

Doing business in the Middle East



Stretching from Egypt to Iran, the Middle East comprises a diverse range of cultures and countries. Recent years have seen the region experience significant local and foreign investment in infrastructure, tourism and industry.

Many misconceptions and stereotypes exist to this day about the social and business cultures of the Middle East. By understanding your counterparts' true values, attitudes and motivations, you will be more successful on both a personal and professional level.

'Doing Business in the Middle East' has been designed to help you prepare for your dealings in the Middle East, providing you with the necessary knowledge to ensure your success and combines in-depth background information with hands-on practical advice.

Locations, Dates & Fees

London

22 March, 10 July, 16 October
& 6 December

Individual Fee: £550 per delegate
Group Booking: £495 per delegate

New York

5 April & 4 October

Individual Fee: \$750 per delegate
Group Booking: \$695 per delegate

Paris

22 March & 18 October

Individual Fee: €550 per delegate
Group Booking: €495 per delegate

All sessions are from 10am - 5pm with
one hour for lunch

Lunch & refreshments included

Please note that local taxes may apply

Benefits

This programme provides you with:

- An overview of the region
- Analysis of cultural values and behaviours prevalent in the Middle East
- A framework for understanding Middle Eastern business culture
- Discussion of the potential issues involved in establishing business in the Middle East
- Practical strategies for working more effectively with Middle Eastern counterparts

Who should attend?

Anyone considering or already:

- Doing business with the Middle East
- Travelling regularly to the Middle East
- Experiencing the challenges of working in the Middle East
- Employing Middle Eastern nationals

Programme Content

- Dealing with stereotypes: West vs. Middle East
- Exploring cultural dimensions: degrees of hierarchy; relationships & tasks; team work & individualism; time & space; communication styles (high & low context; verbal & non verbal)
- Cultural etiquette: Do's and Don'ts; developing cross-cultural competencies
- Communicating effectively in English: presentation styles; written communication; listening habits
- Practical implications: what can happen when different cultures meet; developing concrete strategies for more effective working

Conditions of Service

1. Definitions

'The Company' means The Communicaid Group. 'Service' means any service supplied by the Company. 'Client' means any person, firm or company to whom the Company supplies Services.

2. Application

No conditions other than those set out herein nor shall any variation thereof be binding on the Company, unless otherwise specifically agreed in writing by a Director of the Company. These Conditions shall be incorporated in every offer, acceptance and contract for Services by the Company subject to the foregoing any conditions proposed by the Client are hereby excluded.

3. Acceptance

Any written quotation for services will remain open for acceptance for 90 days unless otherwise specified from the date of despatch and thereafter will lapse unless otherwise stated in writing. The Company will not be bound by any oral quotation.

4. Prices and Payment

Prices quoted are exclusive of VAT. An additional charge may be made for all expenses incurred by the Company at the request of or by agreement with the Client which are not included in the quotation.

4.1 Payments for services shall be made prior to commencement of any training on presentation of invoices unless otherwise specifically agreed in writing by a Director of the Company.

4.2 The Company reserves the right to discontinue any training should invoices remain unpaid. No refund for unconsumed training will be considered, and the outstanding invoices will be due for payment in full.

5. Confidentiality

All documentation made available by the Client during the course of provision of the services shall remain the property of the Client and shall be treated as confidential, and shall not be disclosed to any third party.

6. Cancellations

6.1 Group sessions will continue to take place even if some of the participants are absent unless otherwise agreed. If supplements are quoted per hour for additional participants in a group, the hourly charge will remain at that quoted for the duration of the course, even if a participant drops out subsequently.

6.2 Public Courses: Courses cancelled with between 4 and 2 working weeks' notice prior to the scheduled start date of the course are subject to a 50% cancellation fee, and courses cancelled with less than 2 working weeks' notice are subject to a 100% cancellation fee.

6.3 The company will seek to postpone courses on agreement given at least two weeks' notice, but reserves the right to impose a 10% postponement fee, or to treat the postponement as a cancellation should the course not go ahead within a three month period from the initial scheduled start date. Courses postponed at less than two weeks' notice will be treated as cancelled. Once the

timetable for an intensive course has been confirmed, the Client will be charged for the full number of hours during the agreed period. No refund will be considered for hours that the student is unable to attend.

In all cases, the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course and will be contractually binding.

7. Conditions of Enrolment

7.1 Members of group classes are expected to attend their courses at the scheduled times.

7.2 The Company reserves the right to make changes of trainers whenever it considers this necessary

7.3 In all cases the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course.

7.4 Corporate Programmes may be subject to terms and conditions laid down in a separate contract between the Client and the Company. Should no such contract exist, the terms and conditions of service described herein shall apply.

8. Sub-Contractors

The Client recognises and agrees that the Company may use sub-contractors for some or all of the work. Notwithstanding the fact that the Company may use sub-contractors for services to be performed under this agreement, the Company shall remain completely responsible for all actions of such sub contractors relative to the Services which are the subject of this agreement.

9. Use of Company Personnel

On acceptance of a quotation, the Client contracts that he will not use the services of any Relevant Person directly and other than via the Company. In the event that any Client or associate uses the services of a Relevant Person other than pursuant to a contract with the Company, the Client shall forthwith pay to the Company:

A) Where the Relevant Person becomes an employee of such Client or associate, a sum equal to 17.5% of the gross annual remuneration of such Relevant Person or a sum of £6,000, whichever shall be the higher and

B) In any other case, the sum of £6,000 (exclusive of VAT).

For the purposes of this clause, 'Relevant Person' means any trainer or manager or other person who shall have been engaged either as an employee or independent contractor by the Company and who shall have provided services for such Client directly or indirectly through the Company within 12 months preceding the use of their services by the Client or an associate as aforesaid.

10. Jurisdiction

These conditions shall be interpreted in accordance with English law and the Company and the Client irrevocably submit to the non-exclusive jurisdiction of the English Courts.

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