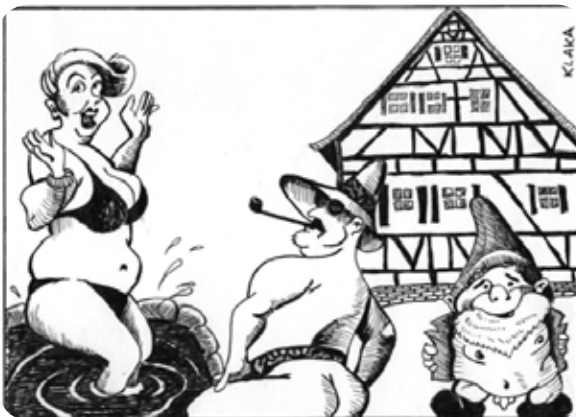


31st May - 1st June 2012
and
27th - 28th August 2012

➔ Intercultural Training for Specialists and Executives

Doing business in Germany

Latin America is a key focus of German foreign economic policy and Brazil is Germany's most important trade partner in Latin America. Brazil has a trade volume of nearly 20 billion euros with Germany. Around 1200 German companies are already active in Brazil, such as BASF, Bayer, Bosch, Thyssen Krupp, VW, SAP, with some 250,000 employees, they account for about 7 percent of Brazil's industrial GDP. German direct investment in the country amounts to over 25 billion euro. Brazil has proved in recent years to be a resounding success story. It has weathered the worst storms of the world economic crisis and made a particularly rapid recovery. The close economic ties between Brazil and Germany bring great advantages to both parties and are doomed to be strengthened. New job opportunities abroad, for expansion, training, and knowledge transfer will follow. However, selecting, leading, motivating and retaining the right talent abroad requires specific knowledge on how local people respond to different styles of leadership, communication, motivation and reward systems.



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➔ Case study

An employee from Brazil wants to speak to his new German colleague. He enters his office but the German is on the phone. The Brazilian walks towards him expecting, at the least, a brief greeting. However, the German pays him no attention and greets him only after having finished the telephone call. The Brazilian colleague feels he has been treated in an unfriendly manner and is upset.

➔ Contents

Our intercultural training course Doing Business in Germany will give you an impression of the cultural, political, historical and economic background of the country. The following list serves as an example of topics that are of significance in any cooperation with German partners, clients and employees and that will be handled in the course depending on the needs of the participants.

- Discussion topics, establishing and maintaining contact
- Approach to work
- Time management
- Hierarchical structures
- Personnel management
- Private life and professional life
- Special aspects of communication (taking part in meetings, performance interviews, conflict management, negotiations etc. using case studies)

Specific recommendations will be given during the training session as well as discussion and optimisation of behavioural strategies that have been used to date.

“The focus on the individual needs of the participants was excellent thanks to the use of questionnaires before the start of the seminar.”

Participant feedback

- Dates:
31st May - 1st June 2012
27th - 28th August 2012
9 a.m. - 5 p.m. respectively
- Venue:
São Paulo
- Cost per person:
€ 1090,- VAT not included
(Inquire about reduced group rates)
- No. of participants:
3 - 12 persons
(If there will be only one or two applications, we can arrange for you an intensive one day training for the same price.)
- Training language:
English
- Registration will be accepted until:
10th May 2012
6th August 2012

➔ Objective

The training course is intended to optimise the interaction between the participants and their partners in Germany. The objective is to prevent situations of conflict arising and to utilise the chances and synergy potential offered by cultural plurality.

➔ Trainer

Vivian Manasse Leite LL.M.

Vivian Manasse Leite was born in the Brazilian city Rio de Janeiro and studied law at the state University Rio de Janeiro. She received her masters degree in International Law at the Washington University in St. Louis, USA. Vivian Manasse Leite is a certified trainer. Furthermore she obtained a Certification as "International Coach" from the Integrated Coach Institute.

Her carrier as a lawyer began in 1986 in Rio de Janeiro and a year later she moved to Munich, where she worked for several renowned law firms. She practiced her profession also in Rio de Janeiro and São Paulo. She also has taught law for two years at the Red River College in Winnipeg, Canada. Since 2000 she works as an Intercultural Management Professor for Brazilian and foreign MBA students at São Paulo Business School. In 1999 Vivian Manasse Leite founded an intercultural consulting company in São Paulo.



For her core countries Brazil, Germany, USA, Canada and Latin America Vivian Manasse Leite offers training courses specializing on postings abroad and negotiation skills. Apart from the conveyance of intercultural sensitization, she conducts teambuilding-workshops and communication trainings. Furthermore she is active as a coach.

Among her clients are companies from very different sectors, e.g. automobile, telecommunication, chemistry and pharmacy, industry and trade. She trains and coaches in German, English, Portuguese and Spanish.

➔ About us

ti communication has been carrying out intercultural training programs of the highest standard that are tailored exactly to meet the needs of its international clientele since the year 2000. The outstanding features of our workshops lie in the competence of our trainers and our pragmatic approach, an approach that is adapted to the requirements and wishes of our global clientele. Our training sessions are aligned to the individual needs of the participants and incorporate their actual professional reality and experience.

We manage your specific project from our central office in Regensburg as well as our office in Vienna together with the support of numerous specialists located in many countries worldwide. We co-ordinate the individual training measures and recruit and brief the specialists that are best suited for your measures and who will also carry out your project on your own premises or at any venue of your choice.



We carry out in-house training measures in your own company. We would be glad to send you an offer for one-on-one coaching, seminars, workshops or project support programs.

➔ Contact

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Gemeinsam für Kinder

ti communication donates to the UNICEF-Program "Schools for Africa" for every training measure it carries out. The donation is received by an orphan as a half-year grant (incl. books, school materials and school uniform), thus allowing him/her to attend a school.