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Hello

Invitation

Slovak-Austrian Chamber of Commerce, British Chamber of Commerce in the Slovak Republic, French-Slovak Chamber of Commerce, Hispanic-Slovak Chamber of Commerce, Netherlands Chamber of Commerce in the Slovak Republic, Slovak-German Chamber of Commerce and Industry, Swedish Chamber of Commerce in the Slovak Republic, Italian-Slovak Chamber of Commerce in cooperation with **die Berater Slovensko s.r.o** take the liberty of inviting you to the following seminar:

Intercultural Competence – A Key Qualification of the 21st Century?

PROGRAM:

17.00 – “Intercultural Competence”, lecture

19.00 – Refreshment buffet and networking

LECTURER: Ing. Tomáš Borec, PhD.

LANGUAGE: Slovak/English with interpreting

Date, time and venue:

10th April 2014 at 17:00: 16:30 – registration

In the seat of **die Berater Slovensko, s.r.o.**,
Einsteinova 24, Aupark Tower, 8th floor (block A), Bratislava

Registration before 8 April 2014 at swedcham@sweden.sk

We do look forward to meet you there!

Participation fee of €25 for members and €49 for non-members

At the same time we offer you the possibility to purchase the book titled
Manažéri na cudzom parkete
Ako prekonať nástrahy interkultúrnej komunikácie
(Managers In The Away Arena: How do overcome the pitfalls of intercultural communication)
Price: €8.80



Intercultural Competence – A Key Qualification of the 21st Century?

A manager from a certain large European company aptly characterised the differences among people hailing from various business cultures saying that even though they all have the same hardware in their heads, the software distinctly varies.

At times, cultural differences may literally become a minefield. While Arabs, for example, regard eye contact as a manifestation of strength and confidence, Japanese consider looking someone straight in the eye as markedly impolite. Scandinavians or Britons are very much punctual when it comes to appointments and meetings, whereas in France it is a matter of honour to be at least 15 minutes late, and in Spain the 'delay' can be as long as one hour. When dining in China, it is allowed to talk loud, squelch or even pick one's teeth, whilst in Thailand, putting a fork in your mouth is a faux pas similar to licking the knife! Austrians are very particular about titles and in Italy many partners will expect you to address them with polite "Dottore", but in Sweden you won't even blink before they start to address you in a familiar first-name manner. In Germany a proper business lunch must comprise at least four courses, while in the Netherlands it may often mean a sandwich and a glass of milk. .

When organisations are preparing their managers for an overseas tenure, they often pay much emphasis on perfect language skills. The fact that language skills alone won't suffice to achieve success in foreign markets is getting acknowledged only gradually. On the other hand, the ability of self-assured navigation in different business cultures without clumsiness has become a key competence in the European labour market as well as a condition required before being appointed to any kind of important position.

In his lecture, Ing. Tomáš Borec, PhD will do his best to convince you about the above facts