

Doing Business in 'New Europe'

Open Group

The recent expansion of the European Union to 25 member states has presented both public and corporate organisations with new political and commercial opportunities as well as challenges. With a population of 75 million and eight official languages, the culturally and linguistically diverse 'New Europe' offers access to new markets as well as a rich source of skilled labour. Capitalising, however, on these opportunities is reliant on an organisation's ability to understand the idiosyncrasies of each country and adapt its approach accordingly.

For both public and corporate organisations, success in countries as diverse as Poland, the Czech Republic, Lithuania or Malta depends on understanding their socio-political and business environments. "Doing Business in 'New Europe'" has been specifically designed to provide you with a solid foundation for working effectively with 'New Europe'.

Benefits

This programme provides participants with:

- In-depth overview of the political and economic situation in key 'New Europe' countries
- Discussion of the potential challenges involved in doing business in the region
- Increased awareness of how to operate effectively in 'New Europe' countries
- Analysis of how EU policy affects relationships with new member states
- Information of the potential future expansion of the EU and its implications

Who should attend?

This programme will be of benefit if you:

- are considering doing business in 'new European' countries, with or without a local presence
- work for a public sector organisation and liaise regularly with counterparts from new member states
- already work with counterparts from new member states and would like to increase your understanding of how they do business

Location

Located in the heart of the City of London, Communicaid's training centre is within minutes' walking distance of Liverpool Street, Bank and Aldgate tube and train stations.

Dates & times

Tuesday 4th October 2005 2pm - 5pm (3 hour session)

Contact Communicaid:

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*Cultural Awareness
Communication Skills
Language Training*

Programme content

Part One

Background to the expansion of the EU

- New order in Europe post May 2004
- Historical overview
- Current EU issues
- The UK's relationship with Europe: how are we perceived?

With a maximum of 10 delegates, the session will combine practical activities with discussion of the current issues facing business people and government officials when working with 'new Europe'.

Communicaid

Communicaid is a global culture and communications skills training company providing corporate and public sector organisations and their employees with the expertise to build successful relationships across cultures and borders. Founded in 1992, our clients include major financial institutions, manufacturing and consumer goods companies, law firms and government departments. With training centres in London, Paris and Frankfurt and a worldwide network of professionals, we are uniquely placed to meet your culture and communication needs.



Part Two

Country specifics

- In-depth country profiles including the Baltics, Czech Republic, Hungary, Poland, Slovakia and Slovenia
- Future EU enlargement: Turkey and the Balkans
- Attitudes and values in the workplace
- Practical strategies for working in 'new European' countries

Trainer profile

Katinka Bayrish is Chief Economist at the Centre for European Reform, an independent think-tank, and is responsible for analysing the EU economic policies, devising policy proposals, advising businesses on European strategy and providing commentary for print and TV media. Katinka has expert knowledge of the European Union with a particular interest in Central and Eastern European countries and has written and spoken prolifically on a broad range of economic, political and business issues.

German by birth, Katinka completed her higher education in International Relations and Politics in London. She then spent a year working for the EU in Brussels before joining the Economist Intelligence Unit working on the entire range of EIU products, including comprehensive Country Reports, Five-year Country Forecasts and Risk Ratings.

Programme fees

Fee: £300 + VAT per delegate
Group booking: £275 + VAT per delegate (2 or more delegates from the same organisation)
Refreshments provided.

How to book

To reserve your place please contact Nick Hedges on +44 (0)20 7648 2173 or complete the form and fax or post it back to us.

Doing Business in 'New Europe'

I wish to reserve place(s) for: Tuesday 4th October 2005

Name:

Company:

Address:

Telephone:

Email:

Signature:

Position:

Fax:

Date:

Ref: MSC150