

The Rules of Engagement in International Business

Culture and
Communication -
Don't get lost
in translation

Village Hotel, Chilwell,
Nottingham

Wednesday 16 November

5.30pm – 8.00pm

International Business Etiquette
Culture & Communication
Overcome Language Barriers



east midlands
international trade association

The Business Network
for International Trade

The Rules of Engagement in International Business



Date: Wednesday 16th November

Venue: Village Hotel,
Brailsford Way,
Chilwell,
Nottingham NG9 6DL

Programme: 5.30pm – Buffet
6.00pm – Speakers
6.50pm – Q&A
7.00pm – Round table discussion
8.00pm – Close

Cost: Members: free
Non-members: £25.00 (inclusive of VAT)

Speakers:

Barry Tomalin:

Visiting Lecturer in Cross - Cultural Communication,
University of Westminster and Director of Cultural Training,
International House

The Rules of Engagement in International Business

Hilary Charman:

Export Communications Consultant -
British Chambers of Commerce

Practical Ways to Overcome Language and Cultural Barriers

Keith Dolbear:

Managing Director, Trimark Europe

How the Best Get Better!

EMITA organises a series of activities and networking events to:

- ▶ Create an environment where businesses can learn from each other
- ▶ Share and disseminate up-to-date information of general and specific interest to international trade practitioners
- ▶ Enhance the competitiveness and professionalism of East Midlands businesses generally
- ▶ Encourage best practice and business excellence in the international arena
- ▶ Support companies new to international trade to develop sustainable business

EMITA Member companies include those involved in all aspects of inward and outward international trade and investment.

Booking Details

To register for this event, please complete this form in block capitals. Please keep a copy of the completed registration form for your records.

Name _____

Title _____

Company _____

Address _____

Post Code _____

Telephone _____

E-mail _____

Product | Sector _____

Please return the completed application form to Costa Philippou at:

EMITA
Apex Court
City Link
Nottingham NG2 4LA

or faxback to:

0115 853 3666

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