

The Time to
EXPORT
is Now.



WORKSHOP :

CROSS CULTURE – CLIENT MANAGEMENT IN INTERNATIONAL MARKET

15 November 2016 (Tuesday)

Entrepreneur Development Centre (EDC), UDA Business Centre
Tampoi, Johor Bahru

PROGRAMME

- 9.00 am Registration
- 9.30 am Opening Remarks By MATRADE
- 9.35 am Introduction & Objective of Cross Cultural
- 10.00 am Communication and Management Styles
- 10.30 am Coffee Break
- 11.00 am Work Culture
- 12.00 pm Communicating Effectively Across Cultures
- 1.00 pm Lunch Break
- 2.00 pm Negotiation Strategies In International Business
- 2.45 pm Issues and Challenges In Cross Cultural Management
- 3.30 pm Coffee Break
- 4.00 pm Case Study
- 5.00 pm End of Programme

Please register online at: <http://www.matrade.gov.my/en/online-applications/matrades-exporters-training-programme/470>

Participation fee is
Free of Charge (FOC)

Limited for 90 Seats Only – Register NOW!

Last Date Registration :

12 November 2016 (Saturday)

For more information, please contact:

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