary theoretical matter and the necessary skills that makes a diplomat and business man successful.



Aims of the Brussels Diplomatic Academy

The Brussels Diplomatic Academy has been set up with the following aims

- By means of the Postgraduate certificate programme in Economic Diplomacy we want to train students in all aspects of economic diplomacy. This multidisciplinary programme that combines theory with practical input is a terrific preparation for the economic diplomatic career exam.
- By means of the Postgraduate certificate programme in International Trade and Investment we want to prepare students for the various aspects of international trade and investment. The postgraduate aims at producing graduates who are ready for professional life. As such they should easily find and be successful in jobs such as export manager, purchasing or sourcing manager, investment manager or business development manager.
- Prepare economic diplomats for their secondment.
- Training of economic diplomats.
- Training of business men.
- Topical seminars on economic diplomacy and international entrepreneurship.
- Research and consultancy on the various aspects that constitute economic diplomacy and international entrepreneurship.

Education

Postgraduate Programmes

From academic year 2014-2015 onwards, the Brussels Diplomatic Academy will offer full time postgraduate certificate programmes which are the perfect preparation for a career as (economic) diplomat or international business man. The programmes depart from both the theoretical knowledge and practical skills required for the future career. This will happen by means of:

- Postgraduate in Economic Diplomacy
- Postgraduate in International Trade and Investment

More information is available from September 2013 onwards. Please contact us if you wish us to keep you informed.

People

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Find your way to the BDA: The BDA is located in building number 5 on the following map:

<http://www.vub.ac.be/english/infoabout/campuses/etterbeek.html>