“Building bridges in the global village”

Isabel Amaral
Our world has been transformed into a global village.

International associations must often work with a multicultural team or organize meetings all over the world.
Communication in 21st century
Globalization does not mean that there is a homogenization of cultures.
WHAT IS CULTURE?
Culture

A complex system of values, beliefs, attitudes and customs shared by a society, that affects our behaviour and the way we communicate.
The "Iceberg Analogy" of Culture

Cultural shock

- Behavior
- Beliefs
- Values and Thought Patterns
We may share certain values and behaviors, but until we all speak the same language, share the same history, the same heroes and the same religion, we will continue to be unique.
Cameron Risks China Spat by Wearing Poppy During Trip

by Robert Hotton

November 10, 2010 — 10:47 AM WET

Why?
The same gesture may have different meanings

• USA = OK
• JAPAN = MONEY
• BRAZIL, GREECE AND TURQUEY = INSULT
• RUSSIA = ZERO
Our culture determines

• How we see ourselves

• How we see the world
Faced with a different culture we tend to impose our own values believing them to be the best.
Cultural Differences
When Communicating

Why didn’t he shake my hand?

What now?

Should I give him my card?

She’s a bit close!
When dealing with cultural differences

We face challenges such as building trust, leadership style, respecting beliefs and overcoming time and space differences.
Space differences
Main barriers in cross cultural communication

- Prejudice
- Religion
- Language
Prejudice

OPEN SOURCE

Argentina’s President Mocks Chinese Accents During Visit to China

“They were very rude to the Ambassador.”

Cristina Kirchner
@CFKArgentina

Más de 1,000 asistentes al evento... ¿Serán todos de “La Cámara” y vinieron sólo por el aloz y el petróleo? ...
12:29 PM - Feb 4, 2015

2,762 people are talking about this
Good manners are not the same everywhere

In China, Taiwan, and much of the Far East, **belching** is considered a compliment to the chef and a sign that you have eaten well and enjoyed your meal.
Travel is fatal to prejudice, bigotry, and narrow-mindedness.

Mark Twain
Religion
Religion and catering
Food Taboos

- **Muslims**: pork, lobster, crab and shrimps, alcohol
- **Jews**: idem and dairy products mixed with meat (butter, milk, cheese, cream). Kosher cutlery
- **Hindus**: beef and fish (veg)
- **Mormons**: Coffee, alcohol, tea and tobacco
Drink taboos
Alcohol restrictions

Iran and France cancel diplomatic lunch to welcome Hassan Rouhani after French refuse to take wine off the menu

Iranian officials asked that a lunch between the two countries' presidents be Halal and alcohol-free

Caroline Mortimer | @clm007 | Wednesday 27 January 2016 | 15K views
Michelle Obama causes outrage in Saudi Arabia by not wearing headscarf

Hundreds of Saudis took to Twitter using hashtags translating to “#Michelle_Obama_Immodest” and "#Michelle_Obama_NotVeiled” to voice their disapproval of her decision not to observe Saudi customs.
Female German minister REFUSES to wear a hijab during visit to Saudi Arabia, days after Angela Merkel calls for a burka ban

- Defence Minister Ursula von der Leyen wore a business suit for her meetings at the Divan Palace in Riyadh
- She was criticised on Twitter by Saudis for not wearing traditional Saudi clothing
- Von der Leyen said she was annoyed that visitors are expected to wear an abaya
- It comes a week after Angela Merkel called for the burka to be banned
- On Monday a Saudi woman was arrested for taking off her veil and posing for photographs
Politician quits after refusing to shake women’s hands

A Swedish Green Party politician, who ignited a storm of controversy after refusing to shake hands with a female reporter on grounds that it violated his Muslim faith, announced on Wednesday that he was quitting politics.

Yasir Khan is the second Green Party politician to resign in acrimony this week.

During an interview with a female reporter from the TV4 broadcaster on Tuesday, Khan placed his hand over his heart instead of shaking
Conference
Coffee Break

Women Conference
Coffee Break
Greetings
In some cultures, looking people in the eye is assumed to indicate honesty and straightforwardness. In others it is seen as challenging and rude.
Do not judge but try to understand and respect cultural differences
Isabel

伊萨贝尔
[yī sà bèi ěr]

Language
“A different language is a different vision of life.”

Federico Fellini
How shall I call you?
Guest list: order surnames

REPUBLIC OF HUNGARY

OBRÁN VIKTOR
PRIME MINISTER

Ooops, double mistake in official #VallettaSummit list: Name surname #Hungary MP mixed up + Obran instead of #Orban

09:12 - 11 de nov de 2015

Leto @politics_hungary 11 de nov de 2015
@DirkHoeren Well, in fact our prime minister’s actual name is “Orbán Viktor” because surname comes first in Hungarian. :)
张昆生

Chinese and Japanese are different languages

在葡萄牙总统席尔瓦举行的
欢迎宴会上的祝酒辞
（2010年11月6日，里斯本）
中华人民共和国主席 胡锦涛

尊敬的席尔瓦总统和夫人，
女士们，先生们，朋友们：

应席尔瓦总统盛情邀请，我很高兴来到
美丽的葡萄牙进行国事访问。从抵达里斯本
起，我们就深切感受到葡萄牙人民对中国人
民的友好情谊。现在，总统先生为我们举行
盛大欢迎宴会，并发表热情洋溢的讲话。在
这里，我谨代表我的夫人和同事们，并以我
个人的名义，对总统先生和夫人、葡萄牙政
府和人民的热情款待和周到安排表示衷心感
谢！

葡萄牙是欧洲文明古国，有着悠久历史
Check the translation!

- In Russian PEREGRUZKA means to overcharge.

- The English translation of RESET to Russian is: PEREZAGRUZKA
He may have had the word "delicieuse" in mind, which, though sounding similar to "delicious," would better translate into "lovely" or "delightful."
TOKYO (AFP) - France's President Francois Hollande was left red-faced in Tokyo on Friday after a slip of the tongue that saw him confuse his Japanese hosts with the Chinese.

During a news conference, Mr Hollande, speaking in French, referred to the Algerian hostage crisis in January in which 10 Japanese nationals died, saying he had "expressed the condolences of the French people to the Chinese people".

The President, who is in Japan on a three-day state visit, made no attempt to correct his mistake.

A quick-thinking female interpreter fixed the verbal gaffe as she gave her simultaneous translation, rendering the sentence as it had been intended. However, at least one Japanese journalist with knowledge of French picked up on the error.
Gift faux pas

“An exchange of gifts has caused embarrassment for both Britain and Taiwan after Baroness Susan Kramer, the transport minister, presented the mayor of Taipei with a watch.

Giving a timepiece as a gift is a taboo in Chinese culture because it suggests that the recipient’s time is running out. The phrase "giving a clock" in Chinese can also be read as bidding farewell to the deceased at a funeral.

The mayor commented the awkward exchange by saying he has "no use for it" and suggesting, "I can just re-gift it to someone else or take it to a scrap metal dealer and sell it for cash."

A spokesman for the city later attempted to gloss over the mayor's comments, insisting that he had just been joking.”

The Guardian
What is cross cultural competence?
Knowing how to bridge the gap in behavior to operate effectively, adapting your approach just enough to relate effectively, but not so much that it feels inauthentic.
WE BUILD TOO MANY WALLS AND NOT ENOUGH BRIDGES.
5 keys for cross cultural competency:

- Developing linguistic skills
- Valuing diversity
- Respecting yourself and others
- Being conscious of the dynamics of cultural interaction
- Avoid stereotyping
Intercultural competence

The ability to understand and manage your own and others' cultural worldviews in order to be more successful.
Cross culture competence is the ability to create for oneself a comfortable third place between one’s first culture and another culture.
We need to accept that it’s a continuous learning process.
It’s okay to make mistakes, as long as we apologize.
“Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster. But if we really want to globalize, there is no way around them so we better take them for what they are.”

(Geert Hofstede)
WHEN IN ROME,  
DO AS THE ROMANS DO.
Wherever you are... do as McDonald's does!