

Doing business in the Middle East

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The Middle East comprises a diverse range of cultures and countries. Recent years have seen the region experience significant local and foreign investment in infrastructure, tourism and industry. Many misconceptions and stereotypes exist to this day about the social and business cultures of the Middle East. By understanding your counterparts' true values, attitudes and motivations, you will be more successful on both a personal and professional level.

Benefits

This program will provide you with:

- An overview of the region.
- Analysis of cultural values and behaviors prevalent in the Middle East.
- A framework for understanding Middle Eastern business culture.
- Discussion of the potential issues involved in establishing business in the Middle East.
- Practical strategies for working more effectively with Middle Eastern counterparts.

'Doing Business in the Middle East' has been designed to help you prepare for your dealings in the Middle East, providing you with the necessary knowledge to ensure your success and combines in-depth background information with hands-on practical advice.



Who should attend?

Anyone considering or already:

- Doing business with the Middle East.
- Travelling regularly to the Middle East.
- Experiencing the challenges of working in the Middle East.
- Employing Middle Eastern nationals.

PROGRAM CONTENTS:

- Understanding Cultural Awareness through theoretical and practical methods.
- Examining the impact of the Middle East cultural values on business norms, practices and behaviors.
- Dealing with stereotypes, gender issues and understanding Islam.
- Exploring cultural dimensions: Degrees of hierarchy; relationships & tasks; team work & individualism; time & space; communication styles (high & low context; verbal & non verbal), meeting & greeting, dining, gift giving, and negotiation skills.
- Cultural etiquette: Do's and Don'ts.
- Developing cross-cultural competencies and identifying where and when culture impacts business.
- Instill the ability to recognize and handle cross cultural issues in the workplace and also building the confidence to get the needed results.
- Hear directly from a number of managers who work in the region, and from individuals from the region, who will share their experiences and impressions about doing business in the Middle East.
- If required, basic language skills and phrases can be integrated into the class.

Workshop includes:

- **Variety of Multi Media presentations.**
- **Focus on country specific training per group.**
- **Guest speaker/speakers from given regions in the Middle East.**