

17th - 18th April 2012
and
27th - 28th November 2012

➔ Intercultural Training for Specialists and Executives

Doing business in Turkey

The Austrian investors are predominantly active in Southeast Europe where they achieve sustained success. Not only the neighboring countries are important business markets for Austrian enterprises but also Rumania and Bulgaria. Therefore the expansion into the Turkish market is the next consequential step forward.

Turkey's geographical position bridges two continents. Due to the fact that Turkish enterprises engage successfully in bordering countries, Turkey is seen as a springboard which can serve international investors in order to open a door to further expansion into the Caucasus, the Caspian region, the Middle East, the Arabian peninsula and Africa.

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➔ Case study

Özgür Yılmaz, a Turkish associate producer of an international enterprise born in the USA, was relocated to Istanbul. He was assigned by his boss to increase efficiency of the subsidiary without releasing employees. For this purpose Özgür was interested in the opinions of his employees. So, on his first day he invites them to tell him their ideas.

He is really surprised when nobody rises to speak. After a few quiet minutes the oldest of the collaborators comes forward: "Could you please simply tell us what we have to do?" What happened?

⇒ Contents

Our intercultural training course Doing Business in Turkey 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 Turkish 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:
17th - 18th April 2012
27th - 28th November 2012
9 a.m. - 5 p.m. respectively
- Venue:
Istanbul
- Cost per person:
€ 1190,- 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:
27nd March 2012
6th November 2012

⇒ Objective

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

➔ Trainer

Çağlayan Çalışkan

Çağlayan Çalışkan is merchant marine captain, coach, author and management consultant. Truly he is not on the sea any more, but all the more he dedicates his work to function as an intercultural bridge between Germany, Austria and Turkey.



After his studies at the Merchant Marine Academy in Istanbul, he came to Austria in 1988. Lacking the sea, he switched his profession and spent long years in Austrian banking sector in leading positions. In 2002 he founded Caliskan & Network.

In the function as strategy consultant he supports international organisations in several business sectors, gives international management seminars, coaches managers and advises Austrian and German investors going to Turkey. He currently lives in Austria and Turkey.

➔ 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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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 an half-year grant (incl. books, school materials and school uniform), thus allowing him/her to attend a school.