



Stay in touch with SIETAR mailings



Print newsflash 

Newsflash, April 2006

Dear SIETAR members,

It is my great pleasure to share several new developments within SIETAR Europa. If you follow the links below, you will see for yourselves that in addition to the organisation's standard activities we have been making inroads into some new territories.

I wish to reiterate the Board's invitation to a virtual General Assembly that will vote on the amended Statutes. As a lead-in to the actual voting, you are kindly invited to **share your comments and remarks about the document and SIETAR Europa's future in general.**

WHAT DO YOU THINK OF OUR NEW RULES?

We want your opinion and your votes on the new Statutes and Guidelines of SIETAR Europa! **You can read them by clicking here.**

EVENTS

SIETAR Netherlands Congress 2006, summer in Thailand, NGO Task Force, intercultural education. There are many great events for interculturalists in our new **Events Calendar**

LIST YOUR EVENT

It's free for SIETAR members. **More information...**

SPONSOR THE SIETAR EUROPA MAGAZINE

We invite sponsors to support this lively new publication. **More information...**

HOW MUCH TIME COULD YOU SPEND ON NGO WORK?

SIETAR Europa's NGO Task Force is planning a register of interculturalists who are available for NGO projects, and will be attending the **Salon de Initiatives Paix**. Get in touch with the **Task Force members**.

REVIEW OF THE BRIDGE

Read George Simons' review of Bar-Joseph's book *The Bridge* in our **Book Reviews section**. Another great review by George!

REVIEW OF TWO MERDES

George Simons lifts the lid on two works by Stephen Clarke: *A year in the Merde* (2004), and *Merde Actually* (2005). Find them in our **Book Reviews section**. Thanks George for getting your hands dirty!

ARE YOU A ROMEO, JULIET, ANTONY, CLEOPATRA, CASANOVA, DON JUAN OR RASPUTIN?

If you are an expert on love, romance, dating or marriage across cultures, we want you to contribute to the next **Magazine**. Please use the **Contact/reply** and **Editor pages**. Requires log in.

WOULD YOU MAKE LOVE ACROSS CULTURES?

We are still seeking a SIETAR member to edit the next **Magazine** on the theme "Love across Cultures". It will be a fun and fascinating role for someone interested in intercultural relationships and comparative approaches to marriage and family. Please contact **Maria Jicheva**.

WHAT SORT OF EUROPE DO YOU WANT?

We invite SIETAR members to contribute to the debate within the EU. **You can join in by clicking here.**

REVIEW YOUR SIETAR EVENT

If you are ready to write a review of a SIETAR event, we would be happy to publish that on the website. We'll also consider publishing the best reviews of other intercultural events too.

NEWSLETTER AND MAGAZINE SPONSOR

The current newsletter and magazine sponsor is **ArgonautOnline**: online resources for intercultural training.

DID TROMPENAARS RECONCILE BRITAIN'S DILEMMAS?

Find out what happened when Trompenaars, Schwartz and Wooliams met at the SIETAR UK Business of Culture event. **Read the event report below.**

Ildiko POLYIAK

SIETAR EUROPA Board of Directors

On behalf of the Board

Business of Culture 2006 event report

Report on the 4th Business of Culture conference organised by SIETAR

UK (with Fons Trompenaars and Shalom Schwartz)

SIETAR UK was delighted to welcome two world authorities on national and organisational culture to their event, which was held on 4th March at the grand Old Cinema, University of Westminster in Central London. Over 100 delegates enjoyed a full day of stimulating debate and were given the opportunity to exchange ideas around the subject of cultural values and how they can be used in business.

The first speaker was **Fons Trompenaars**, acknowledged expert on international management, consultant to many global companies and author of a number of influential books including 'Riding the Waves of Culture'. He provided an entertaining and compelling presentation of his approach to business consultancy, focusing particularly on how values and cultural dimensions can be used to reconcile differences across cultures.



Fons Trompenaars with Stephan Dahl and Peter Woolliams

The second speaker was **Shalom Schwartz**, Professor of Psychology at the Hebrew University in Jerusalem, and currently president of the International Association of Cross-Cultural Psychology. He first outlined his ground-breaking research on national cultures, and later gave a thought-provoking workshop on his identification of individual values and how they can be used at the interpersonal level.



Shalom Schwartz

After lunch,



Peter Woolliams and fellow panel members

academia and the business world went head to head in a Panel Discussion, in which the two main speakers were joined by **Peter Woolliams**, co-author of several books with Fons Trompenaars. Questions from the audience covered topics ranging from best practice in cross-cultural training for multinational corporations to intercultural views on war and religion.

Report compiled by Robert Johnson, **SIETAR UK**

SIETAR members win prizes

Congratulations to two of our new SIETAR members

We are proud to announce the accomplishments of two experts who became members of SIETAR Europa at the 2005 Congress.

Dr. Abdulhamied Alromaithy, SIETAR Europa member from The United Arab Emirates has just published an English version of his guide to job seeking, *How to Make them Say...You've Got the Job: The Essential Guide for Your Journey to Employment*. Hamied is also working very hard currently to organize SIETAR Middle East.



Abdulhamied Alromaithy

Dr. Elena Korshuk, SIETAR Europa Member from Belarus received the Educator of the Year of the Baltic University Programme (BUP) for pre-conference training of Belarusian University teachers, and for the publication of her book *English for Environmental Science*. BUP is a network of more than 190 universities and other institutes of higher learning from 14 countries throughout the Baltic Sea region.



Elena Korshuk

The text of her award read:

"The Baltic University Programme Prize Educator of the Year 2005 has been awarded by The Baltic University Programme Board Uppsala

to Dr. Elena Korshuk, of the Belarusian State University, Minsk, Belarus, in recognition of her important contributions to the Baltic University Programme as a teacher, organizer and leader, by promoting better understanding between the countries in the Baltic sea region through teaching intercultural communication skills, contributing to the Baltic Sea region: politics, cultures, society multilingual project and as the main author of the textbook *English for Environmental Science*, thereby building bridges between fellow students and teachers."

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