
COURSE DESCRIPTION

CHW054 – Intercultural Communication with Arab Business Partners

Course goal

In this course, participants learn about history, politics, religion, and economics and their relevance to current business relations with their business partners of the other culture.

Main learning objectives

The participants

- will gain insights into the typical characteristics of Arab companies and management and how they are linked to Arabic history, society and culture
- will get a guide to Do's & Don'ts In The Arabian Culture & Market
- will understand Arab business etiquette rules and to be able to interact in a proper way with Arabs at different positions in the company
- will learn how to create a positive impression and avoid unintentional offence.

Participant profile

Employees dealing directly with Arab business partners, ABB- Delegations visiting Arab business Partners or Politicians.

Prerequisites

Function according to „Participant profile“ and the ability to recognize, accept, and adapt to cultural diversity.

Topics

- Characteristics of Arab Countries
History of the Arab states and people / Islam / Development of nation states / Consequences for modern SE Asian culture
- Examination of assumptions and values within your own culture
Facts > Attitudes > Behaviour: a model for developing understanding of Arab people and their business practices
- Do's & Don'ts In The Arabian Culture & Market
- Business is Personal : Arab attitudes to time, truth, business- and private relationships, communication, life and death
- Islam : the impact on business practice
- Cross-cultural communication skills: techniques in dealing with the Arab World
- Basic Language Skills and Arab Body Language
Greetings / Gestures / Smiles / Manners & Taboos

Course type

This is a face-to-face class room training with min. 7 and max. 12 participants.

Learning methods and tools

Interactive workshop; group discussions, participants' questions and exchange of experiences, authentic practical examples.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

1 day