



## ***Eddiya Forum*** *for intercultural Communication*

*“Experts say success in in public relation & international business comes down to knowing the culture and language.”*

### ***Cross Cultural Sensitivity Program*** (Middle East & Africa)

#### ***I-Seminars: for professionals & expats***

##### ***Objective***

- Respecting & understanding other culture’s traditions and ways of life is the key to success in this world.
- Improving interpersonal communication skills
- Improving cross culture awareness to avoid failing in international markets

#### ***II. Seminars: for local community***

##### ***Objective***

- To help the community understand the expats & get maximum benefit from them.
- To improve the image of Canadian investors among the community
- To build trust & strengthen communication with expats

## ***Topics***

### **1. Cross Cultural Sensitivity**

- What is culture sensitivity?
- Definition
- Examples
- The language barrier
- Characteristics of culture
- Cultural diffusion

## **2. Business Etiquette and Protocol**

- The importance of interpersonal communication
- Communication styles ( avoid discussing unpleasant topic)
- Business card ( both languages)
- Business meeting
  - Some cultures may agree to deadlines & time tables that they know are unrealistic.
  - The role of greeting & gift giving.
- The importance of personal relationship
  - Most business is discussed face to face
  - To wrap up a deal quickly you may need to establish a strong relationship before negotiations start.

## **3. Living & working in Saudi Arabia:**

Cultural considerations

- Religions & cultural values
- Gender differences
- Doing business, do's & don'ts
- Cultural impact on an expat

## **4. Islam & Multiculturalism**

- People & culture
- Understanding diversity
- Tolerance
- How to communicate in multicultural team without hurting anyone's feelings
- Developing intercultural dialogue
- Examples of the importance of cross cultural sensitivity in a multicultural team.
- Tips for cross cultural success.

**This exclusive 4 hour seminar will be hosted by a professional team in our location or yours. Followed by dinner and a chance to network with fellow professionals.**

For more information call Eddiya management @ 587 830- 16 90 or 403 605- 78 20