



Working with Iran

One-day seminar: Introduction to the country

This one-day intensive seminar serves as an introduction to Iran. It is aimed at anyone wishing to develop closer ties with Iran in the fields of business and cultural and economic diplomacy. The morning is mainly devoted to information about the country, whilst the afternoon focuses on case studies. A group lunch will feature a talk by a prominent Iranian figure with a deep understanding of France and Europe.

Morning – Presentations and discussions

- The physical and historical landscape
- The economy, sectors and businesses
- Politics and power structures
- Values, attitudes and behaviours
- Society and its diversity
- Workplace cultures
- Communication and negotiation styles
- Customs, etiquette, social norms and faux pas



Afternoon – Case Studies

- Experiences of two companies from different sectors
- Lessons learnt
- Entry and development processes in Lebanon
- Areas of opportunity
- Risk management
- Reflection and conclusion

Professional/Intercultural seminar on Iran

Duration : One eight (8)-hour day: 09:00–17:00

Services : Lecture-style presentation (Q&A)

Two coffee breaks

Lunch

Lecture-style presentation during lunch

Case studies (with direct audience participation)

Accompanying booklet

Consultants : Two EUROBOGEN Trainers

Inscriptions : contact@eurobogen.com



EUROBOGEN includes two Sustainable Development Goals in all its programmes: Goal 16 (Peace, Justice and Good Governance) and Goal 17 (Partnerships for the Goals). This focus on raising awareness is a common thread running through every seminar, every presentation and every intercultural programme.

For people with disabilities, the organisation is committed to providing a room that complies with accessibility standards.

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