

## Intercultural training course "EXPERIENCING ASIA"

With 3  
trainers  
from 3  
countries

### Your advantages:

- You will meet others involved in German-Asian business and can benefit from the opportunity to exchange experiences and create contacts,
- You will experience cultural diversity up close – the course is led by 3 trainers from 3 countries
- You will become an active participant in the proceedings and receive answers to your questions about *China, Japan & Korea*,
- You will try out different points of view in order to sharpen your cultural perception skills,
- You will create the necessary basic tool kit for success dealing with the Far East,
- You will become aware of cultural differences and will be able to reduce areas of cultural tension significantly to draw out the best from cultural diversity
- Lunch and all refreshments will be provided for your convenience

# Agenda

## "Experiencing Asia"

### Korea- China

with 2 trainers from 2 countries

#### Morning 9am - 12 noon:

- What is culture? What does intercultural competence mean?
- Intercultural sensitisation- sharpening your own observation and interpretation skills
- Image of self - image of other: how do you perceive the Koreans? How do the Koreans perceive you?
- In focus: core values and business etiquette in Korea

Lunch/catering in office

#### Afternoon 12.45 - 5pm

- In focus: patterns of communication and leadership styles in Korea
- Role play with a born-and-bred Korean
- Practice transfer through case studies: analysis & solutions, practical Do's & Don'ts
- CHINA, Part 1: Core values and business etiquette
- Interpretation of constructive graphical material: insights into Chinese manners and mindset

# Agenda

## "Experiencing Asia"

### China - Japan

with 2 trainers from 2 countries

#### Morning 9am - 12 noon:

- CHINA, Part 2: Patterns of communication & leadership styles
- Interpretation of film material: a German-Chinese business situation
- Practice transfer through case studies: analysis & solutions
- Evaluation of learning (Quiz)

Lunch/catering in office

#### Afternoon 12.45 - 5pm

- In focus: JAPAN: Core values - Business etiquette - Patterns of communication - Leadership styles
- Image of self - image of other: how do you perceive the Japanese? How are you perceived by the Japanese?
- Impressions, insights, exchanging experiences with an experienced Japanese manager
- Practice transfer through case studies: analysis & solutions
- Closing reflection on Aha! moments, review of remaining questions, feedback