



Where: Electrolux AB  
St: Göransgatan 143,  
Subway station: Stadshagen  
Latest registration date:  
October 15th. 2007

## Program for SIBC's Seminar on Tuesday October 23<sup>rd</sup>, 2007.

### Course in Cross-Cultural Communication -

#### Swedes and Indians in Business

**08.30**      **What is Swedish culture?** - some common values, attitudes, and behaviour styles - how is it perceived by Indians?

**What is Indian culture?** India – background and present - some values, attitudes, and behaviour styles

**Attitudes** regarding the individual, family, and society influencing loyalties, recruiting, etc.

**Attitudes towards education in India and Sweden:**  
–teaching and selection system – status

**09.45**      **Coffee break**

**Swedish management style compared to Indian style:**  
- delegation of responsibility- decision making - team work - admitting mistakes - order giving - contact with colleagues, etc.

**What motivates Indians – Swedes?**

**Negotiations between Swedes and Indians:** communication at meetings, – what makes Swedes or Indians listen? – decision process, attitudes towards contracts etc.

**Cultural attitudes towards time and planning** at work and in private

**Cultural differences in body language-** what does it mean?

**Do's and Don'ts in Sweden and India**

13.00      **END** - Lunch at your own expense in the Electrolux lunch restaurant.

*Seminar Leader : Anne-Charlotte Sukhia, ACS Interkulturell Utbildning, Saltsjö-Boo*  
[www.interkulturellutbildning.se](http://www.interkulturellutbildning.se)

**Price:**

|             |               |  |               |
|-------------|---------------|--|---------------|
| Non-Members | 5000 kr + VAT | Every other person from the same company | 1500 kr + VAT |
| Members     | 3500 kr + VAT | Every other person from the same company | 1000 kr + VAT |

**THE REGISTRATION IS BINDING FROM THE 19TH OF OCTOBER**