

Hasselt (Belgium) • 4 October 2019



## *Workshop: Dealing Successfully With Your Arab Business Partners (+ Iran)*

### **Why?**

Your organisation has decided to extend its operations in the Middle East. You are already meeting Arab or Iranian business partners or have entered into talks about setting up a joint venture. Or maybe you are just at the beginning: exploring potential prospects. From time to time there will be humps on the road: decisions taking longer than expected, signed contracts being renegotiated, somebody unexpected throwing a spanner in the works. Investors may have doubts. Is the Middle East stable enough to consider doing business there at all? How will Trump's withdrawal from the nuclear deal with Iran affect your business in the Middle East? Will rising tensions in the Gulf impact Saudi Arabia's drive to reform? What commercial opportunities lie ahead in fast developing economies like Iraq's?

This workshop is meant for business development managers, project managers and executive officers operating in Saudi Arabia, the Gulf States, Iran and the other countries in the Middle East and North Africa, be it from their home office or while actually living in the region. It benefits both newcomers and people who have substantial experience in the Arab world. The workshop will be tailor-made to the specific job requirements of the participants and the countries they operate in. The sessions will be highly interactive focusing on essential aspects of doing business in the Middle East, such as building networks, planning, negotiating, and understanding the organizations you are dealing with. It will focus on your approach as well, both personal and as an organisation. What specific assets do you have which can be used to your advantage? What aspects are really relevant in the Middle East?

## **Objectives**

- Gaining insight into the economic, political and social environment of the Arab or Iranian companies you are doing business with
- 'Reading' the Middle Eastern organizations you are dealing with
- Understanding the decision making process on the Arab or Iranian side and mastering the tools to influence this process to your advantage
- Building and sustaining useful networks
- Creating a win-win situation with your business partners
- Dealing with local agents
- Coping with conflicts and set-backs

## **Programme**

### *1. Understanding the business environment:*

- Current political, economic and social dynamics
- Cultural aspects that have to be taken into account
- Understanding the impact of your own culture on relationship building
- Adapting your business strategy to this specific environment

### *2. Business culture:*

- Decision making: who takes the decisions and how can I influence the decision making process?
- Relationship management: who are the stakeholders and how do I get to know them?
- Formal and informal: what should be done formally and what should be done informally?
- Negotiating: dealing with meetings, presentations, contracts and trust
- Planning and dealing with deadlines
- Communication, do's and don'ts
- Sustaining networks in the Middle East both in the field and from your home office

### *3. Real-Life cases and exercises:*

- Real-life cases will be presented by Leo Kwartén who has 25 years of experience as a consultant in the Middle East
- Optimal use will be made of the participants' personal experiences
- Participants will solve a real-life business case concerning a deadlock in the negotiations with an Arab delegation. Participants will develop an action plan to save the negotiations and practise their intercultural skills in an Arab setting.

### *4. Participants will prepare a personal action list for themselves*

**Participants** A maximum of 12 participants. Language will be English.

### Trainer

Leo Kwarten: arabist, writer, consultant. Since 1992, he works as an advisor to companies operating in the Middle East. He is active in petrochemicals, oil industry, airlines, transport, logistics, medicals, food & beverages, high tech, security and defence. Some of his clients are Arab companies that want to gain further understanding of the western cultures they are dealing with commercially. For more information on Leo, please turn to [www.leokwarten.com](http://www.leokwarten.com).



### When

Friday, 4 October 2019  
9.30 am – 05.00 pm

### Where

Landcommanderij Alden-Biesen  
Kasteelstraat 6, B - 3740 Bilzen  
Location is near Hasselt (Belgium)  
For directions & nearby airports: [www.alden-biesen.be](http://www.alden-biesen.be)

### Costs

€ 750 per participant, VAT/BTW – if applicable - excluded. Every second or third participant from the same company may join for a reduced price of € 450 per person. Lunch is included in the price.

### Enrolment

You may sign on for this workshop by sending an email to [info@leokwarten.com](mailto:info@leokwarten.com) mentioning name, job description and contact details. You will receive an intake questionnaire, invitation and a detailed programme. Please keep in mind that registration will close by 27 September 2019.

For more information, please contact Leo Kwarten at  
▶ + 31 6 10080169

### References

