

DOING BUSINESS IN THE MIDDLE EAST

DOING BUSINESS IN MIDDLE EAST:
UNDERSTANDING MIDDLE EAST BUSINESS
CULTURE

UNDERSTANDING MIDDLE EAST BUSINESS CULTURE

A one-day cultural awareness training workshop for business and commerce.

COURSE OVERVIEW

As more businesses take advantage of the huge opportunities in Middle East different cultural and business norms are often of concern.

Doing Business in Middle East: Understanding Middle East Business Culture is a one-day, interactive training workshop that explores Middle East culture and business culture and how it differs from elsewhere in the world.

The workshop focus is on building practical skills for communicating, working and doing business with Middle East colleagues and business contacts.

THE BENEFITS

Successful delegates leave **Doing Business in Middle East: Understanding Middle East Business Culture** with a framework for understanding Middle East business culture, business-etiquette, business practices and business structures, together with practical communication, management and work skills to help get things done with Middle East clients, colleagues, and other business contacts.

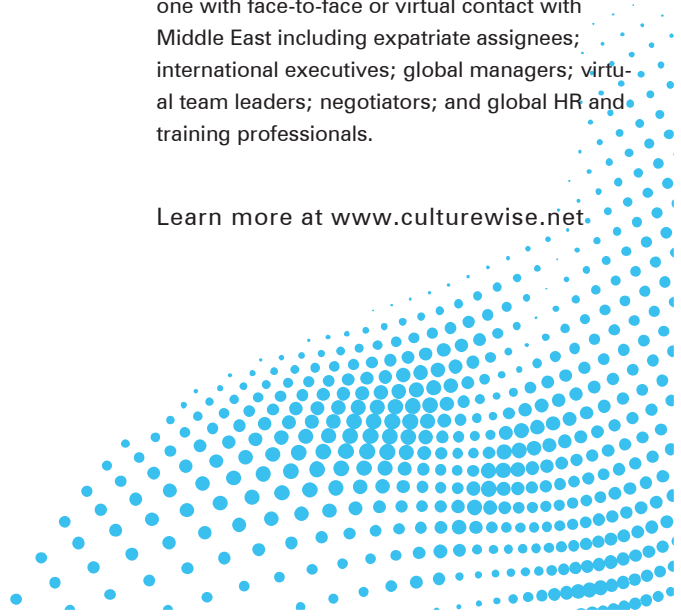
The result is more effective and productive working relationships with the Middle East.



WHO SHOULD ATTEND?

Doing Business in Middle East: Understanding Middle East Business Culture will benefit anyone with face-to-face or virtual contact with Middle East including expatriate assignees; international executives; global managers; virtual team leaders; negotiators; and global HR and training professionals.

Learn more at www.culturewise.net



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WHAT WILL I LEARN?

Morning

- The Middle East - historical, economic, political and social contexts.
- Arab and Islamic values and their influence on business and commerce.
- Getting things done in the Middle East region. Techniques and strategies for building influential networks and sustainable business relationships.
- Giving feedback, managing conflict and delivering bad news. The importance of courtesy, formality, honour and respect.
- Best practices in negotiations, meetings and virtual communication, and how to read between the lines.

Afternoon

- 'Desert Time' and Insh'allah. Understanding attitudes to time, deadlines and schedules.
- Leadership and management in the Middle Eastern region. The importance of loyalty and reputation.
- Taboos, pitfalls and avoiding 'faux pas' when doing business in the Middle East region.
- Dealing with Gulf States and Middle Eastern governments. What works and what doesn't.
- Advice, information and suggestions for your next negotiation or business trip to the Middle East region.

ABOUT CULTUREWISE

Culturewise Ltd provides an unrivalled range of cultural awareness training solutions that enable organisations, teams and people to work effectively across the boundaries between countries and cultures.

Recognised as one of the most innovative companies in our business we operate from our head office and training centre in London, and around the world through a global network of quality-assured associates and training partners. Our customers include many of world's most successful global businesses.

Whatever type of international contact you are involved in, Culturewise's cross-cultural solutions will help build and sustain the global mind-set, openness, flexibility, cultural understanding and skills to ensure successful projects, and sustainable, long-term competitive advantage for your business or organisation.

HOW TO BOOK

To book +44 (0) 20 7387 5521

Terms and conditions, including charges for late cancellations or late payments, apply to all open and in-house training workshops. For full details on our Terms and Conditions please visit www.culturewise.net/terms.



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