

TARGET GROUPS

This programme is designed for Junior to Mid-career diplomats and government officers who has working experience in Public Diplomacy (engaged in international publicity and public relations).

LEARNING OUTCOMES

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

- Understand key themes and approaches to public diplomacy;
- Have thorough understanding of the various public diplomacy tools that can be used to promote their own national interest in the international arena; and
- Reflect on the dynamics of public diplomacy in an organisational setting, with a focus on their respective department's communication with the media.

COURSE METHODOLOGY

Participants will learn through classroom lectures, group discussions, individual in-class exercises as well as simulations, field trips and briefings. The course will be fully conducted in English.

COURSE CONTENT

Course modules include:

- Theory and concept of public diplomacy
- Media relations and skills
- Handling difficult questions from the media
- Cross cultural communications
- International relations

PREREQUISITE / ELIGIBILITY

Interested applicants must fulfill the following criteria:

- Nominated by the Government
- Have a basic university degree
- Below 35 years of age
- Three or more years of working experience in international affairs or relations
- Proficient in English Language
- Medically fit
- Can work independently and in groups

HOW TO APPLY

Application form can be downloaded at https://mtcpcoms.kln.gov.my/mtcpcoms/online/list_course and must be endorsed by the nearest Malaysian Embassy/High Commission. Completed applications must be submitted to the nearest Malaysian Embassy/High Commission **before 16 July 2016.**

For enquiries, please contact:
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RULES AND REGULATIONS

- All participants must arrive in Malaysia no later than the date of commencement of the course, unless expressly given permission by the Institute.
- Absence from any of the scheduled programmes during the course, including study visits, for any reason is strictly prohibited without prior permission from the Institute.
- All participants are expected to maintain a high level of participation during the lectures, and conduct themselves in an agreeable manner amongst their peers. Any show of poor conduct will be treated seriously and an immediate notification will be sent to the participants' mission in Malaysia and to their respective Ministry of Foreign Affairs.
- Participants must observe punctuality at all times. Those who are late or miss the IDFR transport must find their own way to the Institute to attend the lectures, or will otherwise be considered absent.
- Appropriate dress code during the course is working attire.

COURSE FEE, ACCOMMODATION AND MEALS

All course fees are borne by the Government of Malaysia. Accommodation and food will be provided. Participants are not allowed to change any arrangement done by the training institution.

FARES

A return air ticket from the capital city of the recipient country to Kuala Lumpur on economy class is provided for participants from countries with GDP per capita below USD 5,000. Therefore, some MTCP recipient countries may need to bear their own air fares.

MEDICAL

Participants should be certified medically and physically fit to participate in this programme. In the case of emergency and need of medical treatment, medical expenses at a government hospital will be borne by the Government of Malaysia. However, medical expenses at private clinics shall be borne by the participants.

VISA AND VACCINATION

All participants are required to enter Malaysia with Visa with Reference (VDR). Participants selected for the programme will receive a copy of the letter of approval from the Institute. With the copy of the approval, the participants may obtain the VDR from the nearest Malaysian missions. Wherever applicable, participants are advised to arrange on their own any necessary vaccination prior to travel to Malaysia.

Expenditures on all visa-related fees, airport tax/airport user's charge, transit insurance, excess luggage, travel tax, transit fees, domestic passenger terminal fees, phone charges, private purchases, etc. are borne by the recipients. This also applies for vaccinations prior to travel to Malaysia.



MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP)



PUBLIC DIPLOMACY COURSE FOR INTERNATIONAL PARTICIPANTS 2016

17-26 AUGUST 2016



INSTITUTE OF DIPLOMACY AND
FOREIGN RELATIONS (IDFR)
MINISTRY OF FOREIGN AFFAIRS
MALAYSIA

ABOUT MALAYSIA



Malaysia is a Southeast Asian country occupying the Malaysian Peninsula and part of the island of Borneo. It is known for its beaches, rainforests and mix of Malay, Chinese, Indian and European influences. The sprawling capital, Kuala Lumpur, is home to colonial buildings, busy shopping districts such as Bukit Bintang and skyscrapers including the iconic, 451m-tall Petronas Twin Towers.

Nestled in between Thailand to the north and Singapore to the south, Malaysia is a federation which consists of 13 states (11 in West Malaysia, and two in East Malaysia) and three federal territories. As a federation, the governance of the country is divided between the federal and the state governments. Malaysia is a parliamentary democracy with a federal constitutional monarch, in which the DYMM Yang di-Pertuan Agong is head of state and the Prime Minister of Malaysia is the head of government.

Since the early 1980s, Malaysia has steadily diversified its economy. Major changes include a departure from a reliance on the cultivation and export of raw materials, in particular natural rubber, to a focus on services, manufacturing and tourism. Tourism, in particular, has had a significant impact and, as a generator of foreign exchange, is second only to the oil industry.

Malaysia is a tropical holiday destination, where temperatures fluctuate between 25 and 35 degrees Celsius throughout the year. It is usually very hot and humid, especially in the major cities. Cool breezes can be enjoyed on the many islands surrounding Malaysia, while the 'highlands' offer cooler temperatures that never exceed 25 degrees Celsius.

Language
Bahasa Melayu

Population
28.3 million

Ethnic
50.4% Malay, 23.7% Chinese, 11.0% Indigenous, 7.1% Indian & 7.8% Other

Capital
Kuala Lumpur

Currency
Ringgit Malaysia (RM) / Malaysian Ringgit (MYR)

Flag



MALAYSIAN TECHNICAL COOPERATION PROGRAMME

The Malaysian Technical Cooperation Program (MTCP) was established in 1980 as Malaysia's commitment to South-South Cooperation through the sharing of Malaysia's development experiences and expertise with other developing countries.

The objectives of the MTCP are:

- To share experience with other developing countries;
- To strengthen bilateral ties with developing countries; and
- To encourage and promote South-South Cooperation; and
- To encourage and promote technical cooperation within developing countries.

MTCP is premised on the principle that the development of a country is dependent on the quality of its human capital and resources. MTCP emphasises human resources development mainly through training; short-term courses in public and private Malaysian training institutions, and long-term courses in Malaysian public universities. Other forms of assistance include study visits, practical attachments and provision of services of experts.

Since its inception, more than 30, 686 participants have been directly trained under MTCP. Currently MTCP is extended to 142 recipient developing countries in ten (10) key areas as follows:

- Agriculture;
- Economic, Finance and Trade;
- English Language;
- Environment;
- Industrial Technical Training;
- Diplomacy;
- Management and Public Administration;
- Professional and Services;
- Social Development; and
- Science, Technology and ICT Management.

A new direction for the MTCP was formulated following its placement under the Ministry of Foreign Affairs (also known as Wisma Putra) in 2010. It entails prioritising developing countries of strategic interests, focusing on Malaysia's area of expertise, demand-driven courses programmes, cultivation of potential participants who would later serve as 'friends of Malaysia', public private partnership (PPP) and collaboration with new development partners beyond MTCP's traditional partners.

From the ten key broad areas, the MTCP would give more attention to the following eleven sub-areas namely Oil and Gas Industry, Products and Services including Small Medium Enterprises (SMEs), Palm Oil Industry, Food and Beverages, Halal Economy and Ecosystem, Islamic Finance and Banking, Education, Construction, Health services, Diplomacy and Governance.

INSTITUTE OF DIPLOMACY AND FOREIGN RELATIONS

The Institute of Diplomacy and Foreign Relations, also known as IDFR, was established on 1 July 1991 under the Prime Minister's Department following a Cabinet decision dated 6 March 1991. It was officially launched that same year on 12 August by the then Prime Minister Dato' Seri Dr. Mahathir Mohamad. On 27 March 2001 IDFR officially became part of the Ministry of Foreign Affairs of Malaysia. Located in Kuala Lumpur, IDFR is housed in the former building of the Foreign Ministry. Its new campus was opened in 2006.

As the Ministry's training arm, IDFR conducts training programmes for Malaysian diplomatic officers as well as officers from other government ministries and agencies. Apart from the main diplomatic training courses, IDFR provides mid-career and follow up professional skills training to help enhance the professionalism of serving officers.

The training programmes are practitioner-oriented and are aimed at equipping officers with the skills and knowledge to meet the challenges they face in the conduct of their professional duties. The Institute provides training in two broad areas-diplomacy and foreign relations, as well as foreign languages. In collaboration with the National University of Malaysia (UKM), IDFR offers a thirteen month postgraduate programme for a Master of Social Science in Strategy and Diplomacy.

IDFR also offers training courses to more than 136 countries worldwide, namely to participants from developing countries under the Malaysian Technical Cooperation Programme (MTCP), ASEAN, Colombo Plan and Commonwealth countries.

MTCP: PUBLIC DIPLOMACY COURSE FOR INTERNATIONAL PARTICIPANTS 2016

Date : 17–26 August 2016

Venue : Institute of Diplomacy and Foreign Relations, Kuala Lumpur

AIM

The aim of this course is to improve the participants knowledge and skills in handling the media in the context of public diplomacy and advocacy and at the same time to provide an overview of the objectives and scope of public diplomacy.

RATIONALE

Public Diplomacy is seen as one of the most crucial tools in the practice of diplomacy today. A public diplomacy that is proactive, timely, well-coordinated, accurate, innovative, factual and informative is essential in advancing Malaysia's foreign policy. In order to ensure comprehensive coverage when disseminating information, the Ministry of Foreign Affairs, Malaysia implements a multi-pronged approach that takes into consideration the target audience as well as the medium in which the message would be most widely and readily received. This course provides an understanding of the history and dynamics of Malaysian Public Diplomacy as well as knowledge of strategies and techniques for advocating policy and influencing opinion and behaviour of international audiences in a Web 2.0 age. Participants will also be exposed to a range of practices incorporated in past and present public diplomacy, experiment with tools and build public diplomacy skills by working in groups on hands-on-projects as well as embarking on field trips.