

## SUCCESS IN THE INTERNATIONAL ARENA - INTERCULTURAL BUSINESS EXPERTISE

### Our knowledge

WACKER's VINNAPAS® binders have been the number one on the market for 50 years. It was our willingness to cooperate with international partners that led to this success. In international business dealings, it is essential that we understand foreign cultures and take an objective look at our own culture.

This seminar aims to give you the skills to build up and strengthen business contacts in expanding markets.

### Concept

We'll be showing you strategies for efficient communication, quality assurance and dealing with foreign workplace culture, decision-making processes and conflicts.

You also particularly benefit from the seminar methods themselves, such as: brief and compact theory sessions interspersed with practical exercises and group work.

The seminar is geared toward quick and effective learning.

### Content

- Making contacts and networking with business partners and colleagues from different cultures – success with initial contacts
- Communicating successfully in a global environment: virtual and face-to-face
- Conflict management: recognizing conflicts and what causes them, how to judge their significance and resolve them in a culturally sensitive way
- Comparing the importance of hierarchy and status in different countries and their influence on leadership and decision-making structures
- The influence of culture on work styles, appreciation of quality, motivation and concept of time, as well as building styles and aesthetics

### Participants

Technical managers and other managers, project managers and teams

### Your advantage

- This seminar was designed with a special focus on the construction chemicals sector
- Understanding important business customs for successful intercultural cooperation
- Dealing with conflict situations
- Interactive teaching methods

### Your course instructors

Dr. Vendula Knopfova works for ICUnet.AG as an intercultural consultant for the southeast Asian and East European regions. Born in the Czech Republic, she studied chemistry in Prague and obtained her doctorate at Munich's Technical University. During her studies in Germany, she spent several months researching at Stony Brook University in New York, USA. After obtaining her Ph.D., Dr. Vendula Knopfova worked on an international research project at the Chinese University in Hong Kong. She subsequently served for several years as an R&D manager and technical advisor in various southeast Asian countries.

### Date and Venue

August 5 – 6, 2008 (language: English)

VINNAPAS® ACADEMY, Burghausen/Germany

### Contact

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