

Coaching, Events & Kommunikation  
and Partners present:

# Intercultural Diversity Conference

Cultural Awareness Training

Doing Business in India,  
China and Arabic Countries

Working in Multicultural Teams

June 20-22, 2007  
Zurich - Paradeplatz

**Wednesday, 20 June, 1-5 pm:**

## **Cultural Awareness Training**

Main objective is to provide participants with a sound understanding of diversity, a definition of culture and cultural differences around the globe in a business context. Having a better understanding of other cultures vis-à-vis one's own culture will enable participants to maximise the benefits from diverse and intercultural resources.

**Thursday, 21 June, 8-12 am:**

## **Working in multicultural teams**

The main learning goal is to increase the awareness on how to capitalize on the diversity of multicultural teams, to empower these teams and to reduce the risks of pitfalls in leading, managing and working in multicultural teams.

**Thursday, 21 June, 1-5 pm:**

## **Doing business with Arabic countries**



Main learning target is to prepare participants for a first or continued business activity in Arabic countries. Besides a general introduction to Arabic countries, the emphasis will be on intercultural aspects of daily life, etiquette and business interaction in Arabic societies as well as in-depth analyses of two selected Arabic countries for your successful business entry and negotiation.

**Friday, 22 June, 8-12 am:**

## **Doing Business in China**



Main objective is to help participants better understand the Chinese mentality and be more efficient in working with the Chinese. By examining specific cases of how business is conducted with the Chinese you will better understand how business relationships operate in China. This will help you to improve your skills in communicating and negotiating with the Chinese.

Friday, 22 June, 1-5 pm:

## Doing Business in India (Sri Lanka, Bangladesh)



Main objective is to get an insight into the destination country, India and its culture from the past through the present, developing communication and negotiation skills for meeting local counterparts socially and in business situations. Participants will also develop an action plan on how to ensure smooth integration into modern Indian society.

Friday, 22 June, 1-5 pm:

## Doing business in Switzerland (Europe)



Main target is to prepare participants for a first or continued business activity in Switzerland – mainly in the German part of the country. Besides a historical and political introduction of Swiss countries cultures, the emphasis will be on intercultural aspects of daily life, etiquette, business interaction and negotiation in Swiss societies.

Two Months later:

## Follow up session

Having applied the above techniques, participants meet to reflect and exchange experiences and activities! Finally participants will set an action plan for future intercultural cooperation and business activities.

# Training Principles

- Modules are based on
- solution focused and result oriented management
  - practice approach
  - interactive learning
  - individual and group reflection

Participants receive handouts and a list of participants!

Country trainers are experts in doing business in the respective countries – either by having lived and worked in those countries for a substantial period of time (10 years) or because they have cultural roots in the respective country.

To maximise the benefit of these training sessions, the number of participants is limited to 15.

Upon request we do offer trainings for other countries such as Japan, South America and Africa.

For details please visit: [www.reginareinhardt.com](http://www.reginareinhardt.com)

Empowered by	Coaching, Events und Kommunikation	
Enrollment	Regina Reinhardt Ob. Schöntalstr. 21, CH-8406 Winterthur +41 (0)78 790 43 01 IDC(at)reginareinhardt.com www.reginareinhardt.com	
Partners	Ms Roopa Chaudhuri, country trainer for India Ms Chaorong Teng, country trainer for China Ms Regina Reinhardt, country trainer for Switzerland Mr Pascal Gemperli, country trainer for Arabic countries Mr Fabian Tschan, multicultural team trainer	
Location	Professional Language Center Am Paradeplatz, Tiefenhöfe 11, 8001 Zurich <a href="http://www.languagecenter.ch">www.languagecenter.ch</a>	
Costs:	Swiss Francs 400 / 270 € each module including <ul style="list-style-type: none"><li>• hand-outs</li><li>• coffee and lunch breaks</li><li>• international networking</li><li>• individual or group follow-up session (two months later)</li></ul>	