



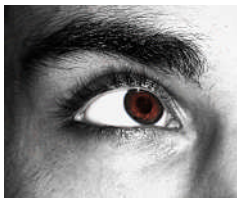
Today more than one billion people worldwide speak English as a first or second language. Only 310 million of them are British or American.

English has become the Number One international language of business, transport, tourism and academic life. Experts call it INTERNATIONAL ENGLISH.

In Europe, as in other parts of the world, English has become the generally accepted medium of communication, from Sweden to Italy, from Russia to Portugal, from Bulgaria to the Netherlands.

If you want to communicate successfully and effectively with people from other cultures it is essential to KNOW more about their cultures, BE OPEN to different behaviour and communication styles, and - most of all - BE ABLE TO USE ENGLISH IN AN INTERCULTURALLY APPROPRIATE WAY.

 Der IHK-Zertifikatslehrgang INTERCULTURAL COMPETENCE IN ENGLISH wurde in Zusammenarbeit mit der IHK des Saarlands entwickelt.



elc — European Language Competence
Training & Consulting
Beethovenplatz 1-3
D-60325 Frankfurt am Main
Bahnhofstraße 28
D-66111 Saarbrücken
www.elc-consult.com
info@elc-consult.com

Much more than just English ...

INTERCULTURAL COMPETENCE IN ENGLISH



A TRAINING AND ASSESSMENT TOOL FOR INTERCULTURAL COMPETENCE

WHAT ABOUT YOU?

TEST YOUR INTERCULTURAL COMPETENCE!

INTERCULTURAL COMPETENCE MEANS BEING ABLE TO DEAL WITH SITUATIONS LIKE THESE:



A business partner from Spain didn't turn up to an appointment you had made without giving you a reason for it. Write him an email.

Politeness conventions



An Italian colleague stands too close to you when he is talking to you. What do you say and do?

Culture standards



In the UK it is unacceptable to jump a queue in shops, banks, at bus stops and almost any other place where a number of people are waiting.

Country specifics



A delegation of Japanese businessmen is visiting your company. When one of them gives you his business card you thank him, take the card and put it on the table in front of you. Why is he offended?

Your own cultural programming



In the USA, is discussing business matters during meals perfectly normal, or is it not done, or is it acceptable among business people?

Do's & Don'ts



You have a business meeting with two French colleagues in their office in Paris and want to start at 10 o'clock. At 11:30 they are still talking about other things. What do you say and do?

Corporate culture

At a meeting with business partners from overseas you are asked if you can write the minutes. You don't want to do this. What can you say?

International teams

