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FOR IMMEDIATE RELEASE



August 13th 2010

**“Raising Cultural Awareness” An eye opening, dynamic & interactive seminar to be hosted by MECA Training, October 6th 2010 at The Adelman in Boise.
*Hors d'oeuvres, Drinks & Prizes available.***

BOISE, ID, AUGUST 13TH 2010: In the recent wave of increased numbers of **International families in the BOISE area**, it has become more important than ever to increase our cultural awareness as a community. **MECA training**, an Idaho based consulting company, is hosting a seminar titled **“Raising Cultural Awareness”**. Our goal is to assist individuals in developing and expanding their cultural awareness and cultural sensitivity skills.

Furthermore; globalization, the expansion of intercontinental trade, technological advances and the increase in the number of companies dealing on the international stage have brought about a dramatic change in the frequency, context and means by which individuals from different cultural backgrounds interact.

Join us OCT 6th 2010 from 5:30 – 9:00 at the Adelman in Boise. Tickets are available for purchase online at www.MecaTraining.com or by calling 1.208.892.3030.

About MECA Training

MECA training offers Cultural Awareness training workshops with focus on the Middle East. Topics include: Exploring the impact cross cultural differences have on business, cross cultural communication, non-verbal communication, building relationships, etiquette training, doing business in the Middle East, cross cultural management, negotiations and much more. For more information, please visit <http://www.mecatraining.com> or Contact MECA at 1 800 611 6584

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