

Doing Business in India

Open Group

With over 5,000 years of history, in excess of one billion inhabitants and 15 official languages, India is a culturally diverse and multifaceted nation. The Indian culture is a complex one having been shaped by a variety of influences ranging from Hindu philosophy to British colonialism. In recent years spectacular economic growth and the explosion of offshore outsourcing and manufacturing have brought great economic and social changes to India and its population.

"Doing Business in India" addresses the cultural issues related to working in India and is ideal for anyone who wishes to understand India and its people better, and to improve their chances of building successful business relationships in India. The programme also looks at the impact of Indian culture on Indian managerial behaviour and explores the cross cultural dynamics between Indians and overseas nationals.

Benefits

This programme provides you with:

- A framework for understanding Indian social and business culture
- Analysis of cultural values and behaviours prevalent in India
- Discussion of the potential issues involved in establishing and running businesses in India
- Practical strategies for working more effectively with Indian counterparts
- Key strategies for building and maintaining successful business relations

Who should attend?

This programme will be of benefit if you are considering or are already:

- Doing business with India
- Establishing a network of Indian suppliers
- Outsourcing any part of your business to India
- Experiencing the challenges of working in India or with Indian nationals

Location

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

Dates & Times

Tuesday 20th September 2005 10am - 5pm (6 hours)

Tuesday 29th November 2005 10am - 5pm (6 hours)

Contact Communicaid:

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*Cultural Awareness
Communication Skills
Language Training*

Programme Content & Fees

Part One

India - an overview

- A country of contrasts
- Historical and political overview
- Languages in India

Religions, customs and peoples

- Who are the Indians?
- Religion in India and its influence
- The importance of the family
- Attitudes to and perceptions of foreigners

Part Two

The economic and business environment

- Current economic climate and the big changes of the 90's
- Key sectors in India and the growth of consumerism
- Structure and hierarchy of Indian companies

Communication and culture

- Management styles
- Indian communication styles
- Establishing relationships, negotiating, decision-making and legal arrangements

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.



Trainer profile

Julian Stretch OBE is an authority on India and has delivered cultural awareness training for a number of key Communicaid clients including Deutsche Bank, GSK and Rolls Royce. Julian is also retained by the Department of Trade & Industry to provide British companies with support and assistance in entering and conducting business in India.

From 1988 to 1992 Julian was chairman of the then British Overseas Trade Board's area advisory group for south Asia. He was awarded the OBE for services to exports in 1992 and is a Fellow of the Chartered Institute of Secretaries. During his 25 years with Rank Xerox Ltd., Julian established Xerox in India where he set up a manufacturing and marketing joint venture with Modis. Subsequently, as Director of International Operations for Vax, he established a joint venture with Videocon - one of India's leading white goods manufacturers.

How to book

With a maximum of 10 delegates, this session will combine practical activities and case studies with discussion of the current issues facing international businesses in India.

Fee: £550 + VAT per delegate
Group booking: £495 + VAT per delegate (2 or more delegates from the same organisation)

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

Doing Business in India

I wish to reserve a place/places for:

Tuesday 20th September 2005

Tuesday 29th November 2005

Name:

Company:

Address:

Telephone:

Email:

Signature:

Position:

Fax:

Date:

Ref: MSC148