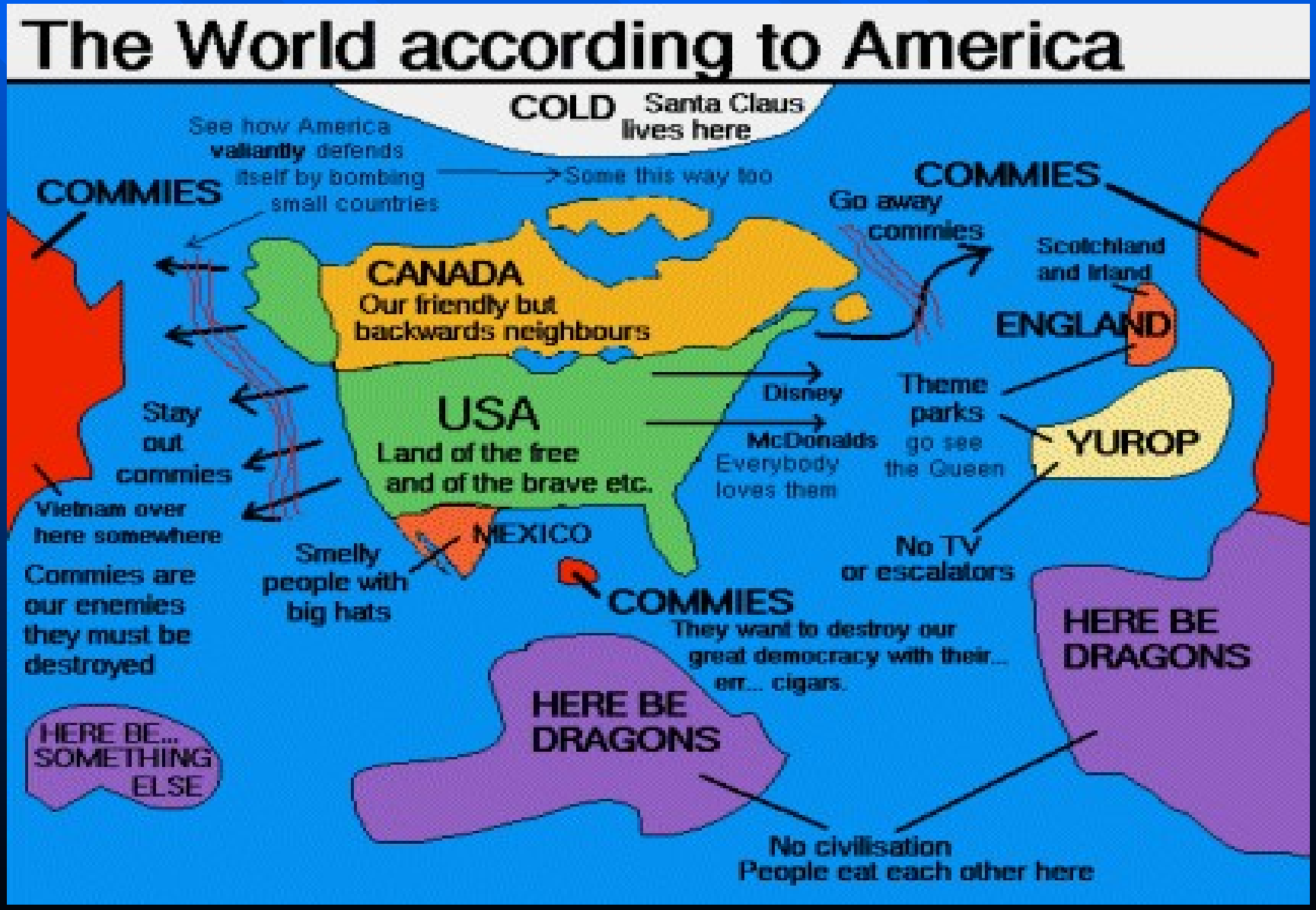
CROSS-CULTURAL BARRIERS & GLOBAL ETIQUETTE (WITH PRACTICAL EXAMPLES)

BY
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An ironic vision of the US



THE WORLD ACCORDING TO AMERICANS

(PRACTICAL VISION)



An English princess with an Egyptian boyfriend crashes in a French tunnel, riding in a German car with a Dutch engine, driven by a Belgian who was drunk on Scottish whisky, followed closely by Italian Paparazzi, on Japanese motorcycles, treated by an American doctor, using Brazilian medicines. Of course she was interned in British cemetery.
Through an e-mail, this is sent to you by an Indian working in Germany, using American Bill Gates' technology, and you're probably reading this on your computer, that uses Taiwanese chips under Japanese patent and a Korean monitor & Chinese keyboard, assembled by Bangladeshi workers in a Singapore plant, transported by Pakistani truck drivers, ship hijacked by Indonesians, unloaded by Sicilian longshoremen in Belize and trucked to Mexico illegally…..sent to UAE and imported into India in Dubai dhows .
The kick-back originated in Mauritius is stashed in Swiss bank, lent to Kenya for coffee purchase by a Polish firm.

That, my friends, is *Globalization!*

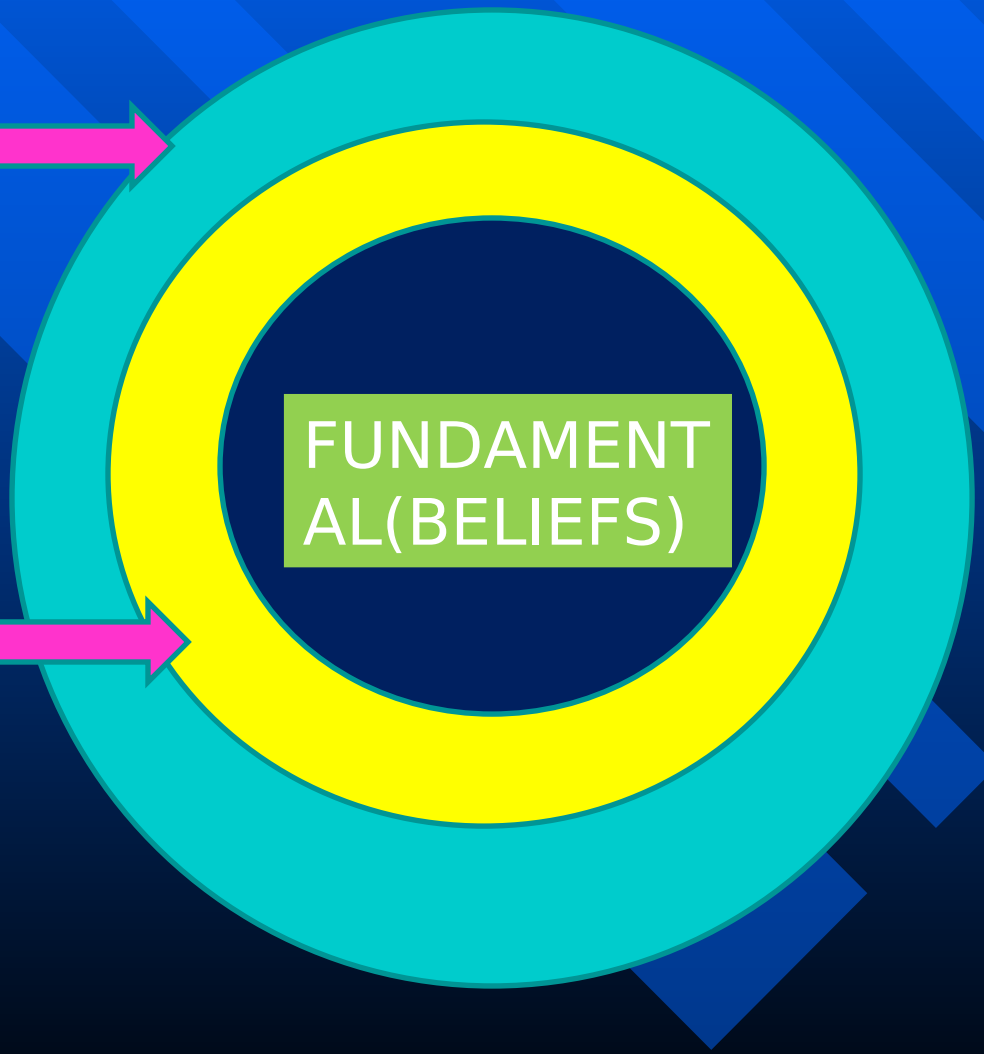
Culture Environment

- Understand how culture impacts international business
- Concept and elements of culture
- Cross-culture comparisons
- Bribery and ethics in international business
- Social responsibility of MNCs / TNCs
- Cross cultural training in preparing for international assignment
- Understand the principles of business negotiations abroad
- Business practices in host country

ROUSSEAU'S RING

ARTIFACTS/
HABITS/
BEHAVIOUR/
PRACTICES/
SYMBOLS/
HEROS/
RITUALS/
VALUES

NORMS/
ETIQUETTE



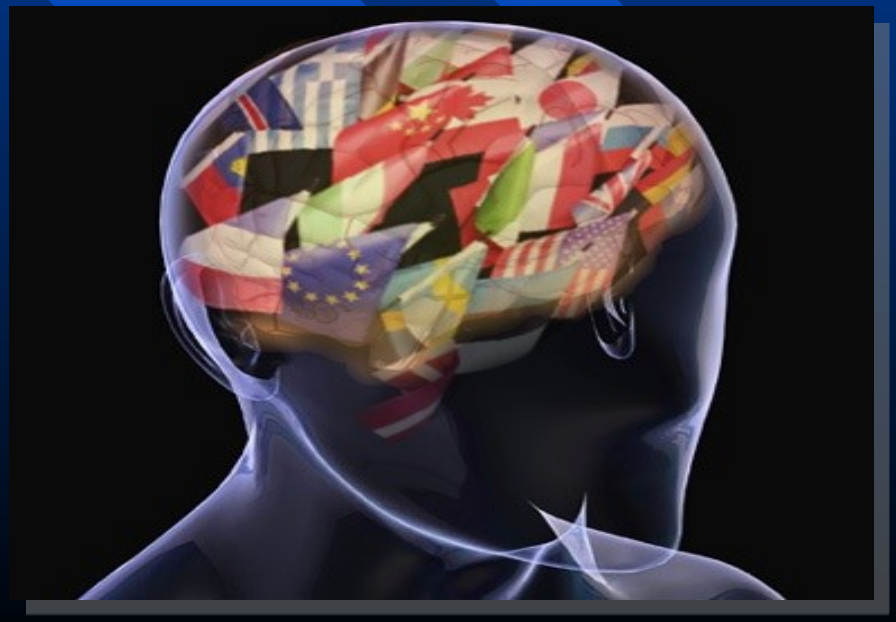
ICEBERG MODEL OF CULTURE



Global Mindset

- **Global Mindset is a set of individual attributes that enable and facilitate global leadership.**

The ability to influence individuals, groups, organizations, and systems that are unlike the leader's.



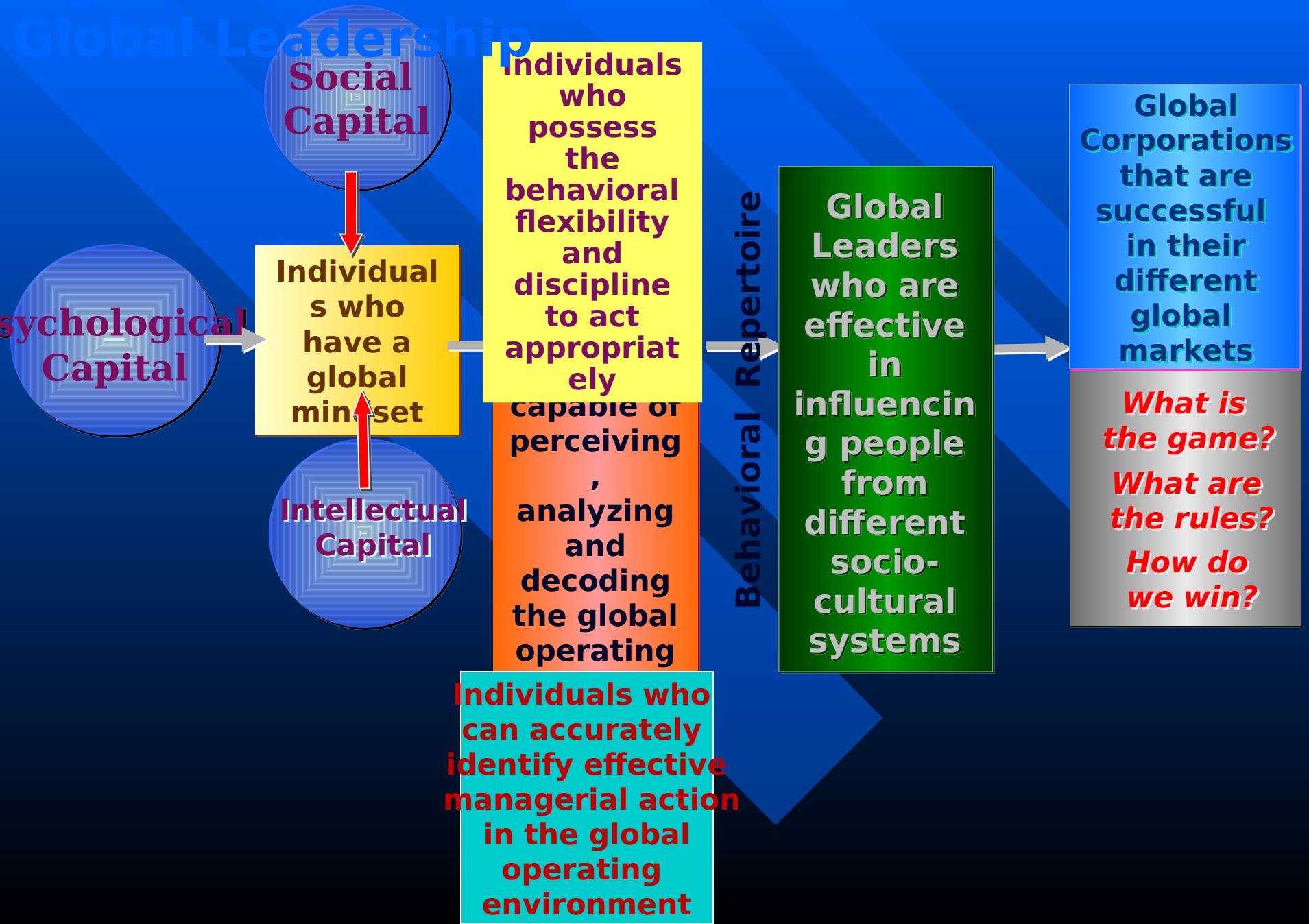
Global Mindset

- “Global mindset means that the individual has a global passport, but in his / her head.”
- “It’s the ability to understand the similarities and differences among cultures and their reasons.”
- “understanding and respecting other cultures rather than judging them.”
- “The ability to avoid the simplicity of assuming all cultures are the same, and at the same time, not being paralyzed by the complexity of the differences.”

Global Mindset

- Someone with a global mindset enters a new and different situation with many more questions rather than answers, assumptions and presumptions."
- "It's the appreciation of contrasting frames of reference and the ability to see oneself as American and German simultaneously."

Global Mindset and Effective Global Leadership



RULES OF ETIQUETTE IN DIFFERENT PARTS OF THE WORLD

NEED

- International Deals & negotiations - Result of Globalisation of Trade
- Increase in Imports and Exports and Trade Expansion
- Entire world becoming a global village due to speedy travel and tendencies to excel on competitive advantage & sharing of ideas and knowledge

- Speciality and concentration of different countries in different areas
- Urge for first hand knowledge of capabilities and one to one contacts
- Receiving and meeting of foreign delegations
- Visit to other countries for negotiations and discussions
- Finalisation of deals - Joint Ventures

DETERMINANTS

- Ethnic origins - White Men / Blacks / Mongoloid / Asians / Arab World
- Cultures - Orient / Middle Eastern / Western Practices & Beliefs
- Language
- Time Orientation / Location
- Formality of Relationships
- Hospitality

- Materialism
- Space Orientation
- Conflict & Agreement
- Colour
- Religion
- International Relationships and Standing

- All these determinants manifest in some form or other during discussions

TIPS FOR DEALING WITH VISITING DELEGATIONS & FOR FOREIGN TRIPS

- Historical facts of the Nation.
- Geographical/Social/Political/ Economic facts
- Major Heroes / Events
- Religion / Faith / Taboos
- Major Decision Makers
- Important Social and Cultural Expectations

- Concept of Time
- Colours - Acceptable / Not acceptable
- Gifts - Give / Receive
- Greeting Protocols
- Key phrases & local language
- Dress and Formalities
- Preparation of Presentations
- Leisure time management
- Preference of Travel & Mode

- Need to create records if negotiations & discussions / Signatures
- Food Habits / Preferences / Drinks

Let’s see how much you know……

QUIZ TIME!

1. In all but one of the following countries it is expected that you bring a gift to a business meeting. In which country is it NOT expected?

- China
- Japan
- Czech Republic
- Denmark
- Bolivia

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- Japan
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- Bolivia

2. In Saudi Arabia, which is considered a popular gesture of friendship between men?

- Offering a drink
- holding hands while walking
- a handshake
- winking
- a hug or kiss on the cheek

2. In Saudi Arabia, which is considered a popular gesture of friendship between men?

- a high-five
- holding hands while walking
- a handshake
- winking
- a hug or kiss on the cheek

3. In Great Britain, tapping your nose indicates that something is:

- confidential
- smelly
- inappropriate
- very important
- incredibly boring

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- incredibly boring

4. Which of the following is/are associated with death and should not be given as gifts in the Chinese culture?

- clocks
- straw sandals
- a handkerchief
- a stork or a crane
- all of the above

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5. When treating a client to a business meal in China, the most appropriate tipping strategy would be:

- 15% tip
- the more the better
- 20% tip
- no tip at all
- 50% tip

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6. When doing business in Iran, a woman should cover their:

- Mouth
- Feet
- Eyes
- Arms and Legs
- Arms, Legs and Hair

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GLOBAL ETIQUETTE

FRENCH

- People oriented
- Whole Body Communication
- Effective Hugs & Kisses
- Proud Nation
- Leisure Loving
- Prefer image to fact
- Tact & Diplomacy used much
- Things are to be put in writing

GERMAN

- Detail Oriented
- Precise & Direct
- Well ordered & planned
- Value Hard Work & Discipline
- Punctual
- Formal in Greetings
- Dress - behaviour & pasture - orderly and immaculate

- Business presentations
- Detailed facts - Numbers - Samples - Charts
- Don’t use first name
- No mix up of Private life
- Polite & well mannered

JAPAN

- Business delegations are maximum 4/5 people
- Each one has a role to play and hierarchy is not very visible when they come out
- They talk among themselves and we should allow them private meetings while concluding business
- They are sometimes vociferous with high pitched modulation

- Long term investments in 3rd world countries - more concentration to sell their technology
- Standards are very high and difficult to meet
- They like typical Indian Artifacts as gifts

CHINA

- Clocks & Number 4 - items to be avoided as gifts
- Suits of Blue-Fabric & embellishment
- Taiwan not to be mentioned as a separate country
- Entreport HK & Taiwan. Ethenic Kingdom of China outside China is more than China. - This should be borne in mind.

- Hard negotiators & know little of India as travelling is difficult outside China for Chinese
- Laid out dinners at least 20 course - Soup/Main follow each. Coconut milk is served in dinners “ Mouthai” is last drink.
- Eating - Steam cooked food - ‘Pecking Duck’ is an ethnic dish, Drinking/Dumplings/easily digestible meal/half cooked is common - to take note.

- Language to have interpreters. Taxis/Trolley - vestibuled buses driven by ladies - equal status to women - early morning exercises a rare sight to watch in parks martial arts - senior citizens help for small gifts.
- Visiting cards a must & exchanged. Banking / payment arrangements to be properly tied up. Meetings are to time schedule

- Chinese avoid taking you to their factories but big ones are shown. State of production is low level in many plants but state of art for Exports is high. Export Processing Zones are promoted for exports.
- Though central organisations exist in Beijing each provinces has autonomy and continues their own import/export and can conclude contracts.

- 5/6th of Chinese population is in the rice bowl region of South East. Shanghai is called the Paris of East and more cosmopolitan than other regions.
- Chinese cherish their tradition/culture & monuments. Agriculture is the backbone & industry is highly successful

ARAB COUNTRIES

- Fundamental Islamic/codes & ethics to be honoured
- Indians enjoy only second rate citizenship status
- The ‘Arbab’ or the local chief in companies decides all matters
- Subordinates may be from different countries - Arabs like to visit and see India.

- Hospitable but family not to be discussed
- Allow him to have his ‘Namas’ in time & don’t push
- If he visits you please know the direction of ‘Mecca’ as it is important. ‘Bulova’ has made a watch to show Mecca by a moving hand wherever they are in the world.
- Be careful on ‘Ramzan’ period for your visits & negotiations he does not eat during day and working hours are shorter. Namas is a must. Arabs also visit Europe/UK during that time. Now to orient.

- Friday holidays - Thursday half a day closed. Never offer liquor to a local - it is an offence in many countries.
- Hard negotiators and laws protect him if taken to court. Draw your agreement properly after consultations - scope/period/product and with delinking provisions

- Arab world is divided as:

Gulf

- S. Arabia / Kuwait / Oman - Fundamental
- Bahrain / UAE / Yemen - little liberal

Middle East

- Iran / Iraq / Syria - difficult to deal
- Jordan / Turkey - slightly better

NORTH AFRICA

Colonial influence in Tunisia / Algeria / Morocco - French.

Egypt - Friendly to India. Local regulations to be observed. Negotiations in groups. Foreigners to be careful

Libya - Difficult country in the world. Image is low - pride of the country is high.

NEIGHBOURING COUNTRIES

SRILANKA

- Likes India
- Ethnic problems
- Currently economy in shambles
- Well aware of India also prices
- Friendly people but expect lot of help & assistance

- Reciprocal visits to take care of them
- Visits are with family
- Establish one to one relations than co.

BANGLADESH

- More agents and weeding out necessary
- Keen to get all items from India
- Payment terms to be tied up – False LCs
- Visits to India
- Fundamental Islamic
- Fluid political situation
- Ajmeer- Holy spot – would like to visit
- Health matters to be taken care – treatments in India
- Veg. Has problems
- Heavy rains & protection is required

PAKISTAN

- Limited relationship
- Central buying Organisation
- JV (Joint Venture) business encouraged

AFGHANISTAN

- Lot of potential untapped
- Nomads / Patans
- Food problems
- Kabuli Naan
- War ravaged
- Cold climate
- Dry fruits are cheap

MAURITIUS

- Dependence on sugar / EPZ / Tourism
- Highly developed country
- French influence more than English
- Hard negotiators
- Indian ethenic origins – Now Mauricians
- Pride of their country
- Banking advanced and off – shore
- Likes India to visit & buy items
- Education shifting to Europe

- Younger generation very liberal
- Leisure & pleasure island
- Heavy drinking
- South Africa has great influence
- Full employment
- High per capita income
- Decide properly between Indo – Mauritians & Franco – Mauritians as agents
- Formal dress –time conscious
- Poly religion & ethnic origins

- Hindi music & Films mostly liked & Film shootings
- High class samples & promotion needed
- Small islands news spreads fast & influenced
- Image building exercise necessary to sell
- Agricultural – Forest Products – Pets – etc go through quarantine at customs
- No drugs – capital punishment
- Import economy

TANZANIA / KENYA / UGANDA

- English speaking
- Refined
- Business like

ZAMBIA / MALAWI / MOZAMBIQUE BOTSWANA / ZIMBABWE / LESOTHO / SWAZILAND / MADAGASCAR

- Local representation
- Assembly – local regulations
- Visa formalities
- Languages
- Agent help for appointments
- Suits are preferred
- English in Zambia / Zimbabwe / Malawi / Botswana

- Mozambique war ravaged & Portugese
- Local stay in which Hotel is noted
- Important to stay in good Hotels to show status
- Family not to be enquired as in their society women have children & are deserted by husbands
- Gifts to be given
- Wants to visit India
- Bribing / Commissions to take care – also cheating / stealing

- Dealer to be properly selected (Indo Africans / Locals)
- Golden triangle
- Unstable currencies of no value
- Don’t flash FE & show you have dollars
- Move in cars after evenings
- Beware of Women – Aids
- “ Be faithful to your spouse” Hoardings in many countries
- Low level of technology
- Inter country trade & border transactions are encouraged
- Basic essentials lacking

SOUTH AFRICA

- America in Africa
- High per capita income
- Technology advancement
- Gold / Diamond
- Blacks dominate & dictate
- Low level of education of blacks due to apartheid
- Local sourcing
- Indian origin people in pockets in Natal / Port Elizabeth / Durban / Capetown

CONCLUSION

YOU NEVER GET A SECOND CHANCE TO MAKE YOUR FIRST IMPRESSION – DO IT RIGHT THE FIRST TIME

All this end with:-

□□ / Merci / Obrigada / Dankeschön / Kiitos / Gracias / Dank u / Shukran / Tesekkür ederim / Terimah Kasih / Dziêkujê Arigato / Go Raibh / Maith Agat / Ευχαριστω / Tack / Grazie Takk / Krop Kuhn Kah / Asante Sana Namaste / Vanakkam

In English????


THANK YOU VERY MUCH
FIEO
FIEO