



SLOVENSKO – RAKÚSKA  
OBCHODNÁ KOMORA  
SLOWAKISCH – ÖSTERREICHISCHE  
HANDELSKAMMER

# WEBINAR INVITATION

The Swedish Chamber of Commerce in the Slovak Republic,  
In cooperation with  
Slovak-Austrian Chamber of Commerce would like to invite you to a webinar

FOCUSED ON TOPIC

## How do cross-cultural differences influence business approaches?

Successful international businesses recognize that cultural nuances influence communication styles, decision-making processes, and business practices. They prioritize understanding cross-cultural differences to ensure that their actions align with the expectations and values of their diverse clients and partners.

### The key questions to be answered with the focus on Swedish and Austrian business culture:

- How to reflect on cultural values of business partners to build relationships and mutual understanding?
- What are the key questions to ask about cross-cultural differences in business?
- How to avoid cross-cultural conflicts?

**DATE:** Wednesday, **13 November, 2024**

**TIME:** **9:00 am – 10:30 am;**

On-line meeting link will be sent to registered participants

**LANGUAGE:** **Slovak**

**LECTURER:** **Dr. Eva Gáboriková, M.A., PhD., ACC**

Consultant of cross-cultural communication

Would you like to ask your own question? You are welcome to share it with us in advance at: [egaborikova@gmail.com](mailto:egaborikova@gmail.com)

The event is **FREE** of charge for members.

Please confirm your participation before **12 November 2024** to:

[swedcham@sweden.sk](mailto:swedcham@sweden.sk)

**Swedish Chamber of Commerce in Slovak Republic**

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## Profile of Lecturer

**Dr. Eva Gáboríková, M.A., PhD., ACC**

Consultant of cross-cultural communication



Eva has been a cross-cultural consultant for more than 20 years supporting leaders, managers and multicultural teams in Europe, USA and Asia. Working with international companies, virtual teams and different industries, she inspires her clients to look for new practical strategies to understand cross-cultural challenges and differences.

In the year 2016, 2018 and 2023 she was awarded Great Award in New York in competition with cross-cultural trainers, coaches and consultants from USA, Europe and Asia.

Eva belongs among senior intercultural consultants hired by key industry leaders and international companies to design their internal development programs, workshops and leadership coaching across the world.