

Our Sponsor

India – Dealing with the Business Culture Issues

Date

Tuesday, April 28, 2009

Course Leaders

Marvin Hough, Executive-in-Residence, Telfer School of Management

Jas Kalra, Intercultural Expert, Graybridge Malkam

Location

Centre for Executive Leadership
45 O'Connor Street
Suite 380, TD Tower
Ottawa, ON K1P 1A4

Time

8:00 am to 12:00 (noon)

Cost

\$80 per participant (+ GST)

**Limited enrolment
Register early!**

Registration

On-line under events at:
www.alumboutique.ca

For any questions regarding registration:
Sheila Spence
sspence@telfer.uOttawa.ca
613-564-0818

Your business success in India directly depends on your sensitivity and adaptation to the local business culture.

Developing an appreciation of the Indian business culture and how it impacts business is essential for Canadian firms tackling the Indian market whether they are looking to export, invest or outsource. This half-day program demonstrates the impact of business culture on business activities from accessing market intelligence, to securing an agent, or to negotiating a contract.

You will gain valuable insight into how to align strategies with the business culture in India from experts. This program will make you more effective as you enter or expand your business in India and help you avoid potentially costly mistakes.

You will learn how to:

- Communicate more effectively with Indian counterparts and enhance relationships to achieve business success
- Avoid costly cultural faux pas that may threaten your business relationship
- Inspire collaboration with Indian partners across traditional boundaries
- Develop strong relationships to underpin your business partnerships

Who should attend?

The program is designed for executives and managers with a strong interest and commitment to the Indian market. It will benefit personnel who interact regularly and directly with Indian employees, partners, advisors, buyers and government officials.

For More Information

For questions regarding the program, please contact Marvin Hough at hough@telfer.uOttawa.ca or by phone at 613-562-5800 (ext 8823).

Our Partners: *CATAAlliance, Export Development Canada, Graybridge Malkam, Indo-Canada Ottawa Business Chamber, Gowlings, KPMG, Ministry of International Trade and Investment, OCRI, Tata Consultancy Service.*



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Time	Session
8:00 a.m.	Registration and Continental Breakfast
8:30 a.m.	<u>Welcome and Introduction</u> Micheál Kelly, Dean - Telfer School of Management Arun Nagarajan, CEO - State Bank of India Canada. Shashishekhar M. Gavai, High Commissioner for India to Canada
8:45 a.m.	<u>Indian Business Culture and its Impact on Doing Business</u> Marvin Hough, Executive in Residence - Telfer School of Management Jas Kalra, Intercultural Expert - Graybridge Malkam
10:00 a.m.	<u>Case scenario - Avoiding a Costly Cultural Faux Pas</u> Mike Manson, Partner - TaraSpan Raj Narula, Partner – TaraSpan
10:30 a.m.	Networking Break
10:45 a.m.	<u>Interactive Panel - Myths and Realities of Indian Business Culture</u> Swati Chakravarty-Marcon, Consultant Dipak Roy, Founder - Chairman of D-TA Systems Inc. Subbiah Srinivasan, CEO, Met-Chem
11:45 a.m.	<u>Telfer Focus India Program</u> Marvin Hough, Executive in Residence - Telfer School of Management
12:00 p.m.	Networking and Refreshments

In Partnership with:

