

Cross-Cultural Communication

Nov 4th, Stockholm

Maximizing the return on your investment in transferring people between India and Sweden through a greater understanding of cross cultural differences.



EY's Nordic Immigration team is delighted to host an event on cross-cultural awareness, cultural diversity knowledge and communication for the business community doing business between India and Sweden. The seminar will be held in association with the Swedish-India Business Council on Wednesday 4th November 2015 from 8.30 am until 11.30 am (with breakfast and registration from 8.00 am and lunch between 11.30 and 12.30).

In today's fast paced globalized world getting resources in the right place at the right time is just the beginning. Once the immigration process is complete a new set of challenges appear. Companies operating in more than one location need to be internationally aware and culturally sensitive. The majority of the teams and business connections in the 21st century comprise different nationalities, who think and work differently from one another. Therefore, knowledge of hierarchy, decision making process, and buying behavior across borders is essential. Cultural misunderstandings and miscommunication can affect the time, money and results for an organization. At a worse, it can also destroy business relationships.

Our aim during the event will be to cover the topics below whilst also encouraging the audience to share experiences and throughout the discussion challenge the presenters:

- Swedish culture and background
- Indian culture and background
- Team Dynamics Boss - Subordinate
- Swedish and Indian Social Structure
- Decision Making Consensus vs. Hierarchy
- Managing multicultural teams in the IT field
- Challenges while working with India and Sweden

Apart from EY's Senior Partners sharing their observations of current trends you will have the pleasure to listen to our highly experienced industry professional panel speakers who will share insight and knowledge from working across the two countries:

Håkan Kingstedt Chairman of Sweden-India Business Council, Chairman Movexum, Former Vice Chairman of the Swedish Chamber of Commerce India. Mr. Kingstedt previously held the position as President of Sandvik Asia Ltd. Based in India which he brought to an approximate turnover of 500 MUSD, including 5 production sites, 4 design/engineering centers, R&D, IT, sales and service.

Abhijeet Kelkar Started Patni in Sweden, previously held senior management positions with Satyam, CSC and Cognizant in Sweden and ABB in India. Mr Kelkar's experiences in getting customers with different mind sets were somewhat surprising at times. He is also very familiar with the differences between various Swedish businesses in how they deal with foreign companies.

Ronia Virginia Cross cultural Consultant at Better Business International. Ms Virginia has previously lived and worked in India as a corporate coach. She moved to Sweden eleven years ago and now provides cross- culture seminars to a distinguished list of clients in the Swedish corporate scene.

Robin Sukhia Secretary General and President of Sweden-India Business Council (SIBC). Mr Sukhia has worked with India since 1996 in his capacity as entrepreneur, Investment Manager at a Swedish Venture Capital firm and from 2005 as the President of SIBC. Mr. Sukhia is an advisor to companies and government institutions for their India related work. During this period he has also been a special advisor to Vesper Group, a Risk Mitigation firm specialising in high-risk countries.

Date:
Wednesday 4th November

Time:
08.30 - 12.30

Breakfast and registration from 08.00 and lunch between 11.30 and 12.30.

Venue:
EY, Jakobsbergsgatan 24, Stockholm

REGISTER HERE

Last day to register is Wednesday 28th October.
Places at the event are limited, so we recommend you to respond as soon as possible. You are welcome to forward this invite to your colleagues.

