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REVIEWS

What's up America?

What's This India Business?

Diversity beyond the Numbers

EXPATRIATION - ein Handbuch

110 experiences

JOBS

Indonesia expert

Malaysia expert

Accent help

Assistant professor

Winter Institute

## Newsletter, December 2004

### DEAR FELLOW SIETAR MEMBERS

Welcome to our end of the year 2004 newsletter. We hope that the new format is easy to navigate and fun. Your feedback is very welcome. We hope that you will take an active part in shaping the newsletter with us.

We have two new sections

- "You have never seen me like that at a SIETAR congress"
- "What SIETAR Europa means to me"

Your contributions (pictures and stories) are especially welcome in these sections. The deadline for contributions to the March edition is 28th February. Don't miss it!

We are happy that the December issue of the newsletter coincides with this festive time, when people exchange holiday greetings and hopes for a peaceful and harmonious world. This is the time when we write to our friends and family. With this message we would like to address the members of our larger intercultural family in Europe.

Have a glorious holiday season, a happy and successful 2005!

Maria Jicheva  
President  
On behalf of the Board of SIETAR Europa



Click here to read the tale



### Stories

#### NEWS FROM SIETAR DEUTSCHLAND

Board changes, thematic networks, SD symposium. All the news is here!

[Read the full news item](#)

#### SIETAR AUSTRIA SALUTES 2004

This year we continued one of our favourite activities "Culture Talk im Cafe Prückel", a successful series of lectures and discussions given by key-note speakers invited to SIETAR Austria and other interested participants. These were the topics "**About the ants and other Austrians**" ...



Sietar AUS

[Read the full news item](#)

#### ENGENDER - SOUTH AFRICA

## ACT LOCAL!

[Sietar Austria](#)

[Sietar UK](#)

## ARTICLES

[Mode und Kultur](#)

[Russian intercultural communication theory](#)

[A tale of 10 Euros](#)

## GALLERY



"You've never seen me like this at SIETAR congresses"

Former SIETAR-Europa president Vincent Merk is the first contributor to this new section. The picture was taken this year.

The usual baby pictures or pictures of unusual situations are welcome. Who dares next?

## CONTRIBUTE YOUR STORIES!

Dear SIETAR Europa members,

You are kindly invited to send your news and inputs to the SETAR Europa Newsletter.

We would like to make our Newsletter even more informative and interesting.

Therefore we need your help, dear SIETARians!

Please, contribute with your materials, considering the new guidelines below.

Engender is an NGO founded in 2003 by socially conscious individuals with lengthy histories of collective and individual activisms and interventions that actively contributed towards social transformations in their collective and individual spheres of influence.

[Read the full news item](#)

## Events

### CALENDRIERS DES ATELIERS

L'ASSOCIATION ADAPT IN FRANCE. L'achat-vente-location d'un logement, Assurances, Choc culturel, les Services bancaires, Achat-vente de voiture, permis de conduire, Créer son entreprise...

[Read the full announcement](#)

### MANAGING CONFLICT, March 11-12 2005

SIETAR member Paul Pedersen: MANAGING CONFLICT IN A MULTICULTURAL CONTEXT. Mar 11-12 • Fri • 9:00am-12:00pm • and Sat • 9:00am-4:30pm • 2 mtgs (9 class hours, assuming you take a 30-minute lunch break on Saturday). I am hoping to visit Europe this next summer or fall and would like to do some workshop training programs there if possible...

[Read the full announcement](#)

### ICPT WORKSHOPS, April 25-30 2005

Milton Bennett, "Ideas that work: Intercultural Theory for Practitioners"; Anita Rowe and Peter Stadler "Working Effectively with Diversity: Developing Awareness and Essential Skills"; Sivasailam "Thiagi" Thiagarajan and Samuel van den Bergh "Building High-performance Trans-cultural Teams"; Sivasailam "Thiagi" Thiagarajan "Interactive Experiential Strategies for Cross-cultural Training"; Lynn Witham "Working with Asia"; Janet Bennett "Designing Intercultural Training: Skills and Tools for the Practitioner"

[Read the full announcement](#)

### YOUNG SIETAR WORKSHOP NIJMEGEN, 25-27 February

Young SIETAR Intercultural Research Workshop in Nijmegen (Netherlands), 25-27 February 2005. The workshop starts Friday (25th) 9:30 am and lasts until Sunday (27th) 4:30 pm. Who are the facilitators?

\* Camilo Villa is an anthropologist of Colombian origin living in the Netherlands. He has broad experience in IC research (including business and development issues) and....

[Read the full announcement](#)

### BUSINESS OF CULTURE, London, 12 March

Sietar UK are very excited to announce that their next Business of Culture Event will be on Saturday 12th March in London and the Keynote Speaker will be Dr. Hofstede. Book early to reserve a space.

[Read the full announcement](#)

### INTERCULTURAL COMMUNICATION, London, 9-10 July

News should

- be short and readable (brief experiences, catching up)
- contain no more than one page
- be accompanied by a photo!

The materials should be sent to the [SIETAR Europa office](#) copied to [Axinia Samoiloova](#)

Your SIETAR newsletter committee is looking forward to your inputs!

Best regards,

SIETAR Newsletter  
Committee  
Axinia Samoiloova,  
Maria Jicheva

On the 9th and 10th of July 2005 SIETAR UK will be holding their summer event entitled "Intercultural Communication in a Globalised World" at Middlesex University, London, UK. If you wish to take part in presenting on a topic of expertise relating to the theme please visit our website and following the instructions calling for papers. Again, please book early to reserve a space.

[Read the full announcement](#)

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### **SIETAR DEUTSCHLAND SYMPOSIUM, March 2006**

The last two large SD congresses have been held in connection with the SIETAR Europa and SIETAR Austria (2002 in Vienna and 2004 in Berlin). For March 2006 SD plans a large scale event which is going to focus particularly on the intercultural scene in Germany. The idea of the coming event is to enhance the diversity within SD by strengthening the links to interculturalists in the social field and the academic field and by promoting exchange between the various fields of intercultural practice and research.

[Read more news from Sietar Deutschland](#)

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### **FUTURE OF LEARNING (ARIZONA)**

This conference is one of the first attempts to bring together educators from around the world to build the WORLD FEDERATION for EDUCATION, the umbrella organization that unites educational institutions, agencies, as well as individual educators.

[Read the full announcement](#)

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### **THE EURO-MEDITERRANEAN YOUTH PLATFORM**

We aim at creating a network of all those involved in the youth sector in Europe and the Mediterranean. We provide various networking facilities such as assistance in finding partners, financing of international projects, a Magazine in three languages, a FORUM for discussion, and profiles on the situation of young people in each country. You are welcome to visit our [web-site...](#)

[Read the full announcement](#)

## **Articles**

### **MODE UND KULTUR**

Mode und Kultur: Geschmack lässt sich nicht globalisieren. Briten lieben ihre Jeans weit, Italiener eng, Schweden authentisch: Nationale Vorlieben trotz der Globalisierung Das nationale Verständnis von Schönheit fängt schon beim Lippenstift an. Keineswegs lieben Frauen aller Welt Rot. Deutsche und Französinnen bevorzugen ganz verschiedene Farben. Die deutschen Frauen kaufen am liebsten Lippenstifte in einem Lachs-Rosé-Ton. Französinnen-Münder dagegen schmückt eher ein tiefes Rot. Und Asiatinnen? Sie bleiben kindlicher, sie schminken ihre Lippen nämlich gern rosarot.

[Read the full article](#)

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### **INTERCULTURAL COMMUNICATION THEORY IN RUSSIA**

The article deals with the present state of intercultural communication theory, as it is gaining ground in Russia. The author gives an overview of different areas of knowledge connected with the field and the approaches of the leading scholars who have made the greatest contribution to it. The article also discusses important notions developed by Russian scholars but unknown in the West (such as linguistic

personality, conceptosphere, etc.), which are of great importance for the study of intercultural communication. Special attention is given to the works devoted to the issues of U.S.-Russian intercultural communication.

[Read the full article](#)

## Reviews

### WHAT'S UP AMERICA?

A Review of Asitimbay, Diane, What's Up America? A Foreigner's Guide to Understanding Americans. 2005 Culturelink Press, San Diego, CA, USA 0975-9276-0-4, 215pps. [www.culturelinkpress.com](http://www.culturelinkpress.com). Review by George F. Simons, co-author of The Cultural Detective USA, [www.diversophy.com](http://www.diversophy.com). If you want to get inside of US mindsets (they are plural) forget the travel books, the culture guides, and the tip sheets and grab a copy of What's UP America? This book is...

[Read the full review](#)

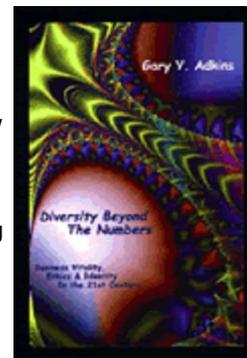
### WHAT'S THIS INDIA BUSINESS?

A review of Davies, Paul, *What's This India Business? Offshoring, Outsourcing and the Global Services Revolution*. 2004. London: [Nicholas Brealey Publishing](#) and Yarmouth, ME: [Intercultural Press](#). 233 pps. £20.00. \$29.95. ISBN 1-904838-00-6. Review by George F. Simons, [www.diversophy.com](http://www.diversophy.com) This next decade will certainly see an extraordinary and painful reorganization of the social, cultural and economic orders, first because of the increasing free movement of labor across borders...

[Read full review](#)

### DIVERSITY BEYOND THE NUMBERS

A review of Adkins, Gary Y., *Diversity Beyond the Numbers: Business Vitality, Ethics and Identity In the 21st Century*, 2003 GDI Press. Long Beach, CA. Review by Dr. George F. Simons, SIETAR Europa Communications Committee. Gary Adkins is making the case for nothing less than revolutionizing the praxis of diversity in the USA and around the world. In the same stroke he claims to be opening a door to...



[Read full review](#)

### EXPATRIATION - ein Handbuch

Ein Buch von Iris Fischlmayr „Expatriation – Ein Handbuch zur Entsendung von Mitarbeitern ins Ausland“. Warum senden Unternehmen ihre Mitarbeiter in Niederlassungen anderer Länder anstatt verfügbares Personal vor Ort einzustellen? Welche Kriterien sollte ein Mitarbeiter erfüllen, um als geeigneter Entsandter



(Expatriate) zu dienen? Wie kann man diesen auf den Auslandsaufenthalt vorbereiten und wann ist gegebenenfalls der geeignete Zeitpunkt mit den Vorbereitungen für diesen Aufenthalt zu beginnen? Welche Schwierigkeiten sind bereits vorab absehbar und wie kann das Unternehmen trotz der geographischen Distanz bei deren Überwindung Einfluss nehmen? Wie gestaltet sich die sehr oft unterschätzte Rückkehrphase ins Stammunternehmen? Wie können sowohl der Mitarbeiter als auch das Unternehmen das erworbene Wissen und die Erfahrungen bestmöglich nutzen und davon langfristig profitieren? Diese und ähnliche Fragen im Zusammenhang mit dem Themengebiet Auslandsentsendung und Wiedereingliederung von Mitarbeitern soll dieses Handbuch beantworten.

[Read the full review](#)

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## **110 EXPERIENCES FOR INTERCULTURAL LEARNING**

### *110 Experiences for Multicultural Learning*

by Paul B. Pedersen, 2004. American Psychological Association. Washington, DC. Softcover 360 pages. ISBN 1-59147-082--X / \$39.95. Review by George F. Simons at [www.diversophy.com](http://www.diversophy.com)

As one whose imagination is likely to fail when I need it most, I have always appreciated collections of experiential activities for the classroom and training room....

[Read the full review](#)

## **Jobs**



### **INDONESIA EXPERT IN UK/NL**

2C International is working on a project for a well known European company who are well advanced in developing a strategy to set up a wholly owned subsidiary or what may turn out to be a JV in Indonesia.

[Read job details](#)

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### **MALAYSIA EXPERT IN AUSTRIA OR GERMANY**

An intercultural training company in Austria is currently looking for an expert on Malaysia, fluent in English and German who ideally lives in Austria or Germany.

Please contact [Alexandra Cavalieri-Koch](#)

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### **ACCENT HELP IN OR NEAR IRELAND**

A specialist to assist a senior Malaysian leader recently relocated to Ireland with English clarity is sought. The person to assist is fluent; but co-workers say she is very difficult to understand and needs better volume, clarity and enunciation in her speech.

[Read job details](#)

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### **ASSISTANT PROFESSOR, UNIVERSITY OF MINNESOTA**

Assistant Professor COMPARATIVE AND INTERNATIONAL DEVELOPMENT EDUCATION (CIDE), University of Minnesota, Twin Cities. Department of Educational Policy and Administration is looking for an assistant professor for a full-time tenure-track position in a highly regarded college of a major urban research university beginning Fall Semester 2005.

[Read job details](#)

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**FIFTH WINTER INSTITUTE, LILLE, FRANCE**

**5th Winter Institute of Intercultural Communication  
Lille Catholic University, France**

The college is looking for someone who is based in Europe or will be in Europe for the period of January 24 – January 30 and who could do a 25-30 hr course (in English) along the lines of "Management of Multicultural Teams/Projects", "Working in Multicultural Teams" etc. Finances are very limited and the college can only offer expenses (travel, food and hotel accommodation) plus a small stipend....

[Read job details](#)

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