

WORKSHOP

INTERNATIONALIZATION OF STARTUPS AND SMEs - CULTURAL DIFFERENCES AND INTERCULTURAL COMMUNICATION

30th April 2024



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WORKSHOP NO 3/12: INTERNATIONALIZATION OF STARTUPS AND SMEs - CULTURAL DIFFERENCES AND INTERCULTURAL COMMUNICATION

AGENDA (30/04/2024)

11:00 – 12:30 CET

dr Monika Dzianachowska & George Havaris

- WORKSHOP SESSION
- Q&A

Goal:

Equip participants with the knowledge, skills, and confidence to navigate the complexities of international business and effectively engage with diverse cultures, positioning them for success in today's globalised marketplace.

Outcome/Benefits:

➤ **Enhanced Cultural Awareness**

- Participants will gain a deeper understanding of cultural differences and their impact on business practices, enabling them to navigate diverse cultural contexts with greater sensitivity and effectiveness.

➤ **Improved Communication Skills**

- Through interactive exercises and practical guidance, participants will develop their intercultural communication skills, including active listening, empathy, and adaptability, essential for building rapport and fostering collaboration across cultures.

➤ **Strategic Insights for International Expansion**

- The workshop will provide valuable insights into the challenges and opportunities of international business expansion, equipping participants with strategic frameworks and best practices to successfully navigate global markets and seize growth opportunities.

➤ **Case Study Analysis and Real-world Applications**

- By examining real-world case studies and engaging in group discussions, participants will apply theoretical concepts to practical scenarios, gaining actionable insights and learning from the experiences of others in the field of international business.

➤ **Networking and Peer Learning**

- The workshop will create opportunities for participants to connect with like-minded professionals, share experiences, and exchange best practices, fostering a supportive learning community and facilitating peer-to-peer learning and collaboration.

➤ **Personal and Professional Growth**

- Through self-reflection, experiential learning, and actionable takeaways, participants will enhance their cultural competence, communication effectiveness, and leadership skills, empowering them to thrive in multicultural environments and advance their careers in global business.
- **Access to Expert Guidance and Resources**
 - Participants will benefit from expert facilitation, practical guidance, and recommended resources provided by the workshop facilitator, enabling them to continue their learning journey beyond the workshop and access additional support and development opportunities in the field of international business and intercultural communication.

WORKSHOP DETAILS

1. Introduction to International Business Development

- Discussing the importance of internationalisation for startups and small and medium-sized enterprises (SMEs)
- Presenting the benefits and challenges of expanding operations to international markets
- Illustrative examples

2. Cultural Differences in Business

- Exploring the main cultural differences in conducting business using examples from various countries and regions
- Discussing the impact of culture on business strategies, negotiations, and client relationships

3. Importance of Intercultural Communication

- Overview of key elements of effective intercultural communication
- Presenting techniques for overcoming communication barriers arising from cultural differences
- Exercise: "Values Map"

4. Summary and Insights

- Summarizing the main points discussed during the workshop
- Drawing insights and identifying actions that can help participants in internationalising their businesses

SPEAKERS:



Monika Dziańchowska - a graduate of anthropology of culture at the Warsaw University. Holds a PhD in political science and graduated from coaching and mentoring studies at Laboratorium Psychoedukacji (in cooperation with SWPS University) and from the positive psychology studies at the Harvard University. Experienced professional who has worked several years in both domestic and international environment as an expert of migration-related matters, focusing not only on political aspects, but first and foremost on the multicultural and human side of migration. She currently works as a certified whole-being coach and personal development trainer and is an active member of ICF, the largest international organisation for coaches.

LinkedIn profile: <https://pl.linkedin.com/in/monika-dziańchowskacoach>



George Havaris is a Canadian (of Greek decent) and a solicitor of the Supreme Courts of England and Wales. He is a corporate and banking lawyer with extensive experience working on cross-border M&A and financing transactions (a recommended lawyer in 2023 by the Legal 500 for Banking/Finance and Private Equity). George has provided numerous workshops for the British Law Centre in Poland and has been a guest lecturer at a Polish University for many years.

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