

SIETAR Congress 2002 in Vienna –

A cooperation of

SIETAR

Austria, Europe and Germany

to be held at the

Vienna University of Economics and Business Administration

April 10 –13 2002

**Intercultural Competences in a
Globalised World**

Conference Programme

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Join over 300 intercultural practitioners and experts at this conference where you can learn, explore, discuss and help to further knowledge how

- intercultural competences can make a difference in a globalised world
- to more effectively practice leadership for cultural dialogue to happen
- to successfully design cultural transitions and collaborations
- to improve intercultural communication and conflict resolution across cultures
- to develop effective intercultural organization cultures
- state-of-the art research results can improve your practice.

The SIETAR 2002 conference (Society for Intercultural Education, Training and Research) in Vienna will serve

- as an event of the membership of SIETAR Austria, Germany and Europe, engaged in business, consulting, training, education and research to professionally communicate and explore concepts of intercultural work,
- as a platform to enter dialogue with interested practitioners and researchers from fields like management, social work, politics, foreign language teaching, arts and sports.

Pre-and post-conference workshops will provide introductory information for those new to the field, and advanced knowledge and exchange for experienced interculturalists.

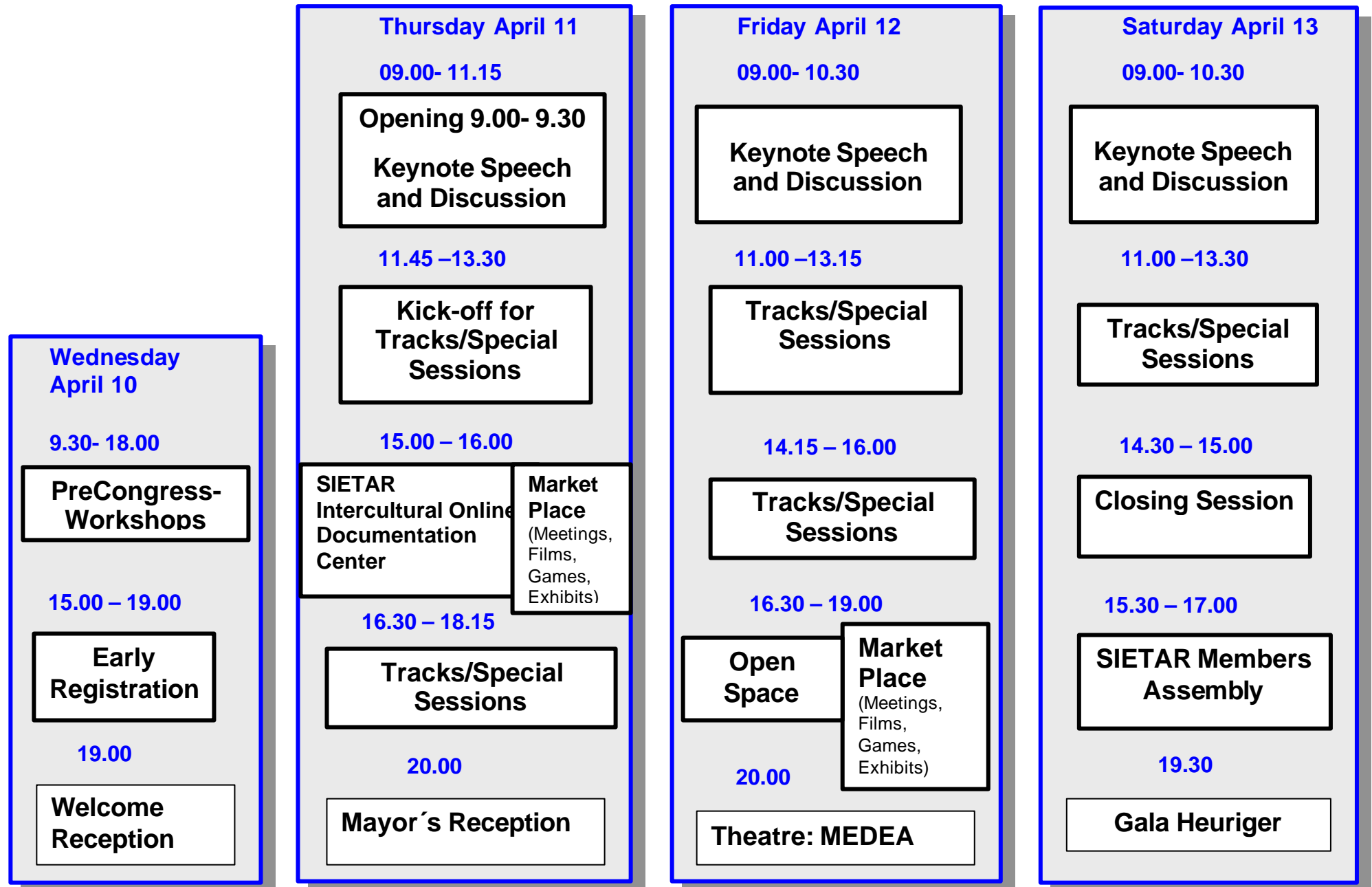
Track sessions and special sessions are

- target-group oriented presentations or workshops allowing you to pursue your line of interest;
- conducted in an interactive format;
- aimed at providing impulses gathered from experience, reflective practice, conceptual thinking and research.

The Open Space and the Market Place provide the space and time where, together with other participants, you can explore common interests, find like-minded colleagues, network, elaborate on new sparking thoughts and innovative projects in the field and try out your hottest ideas.

We invite you to join us as a contributor or participant helping to make this an exciting event and platform for exchange, innovative learning and development in the intercultural field.

Programme Structure - Overview



Type of sessions

Pre-conference workshop

Introductory or advanced workshops about an intercultural topic, method or approach for those new to the field as well as experienced interculturalists

Keynote Speeches

Thought-provoking ideas and insights shared by experienced speakers of the intercultural field

Track – Sessions

Practice-oriented elaboration of a specific topic by experienced expert of the field

Special Issue Sessions

Individual presentations and discussions outside the main tracks that address important single or upcoming issues of intercultural competences

Open Space

Take part in facilitated community lab meetings for collegial exchange, learning and development of innovative thoughts, projects or cases that congress participants want to further explore with others. You can build a face-to-face community of professionals around certain topic areas as a foundation for further collaboration after the congress.

Market Place

Meet with presenters for further discussion, watch films, take part in an intercultural game or browse exhibits of intercultural material, books etc.

Registration for the Congress

Fill out the form online under “Registration“, or download it and mail or fax it to the congress office in Vienna.

Pre-conference - Workshops

“Reconciling the Dilemma ”

Vincent Merk

Delayed: Saturday, 13 April 11:00 –12:30

Language: English

Duration: 90 minutes

Level of experience: Middle

Working format: Interactive workshop

At the SIETAR Europa Congress in Stavanger in 2001 I presented the workshop called “Reconciling the Dilemma: Mission Impossible?” My intention now is to build up on the findings shared during this workshop and carry on with new experiences and in-depth practice on this topic in the form of a pre-conference workshop. To start the process we will first review the reconciliation theory as presented by Charles Hampden-Turner and Fons Trompenaars in their book “Building Cross-Cultural Competence”. This will be a combination of theory with an exercise. Then participants will practice the reconciliation methodology in its 6 different steps using a concrete example. This includes starting with Eliciting the Dilemma (step 1) and going all the way to Reconciling the Dilemma (step 5) and Implementing the New Design (step 6). Participants should have some pre-knowledge of the 7 Dimensions and Reconciliation theory of Trompenaars and Hampden-Turner.

Name and Address:

Vincent MERK, Eindhoven University of Technology, P.O. Box 513 – de Hal 1.35,
NL-5600 MB EINDHOVEN

Professional experience and working areas:

have been in this field for about 20 years as a trainer and consultant and university teacher. Have often presented at SE and similar conferences. Frenchman living for 20 years in the NL. Also active in SE, as a board member for 4 years (1995-99), of which as president for 2 years (1997-99).

Institution:

Eindhoven University of Technology is a leading European technical university in which soft topics such as intercultural management are also taught! The interface between science, technology and society is part of my daily educational work.

Vincent MERK

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“Converging, Diverging, Emerging: Patterns in Organization Development and Intercultural Work”

Heather Robinson

Wednesday, 10 April 14:00 –18:00

Language: English in the plenary, materials in English and German, other languages as useful

Duration: 240 minutes

Level of experience: High

Working format: 1/3 presentation, 1/3 interactive experiential activities, 1/3 discussion

Merger mania grips the market place despite one corporate disaster after another. Europe is uniting, Indonesia is falling apart. What does all this mean for the average interculturalist?

One view of the development of intercultural consciousness holds that we start by thinking our world view is reality, move on to awareness that there are many perceived realities and further still to the notion that we are at all times mutually constructing whatever reality we are operating in.

Come think about how the development of intercultural consciousness parallels the development of human organizations, whether political, corporate or personal, and what this means for your work, your clients and the interventions you implement. We will explore the issues through a variety of methods and activities. We will be intellectually rigorous and playfully exploratory. And we will come away with fresh new perspectives and tools.

Heather Robinson, Success Across Borders, 23723 51st Avenue S.,
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Professional experiences and working area:

Heather Robinson, MA in Whole Systems Design with a specialization in Organization Systems Renewal focusing on strategic planning and systems design Swiss-US dual national, applies a lifetime of international experience and her academic grounding in intercultural communication and organization development to her consulting practice, Success Across Borders, which since 1988 spans North America, Europe and Asia and serves clients such as DaimlerChrysler, Robert Bosch, EADS, Saab, Jenoptik, SmithKline, Alenia Aerospazio, BAe Systems, Adobe, Stork/Fokker and the Fred Hutchinson Cancer Research Center.

„Durchstehen oder innerlich wachsen - Exploration und Gestaltung kultureller Transitionen“

Susanne Lakoni, Uli Schwämmle

Wednesday, 10 April 10:00 –17:00

Language: Deutsch (Engl. transl. poss.) **Duration:** 5 h

Level of experience: middle / high

Working format: Preconference Workshop

Kulturelle Transitionen sind komplexe innere Übergangsprozesse, die im Zuge der Internationalisierung besonders für Mitglieder von sozialen Handlungssystemen eine brisante Herausforderung darstellen (vgl. Internationale Arbeitseinsätze in fremdkulturellen Umgebungen, multinationale/virtuelle Teams, Aufbau und Wechsel von Führungsstilen, Anpassung an fremde Professions- und Organisationskulturen). Der Übergang von einem alten stabilen Zustand in einer vertrauten Umgebung in einen unsicheren und fremden Zustand in neuer Umgebung wird von den Betroffenen häufig als irritierend und bedrohlich erlebt und zugleich als befreiend und kreativ. Vertraute Orientierungs- und Steuerungsmuster versagen, Selbst- und Handlungskonzepte werden in Frage gestellt. Anders als beim Managen von äußeren Veränderungen wie im Rahmen von Change Managements erfordert die innere Be- und Verarbeitung der kulturellen Transitionen ein stufenweises Vorgehen. Sie folgt anderen Zeitrhythmen und setzt eine Vielfalt von Methoden zu ihrer Bearbeitung voraus. Mangelnde Bearbeitung oder Nichtbeachtung führt zur Überforderung der Beteiligten. Bei gleichzeitigem Auftreten mehrerer und überlappender kultureller Transitionen kann es auch zu Krisen und Abbrüchen von internationalen Arbeitseinsätzen führen. Die Herausforderung von Transitionen besteht darin, ihren Nutzen zu erkennen für das eigene innere Wachstum und sie als Chance begreifen für die eigene Neuausrichtung.

Im Rahmen eines multikulturellen Laboratoriums bieten wir den TeilnehmerInnen neue Lösungsräume und Lernchancen an (Fallbeispiele, Aktions- und Imaginationmethoden, Simulationen, dialogische Reflexion, Praxisberatung)

Name and address:

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“Intercultural Careers, Part 1: Does your mother know what an interculturalist is? Do you?”

Jeremy Solomons

Wednesday, 10 April 09:30 –12:30

Language: English

Duration: 240 minutes

Level or experience: low / middle, for would-be interculturalists

Working format: Strong commitment to diverse, interactive adult learning styles, featuring a wide variety of teaching methodologies. These include short lectures, partner and small group activities, role plays, simulations, problem-solving exercises, etc.

To help both new graduates or career changers

1. Reflect on the functional and ethical responsibilities and duties of interculturalists
2. Confirm that they have both the motivation and the basic skills and experience to launch a successful career in this arena
3. Explore the different freelance/independent and in-house opportunities that are available in the intercultural field
4. Design concrete personal action plans for building on existing qualifications and experience and filling in any immediate gaps over the short- to medium term and ensuring consistent professional development over the long term

A. Opening: Welcome, framing, brief introductions methodology, agreements, objectives, agenda and icebreaker

B. Definitions: Who and what are interculturalists? What do they do? What should they do?

C. Self-Assessment: Is this right for you? How to become qualified - Study vs. Experience?

D. World of Work: What is out there now? What will be out there in the future? Independent vs. In House?

E. Personal Action Planning: concrete professional development steps to take for the short and longer term

F. Closing: final round of comments, questions and discussion to ensure all issues and concerns have been dealt with and pave the way for next steps

Name and Address:

Jeremy Solomons & Associates

Jeremy Solomons, 7010 West Hwy 71, Ste 430/373, Austin, Texas 78735, USA. Tel: +1/512/394-9396; Fax: +1/512/394-9670; E-mail: jersol@aol.com

Jeremy Solomons is a UK-born independent coach, consultant and trainer in intercultural business and career issues, based in Austin, Texas, USA. He is president of Jeremy Solomons & Associates and a board member of SIETAR USA, with responsibility for Careers and Mentoring. He is also co-founder and president of SIETAR Austin and past member of SIETAR International's Governing Council. He has presented on intercultural career issues at SIETAR events in Phoenix, Arizona; Munich, Germany; Washington, DC; Houston, Texas; and most recently in

Minneapolis, Minnesota, where he co-led a full-day pre-conference workshop and a two-day post-conference workshop. He also presented at the 2001 Summer Institute for Intercultural Communication and is currently writing a book on Intercultural Career Development with Robert Kohls, PhD.

“Intercultural Careers, Part 2: Becoming an Intercultural Entrepreneur”

Noel Kreicker, Jeremy Solomons

Wednesday, 10 April 14:00 –17:30

Language: English

Duration: 240 minutes

Level of experience: low / middle

Working Format: The session is designed as a workshop to follow Part 1 of Intercultural Careers. A workbook and materials have been designed to guide the participants through this highly interactive session

Following the first workshop session on Intercultural Careers in general, Part 2 focuses upon the next step: providing would-be independent entrepreneurs with a variety of core considerations and tools for building a business or consultancy. Based upon the experiences of the facilitators, and those attending the session, many important topics will be discussed, such as: considerations for starting a business; going alone, in partnership, or building an organization; market analysis; understanding and working with the competition; assessing opportunities; establishing credibility; sales efforts, finding and keeping clients; pricing; delivering services; building and maintaining quality standards; learning through failures; evaluating success; resources and collegial support. The session will include short presentations, activities, participant discussion and venues for sharing helpful information, both during the workshop and afterwards. The facilitators are pleased to provide an opportunity for their intercultural colleagues to freely share valuable information and to help them increase their probability for success in the intercultural arena.

Name & Address:

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Phone: 001-847-205-0066 x 133; Fax: 001-847-105-0085; email: noel@iorworld.com

Professional experience and working areas:

Over the past Twenty years, Ms. Kreicker has built two companies, IOR Global Services (located in Chicago, Detroit, and London), which provides intercultural support services to major corporations. Her second company, GPSLink (located in Chicago), is a technology company that delivers a comprehensive, integrated web-based relocation solution for corporations, employees and service providers. Through these entrepreneurial and leadership efforts, Ms. Kreicker has created two successful companies which are highly respected in the intercultural field.

„IDENTITY – COMPASSION”

Sebastian Holzhuber, Ton van der Kroon

Wednesday, 10 April 13:00 –18:00

New Rituals

Rituals can help us to transcend cultural taboos by discovering our sensuality and by reawaking dreams, emotions, and passions. They allow us to grow and transform, to sharpen our senses and to get closer to our true identity and personal fulfilment. In his work Sebastian Holzhuber opens the door to rituals that are archetypal and contemporary at the same time.

The Session

Together with the Austrian artist Sebastian Holzhuber and Ton van der Kroon, a Dutch business trainer, the participants work with movement, sound, musical instruments and costumes and create a medieval scene/ tableau vivant. The workshop is an invitation to the participants to become more open, playful and creative. Entering the unknown with the help of artistic means is a creative way to understand other people, cultures, religions etc. The participants themselves may undergo surprising transformations as they become part of a stunning artwork. The artist takes pictures of the session for documentation.

After the workshop the participants will present the results in a lecture within the conference-program to share and discuss their experiences with the congress audience.

Target Groups

People, who are curious to make unique experiences by “entering” physically the world of art. Intercultural trainers or researchers, who might get amazing insights into the topic of intercultural communication and cultural identity. Trainers, who are interested in “new tools”, they might use in their intercultural workshop.

Sebastian Holzhuber

“My artwork is a celebration of the joy of being embodied.”

Sebastian Holzhuber’s artwork evokes the memory of images we believed were forgotten. The essence of his creativity is the interaction with his “Tribe”, an intercultural group of about 50 people, all living in Amsterdam. These people come from all over the world and have very different professions and backgrounds. They meet regularly to work with Sebastian Holzhuber. “Tribe” expresses the nostalgia for connection created by the loss of belonging. “Tribe” means learning to support one another through sharing personal stories, strengths, and vulnerabilities.

Sebastian Holzhuber born 1949 in Vienna - global citizen, studied art therapy and practised in Calcutta, India, among other places. He studied in Bonn, Germany and Poland.

His artwork has been shown in more than 150 international exhibitions. Since 1979 Sebastian Holzhuber has been living and working in Amsterdam.

Ton van der Kroon

(36) dutch, is trainer, consultant and author. His work contains storytelling, myth and ritual for groups, companies as well as individuals. He is the author of "the Return of the King". His adagium "Life is not a problem to be solved, but a mystery to be enjoyed."

Post - Conference Workshop

"Atlantic Bridge Best Practices in European and US American Intercultural Coaching, Consulting and Training"

Jeremy Solomons and Rita Wuebbeler

Sunday, 14 April 9:30-16:30

Language: English

Duration: 420 minutes

Level of experience: Familiarity with key concepts of intercultural theory, such as the models developed by Hall, Hofstede and Trompenaars; at least five years of full-time, practical experience as an intercultural practitioner, either in-house or as an independent; Completion of pre-workshop reading and preparatory.

Working format: A one-day interactive workshop on how experienced intercultural practitioners are helping organizations globalize on both sides of the Atlantic.

Experienced intercultural practitioners rarely have the opportunity to come together to explore in depth the challenges, successes and ideas related to their work. This is a chance to spend an entire day with peers from different cultural backgrounds, focusing on intercultural coaching, consulting and training for global organizations on both sides of the Atlantic. SIETAR USA board members, Jeremy Solomons and Rita Wuebbeler - who are Europeans living in the USA - will lead an open discussion of lessons learned, best practices and future trends, interspersed with participant showcases of exercises and techniques that work.

To provide experienced coaches, consultants and trainers within the intercultural field the opportunity to:

1. Discuss current 'burning issues' in the intercultural training field, such as Executive Coaching, Global Diversity, Global Leadership and Virtual Teambuilding.
2. Share lessons learned and best practices in the intercultural field
3. Learn new techniques and ideas from each other via brief demonstrations

Agenda

1. Introductions and Overview: Who is in the room? What experience do they bring?
2. Definitions: What is intercultural coaching, consulting, training? Who is the audience? What is the context?
3. Issues: Identification of 'burning issues' in intercultural coaching, consulting and training

4. Lessons Learned and Best Practices (in Open Space or Roundtable format): What works? What doesn't?
5. Showcases: Participants demonstrate favorite or new exercises and techniques for effective delivery
6. Closing: Final round of comments and discussion to close out the day and prepare for next steps

Strong commitment to diverse, interactive adult learning styles, featuring a wide variety of training methodologies and formats including short lectures, partner and small group exercises and large-group discussions.

Name and address:

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Professional experience and working area:

Jeremy Solomons is a UK-born consultant, speaker and writer, who provides customized coaching, facilitation and training in Career Development, Conflict Resolution, Crosscultural Communication, Global Diversity, Global Leadership, International Partnering, Multicultural Teambuilding and Strategic Planning to individuals and groups around the world from his base in Austin, Texas, USA. He is president of Jeremy Solomons & Associates and a board member of SIETAR USA, with responsibility for Careers and Mentoring. He is also co-founder and president of SIETAR Austin and past member of SIETAR International's Governing Council. He has presented at many SIETAR events, most recently in Minneapolis, Minnesota. He also presented at the 2001 Summer Institute for Intercultural Communication and is currently writing a book on Intercultural Career Development with Robert Kohls, PhD. In the past, he worked for six multinational institutions in eight countries. He holds MA and BA Honors degrees in French from the University of Oxford.

Rita Wuebbeler is a German-born intercultural trainer, consultant and coach specializing in helping people realize their cross-cultural and global potential -- either as managers or employees in international companies or as members of globally operating teams. After having spent the first 27 years of her life in Europe, in 1986 she moved to the United States to work as a management consultant for German business startups in Atlanta, Georgia. In 1990, she founded the cross-cultural training and consulting firm, INTERGLOBE Cross-Cultural Business Services, Inc. offering

customized training, consulting and coaching services to companies in the U.S. and Europe.

Rita has a master's degree in Applied Linguistics from Mainz University in Germany and has completed four courses at the Summer Institute for Intercultural Communications in Portland, Oregon. In 2000 she was a founding member of the US-chapter of the Society for Intercultural Education, Training and Research (SIETAR USA), and continues to be an Advisory Board member of the organization. She has given presentations at conferences in the U.S., Europe and Asia and is a frequent speaker and writer on cross-cultural issues. Rita's clients include DaimlerChrysler AG, Siemens, Solvay Pharmaceuticals, UCB-Group, Novartis, Robert Bosch GmbH, CNN, The State of Georgia, Georgia Power Company and The Weather Channel.

Plenary Sessions

Thursday, 11 April 9:00

Keynote Speaker: **Herbert Pietschmann**

„Ways and Obstacles in Intercultural Communication“

It may appear that different conventions and traditions of various cultures are the main obstacles for cross-cultural understanding. However, the deeply rooted and mostly sub-conscious frame of thinking which was developed and established around 500 B.C. in most cultures is far more difficult to transgress than mere conventions. Prerequisite for successful intercultural communication is therefore an insight into merits and limits of our own frame of thinking, based on Aristotelian logic. Comparison of our (so-called Western) culture with East-Asian (Chinese and Japanese) ways should bring to light some common misunderstandings between these partners and hopefully also help to overcome some barriers.

Curriculum Vitae

O.Univ.Prof.Dr.Herbert Pietschmann,
geb.1936 in Wien, Studium Mathematik-Physik Univ.Wien, Dr.phil.(sub auspiciis
praesidentis) 1961. Habilitation in theor.Phys. Univ.Wien und Göteborg 1966.
Forschungsjahre in Genf (CERN), Virginia USA, Göteborg (Schweden) und Bonn.
Vortragsreisen in Europa, USA, Naher Osten, Japan und China.
Seit 1968 Ao.Univ.Prof., seit 1971 O.Univ.Prof. Univ.Wien, Vorstand des
Inst.f.theor.Phys.
Korrespondierendes Mitglied der Öst.Ak.d.Wissenschaften und der Wiener
Internationalen Akademie für Ganzheitsmedizin, Mitglied der New York Academy of
Science.

Most important publications:

Das Ende des naturwissenschaftlichen Zeitalters (Wien 1980 und Stuttgart 1995)
Die Wahrheit liegt nicht in der Mitte (Stuttgart 1990)
Phänomenologie der Naturwissenschaft (Berlin 1996)
Aufbruch in Neue Wirklichkeiten (Stuttgart 1997)
Gott wollte Menschen (Wien 1999)

7 weitere Bücher, ca 150 Arbeiten in Physik, ca 120 Arbeiten in
Wissenschaftstheorie, Philosophie und Didaktik.

Homepage: <http://www.thp.univie.ac.at/~piet/>

Friday, 12 April 9:00

Keynote Speaker: **Peter Stachel**

„On “Clashing” Civilizations and Sweeping Generalizations. Critical Remarks on S. Huntingtons “New World Order”“

Samuel P. Huntingtons book "The Clash of Civilizations and the Remaking of a New World Order" (published in 1996, based on an essay, published in 1993) has caused interest since its publication, but especially after September 11th 2001. For a broader public, this book was presented as a scientific explanation in form of a "simple map" (Huntington) of the present global political situation.

The presentation focuses on four points:

1. Huntingtons definition of so called "Civilizations", that are not precisely explained and that are rooted in political presuppositions.
2. His forecasts or, as it better could be called, his non-forecasts.
3. The strategies he uses, to define his argumentation as "scientific".
4. The political recipes, he gives, that are presented as a result of his "analysis", but are in fact the presuppositions of his "simple map".

Curriculum Vitae:

Peter Stachel, born 1965 in Leoben/Styria, Historian.
Phd; studied History, European Ethnology and Philosophy at the University of Graz, collaborator of the "Special Research Programme Modernity" at the Institute of Austrian History at the University of Graz (since 1994) and of the "Commission for Culture Studies and History of Theatre" of the Austrian National Academy of Sciences in Vienna (since 1999). Lecturer at the University of Graz.
Main research-interests: Austrian and Central-European History of the 18th to the 20th Century, History of Sciences and Education, Historical Semiotics, Cultural Studies.

Publications: (with M. Csáky) Speicher der Gedächtnisses. Bibliotheken, Museen, Archive, 2 vol. (Vienna 2000-2001); (with B. Boisits) Das Ende der Eindeutigkeit. Zur Frage des Pluralismus in Moderne und Postmoderne (Vienna 2000); (with J. Feichtinger) Das Gewebe der Kultur. Kulturwissenschaftliche Analysen zur Geschichte und Identität Österreichs in der Moderne (Innsbruck 2001); (with M. Csáky) Die Verortung von Gedächtnis (Vienna 2001).

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Saturday, 13 April 9:00

Keynote Speaker: **Joana Breidenbach, Paul Nyri**

„Culture as Business: "Asian values" and the Intercultural Communication Industry”

A great many guidebooks, intercultural communication manuals, seminars and trainings are offering their expertise promising to enhance the Chinese-Western encounter, one of the most economically and politically important interfaces in our contemporary world. What advise to they offer? And how do their concepts compare to anthropological research into cultural globalization and Chinese culture and identity?

Joana Breidenbach is an anthropologist, author of "Tanz der Kulturen", Antje Kunstmann 1998, Rowohlt 2000 (with Ina Zukrigl), a book on cultural globalization. She is columnist for the German business magazine brand eins.

Paul Nyri is an anthropologist of China, Senior Fellow at the Humanities Center, Central European University, Budapest. He is the author of various books and articles on Chinese migration and Overseas Chinese.

The Intercultural on-line Research Center

George F. Simons, Heidi Graefer

We will present initial steps in the creation of a multilingual intercultural online knowledge management system that is totally browser accessible, to be permanently a part of the SIETAR website, a regularly updated source for information on intercultural research, publications, tools and other professional intercultural resources for SIETAR members and guests.

In the open space area, computer stations with the 'Intercultural on-line ,Research Centre' home page, will present a categorised collection of links to various kinds of sites such as on-line training and consulting, tools and instruments, SIETAR member websites, etc. SIETAR member work and contributions are highlighted.

Congress delegates can consult this home page ad libitum throughout the congress and try out the different links and activities.

Call for contributions:

SIETAR members are invited to send addresses of links, tool or instruments they know about, their favourite intercultural site, their own professional intercultural site, on-line learning programs, games, activities, etc. to the host.

<http://www.diversophy.com/sietarkm/index.html>

Tracks 1-7

Track 1 “Designing and building the cross-cultural organization – whole systems change and development”

The effectiveness and success of international corporations on the global market depends not only on the skills and competencies of single individuals but on the strategic orientation and the structures of the organization as a whole. A real “global player” needs to understand the crucial importance of the intercultural dimension to all international business issues. They range from policies and strategies in HR-Management to the ability to integrate diverse corporate cultures and foster cooperation in joint ventures, mergers and cross-cultural cooperation. But they also affect the hard facts of business such as product and business development issues, of multinationals as well as non-profit organizations.

Track Host: R. - Dieter Reineke

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Track 2 “Qualifying people for the cross-cultural workplace – competence assessment and training methodologies”

Organizations are, to a certain extent, a living organism which is designed, implemented, and reinforced by their members. The interaction and communication, as well as the cognitive and emotive patterns of the individuals involved, are simultaneously subjected to and shaping the organizational reality in the knowledge-based geo-economy. What skills and competencies are required to be effective in the cross-cultural workplace? The fundamental changes in international business and societies call for a re-evaluation of the competencies considered crucial to managing and cooperating in the new cross-cultural reality. Which competencies are considered key-factors and how they are defined has an immediate impact on the approach taken in consulting and training, as well as in assessing and developing intercultural competencies.

Track Host: Anette Hammerschmidt

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Track 3 “Facilitating cross-cultural cooperation – team-work, project management, virtual cooperation, and problem solving”

The analysis of specific cross-cultural cooperations and group dynamics in teams and projects, reveals much about the inner workings and processes of social interaction and organizational change. Already differences in the concept of cooperation can lead to misunderstandings and collisions in daily work-interactions. Cooperation is a complex process of multiple interactions, expectations towards authority and leadership, commitment and reliability, decision making and problem solving styles etc., in which the individual agents participate without fully grasping and controlling the emerging reality of the group as a whole. Further more, the organizational context, business structures and technical tools influence the conditions and possibilities of cooperation as much as individual competencies and dispositions.

Track Host: Marcus Hildebrandt

Hildebrandt & Partner Learning Systems Development (www.learning.de)
Hildebrandt@learning.de

Track 4 “Art and Culture”

- Introduction: *It has taken decades until the methods of business administration have gradually been accepted by the art world. Cultural Institutions, Museums, Theatres, Galleries all around the world have started to establish the classical tools of marketing, project management or financing with growing success. Management within the arts sector is becoming increasingly professional. Arts managers as well as artists start to realize the special qualities they have developed as mediators between the artistic world, audiences and business. And they are willing to apply these skills of intercultural competence and awareness to any other sectors (science, business, training) as well.*

Contributions within this track will be artistic and cultural events/encounters that create new and maybe surprising visions concerning the topic of interculturalism. The aim of these events (exhibitions, play, workshop, discussion) is twofold: first they shall create places of communication, irritation and relaxation. Second they bring together the two “cultures” of business world and art world.

Questions that may be addressed by the track:

Do artists have a different approach to intercultural issues?

Do art and culture offer new tools or methods of intercultural communication?

How can we use art to train intercultural awareness?

Art and Business: a special way of intercultural communication?

Track Host: Karin Wolf

Organization: Institut für Kulturkonzepte, Vienna

Position: Director

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Track 5 “Cross-cultural Issues in the Social Area”

Introduction: Globalisation in this century includes movements of migration all over the world. These movements can be differentiated into three main realms. People, who come to be protected in another country, people, who are needed in a country for economic reasons and recruited. People who find themselves in states with new borders. All are in a culture-contact-situation: Individuals, organisations and authorities need competent intercultural assistance to understand and solve problems and conflicts, which might arise: interculturalism is connected with peace work.

1. Migrants are to a large degree involuntary as in the case of refugees, who try to escape from political persecution, torture, war and disaster and poverty. Involuntary migrants not always welcome in their country of escape, nor do they always get a permanent stay. They might experience rejection and „trauma of exile“.

They are for some time in a waiting room situation before they either return, go to another country or are allowed to settle down.

During all that time they live in a culture-contact situation.

2. Because of the demographic situation of many countries in the West, there is a need for employees to immigrate, either for temporary or for permanent stay.

3. Ethnic minorities fight for being recognized in many countries, and tensions sometimes tend to explode into violence.

All groups form intercultural problems/conflicts in the social area. The regular social system and administration needs assistance to open their offers interculturally the social welfare organizations need intercultural assistance for the development of migration services, the neighbourhood has to be included in a development that might lead to intercultural societies. In addition, racism might arise, the police sees new challenges for the area of security, because of criminal gangs from outside and new right wing activists from inside.

They form new minorities in the host countries and might encounter existing minorities. New borders in Europe or elsewhere, might lead to a new relationship of minority and majority groups.

Contributions within this track may include conceptual frameworks, experiences from practical work (case studies), research results covering a wide range of issues, e.g.:

- A conceptual framework for intercultural tension, for its prognosis and „therapy“.
- Immigration and refugee policies and their consequences for intercultural issues in the course of integration
- Curricula and intercultural contents for integration courses
- Measurement of success in integration and prognostic ideas
- Allocation of immigrant employees to the work place and intercultural trainings on the job
- Special approaches in managing the social issues, concepts and experiences (e.g. case management, social networking, migration services)
- Social conflicts and possible solutions
- The problem of justice/fairness between immigrants and natives
- Refugees: the case of war and ethnic persecution: protection and psychotherapy

Questions that might be addressed in the track:

- What is the meaning of globalisation regarding the refugee and migration movements and their social implications and how to create a global mindset in politicians in order to preserve internal and external peace
- How to get political and social professionals into intercultural issues without fostering stereotyping and discrimination.
- How to include intercultural issues in all public services (hospitals, schools, administration of all kinds),
- How to improve the treatment of deep disturbances caused by interethnic and intercultural conflicts (man-made traumatization).

Track Host: Wolf Bernhard Emminghaus, Psychotherapeut

Organization: German Red Cross, Saarland, Germany

Position: Head of Migration Branch;

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Track 6 “Intercultural Research”

Introduction

SIETAR was set up to promote the very practical aim of intercultural understanding. It is then perhaps inevitable that the Society's sixth letter, R for research, has remained a rather forgotten ideal since its foundation in 1975. Because the vast majority of SIETAR members are practical people – educators and trainers in the main – there has, it seems, never been a strong need to develop a research profile. Nevertheless an informal research group was constituted at the Congress in Stavanger in May 2001. It discussed future paths for projects, their implementation and their financing. The purpose of establishing a Research Track at the SIETAR Congress in Vienna in April 2002 is to add impetus to those discussions with a view to (a) agreeing a policy document and (b) stimulating projects under the aegis and name of SIETAR.

There are several reasons why *all* SIETAR members should be professionally interested in the issue because ‘change’, that invisible force which is compelling organisations world - wide to redefine themselves, is creating a new context for SIETAR, its ideals and activities. Consider the world when SIETAR was established in 1975. It was in the era of the Cold War, Japan was beginning to represent an alternative management system to the Western capitalist one, the US was scarred from the Vietnam débâcle, the European nations had all but abandoned their empires, and a new Europe – in its Western half - was in the making. It was a world of increasingly complex clashes and fusions. Interculturalism was seen as constructive way of making sense of a world required a better understanding of other people's norms, habits and values.

From those beginnings the so-called ‘interculturalists’ enterprise’ has been much preoccupied, both in education and training, with providing prescriptions for coping with culture shock. There will always be culture shock in some shape or form, but the modern world is placing an emphasis of international integration and collaboration, which are seen as complex mutual learning processes. Culture is no longer a set of differences, but a resource. That is one kind of change. I want to mention four other change factors, which are creating SIETAR's new context.

Four notable drivers of change

- The anthropology-derived view of culture, which has coloured most people's conception of the term is now under fire.
- The contribution of Hofstede, upon which many trainers appear to depend heavily, is being increasingly seen as out of touch with the modern geo-economy.
- Globalisation is mixing up peoples and cultures on a scale unprecedented in human history.
- The impact of the information technologies – and not least e-mail – is transforming the nature of intercultural communication.

All in all this tableau of change suggests much more than the opening up of new fields for research and the development of new concepts for interculturalists. It also presents them with a challenge to reflect on the nature of interculturalism itself. So it seems to me that the Research Track should encourage contributions, which examine, both retrospectively and futuristically, the nature of interculturalism across a wide spectrum of human endeavour with a view to updating its concepts for the new millennium.

It remains to be seen whether the Research Track should – or ever could - be a forum for developing research with respect to ‘the clash of civilisations.’ There is, however, no implicit recommendation from my side. As chairman of the Research Track I merely recognise that some members may press for research projects which address what is today - and almost certainly will be in April 2002 - the world’s most pressing problem. At our next Congress I would like to make an overview of how members see the R in SIETAR.

Track host: Nigel Holden

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Track 7 “Language and Culture”

Introduction: In the age of globalization and lifetime learning, the fast and effective learning of foreign languages has become a requirement. At the same time, the constantly increasing need for more frequent and intensive communication between different countries, has resulted in a steadily increasing demand for cultural information and knowledge. Those individuals who want to integrate into the society and the business world of his or her host country or who tries to improve his or her relationship with people from other countries, does not want to appear 'fluently incompetent' concerning intercultural knowledge and behavior.

While language programmes are accepted as necessary preparation to go abroad, the value of related intercultural training remains completely underestimated. Only a small minority group of those individuals taking on foreign assignments have the chance to attend an intercultural training program as a preparation step in understanding the cultural background of other countries. As a consequence, issues like cultural features, values, communication patterns, conflict resolution, decision making, business culture, dos and don'ts etc. have been shifted more and more into the language training program. But are language trainers prepared to face this challenge? And how can they meet the growing demand for intercultural knowledge?

The track 'Language and Culture' offers a broad overview of this complex issue from different perspectives:

- New approaches, research and methods
- Development of intercultural competence in language training
- A change of roles: language trainers as intercultural trainers, consultants and coaches
- Language and culture: professional services in the business world

Questions that may be addressed by the track:

- How can language training and intercultural learning be integrated? Which methods, approaches and experiences might be useful and successful?
- How can intercultural competence of students be developed beyond clichés and stereotypes?
- What kind of qualifications do language trainers need in the diversified field of language and culture?
- What does a modern, professional 'Language and Culture' training program look like? Where are chances and possibilities, what are the limits and boundaries?

Track Host: Hans-Jörg Keller

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Position: Managing Partner

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Special Sessions 1-6

Special Session 1

“Italy in the heart of Europe. Cross-cultural perspectives on Italy”

Italy plays an important role in Europe as an economic power and as a cultural centre. The Italian language and culture make up the heart of the Italian identity. Many countries in Europe have business contacts, foreign tourists enjoy the Italian life-style; Italy has youth-exchange programs all over the world.

In this track we would like to explore different views on Italy including Italy`s perspective on their own culture and international cooperation. We hope to address issues like: The power of regionalismo and familismo in Italy, Italians in other countries, Italian images and symbols in the world, European attitudes and consciousness among Italians and other Europeans working with people from Italy, the question of power in international cooperation.

The track will begin with a panel discussion and a short introduction of the presenters and their topics. Participants interested in exchanging ideas, experiences or just networking will be given a chance to meet regularly during the conference.

The track hopes to come up with some issues that need to be addressed in the future when talking about international cooperation. Presentations, contributions for the panel, workshops, postersession or innovative settings are welcome.

The input can be in Italian, English, German or French. If you would like to present in another language than English or German you are very welcome to do so. We would highly recommend though that you have a written translation in English or German for participants to follow.

Host: Birgit Mau-Endres

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Special Session 2

“Mediation in culturally determined conflict situations”

Intercultural trainers help professionals to avoid and overcome possible conflicts in intercultural communication. But often, conflicts become more and more complex, and the parties involved need professional help. Intercultural mediation is a special, usually voluntary, discussion and consensual decision-making process in which one or more impartial persons - the mediator(s) - assist people, organizations, and communities in conflict to work toward a variety of goals.

Parties in the mediation process are encouraged to:

- improve communication processes, understanding culture specific interaction rules, values, conflict resolution strategies and symbols;
- improve relationships and empathy
- use mediation rules to minimize, avoid or enhance involvement in the legal/judicial system;
- work toward mutual understanding to resolve a problem or dispute in order to finally
- reach their own decisions, resolve underlying conflicts, and prevent problems from recurring.
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The idea of the special session is to provide general insights into intercultural mediation processes. Intercultural trainers are encouraged to learn how to apply their intercultural experience in facilitating non-violent and culture sensitive conflict resolution practices.

Host: Bernd Mueller-Jacquier

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Special Session 3 “Dialogue for Intercultural Communication”

Host: Kazuma Matoba

Inter- and transcultural dialogue
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Special Session 4

“Cross-cultural Professional Development “ Profiles and Products of HR Experts, consultants and trainers

Cross-cultural work seems to be at a cross-road.

The products and deliverables of cross-cultural work in organizations seem to focus very often on the individual or the group as the “target”, seldom on the organization and the professionals delivering the “product”. Cross-cultural “products” have been and still are very often event-related interventions: someone needs to work in China or Austria, a cross-cultural team wants to build a good rapport right from the start, a conflict needs to be resolved, some integration workshops are needed in the context of a merger. But is there a strategic intent and link to the core business of the organization?

We think some new questions can be asked:

Who and what is the source of culture learning: the trainer or consultant, the individual organization member, the community or organization? How can students and young professionals prepare for the intercultural work in the “learning institutions”? What kind of culture do professionals create through their interventions in intercultural work, development and learning in organizations? What are the contributions, interventions, strategies, roles and identities, required of and offered by HR/OD-experts, consultants, trainers i.e. the kind of professional development they need themselves to satisfy the needs of the organization and make a valuable contribution to the organization, the lives of their membership and the community.

The purpose of this session is to take a helicopter view and explore from a meta-perspective what kind of cross-cultural professional development and learning on the systems level have been practiced by some companies and institutions, what is offered by business universities in the forming of new professionals?

The inputs by HR-Professionals, university members and consultants given in this special session are meant as reflective practice which should help to trigger discussion and stimulate emerging thoughts and ideas among participants.

Host: Michael Thiel

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Special Session 5 “Eastern View”

Special Session 6 “Interreligious Dialogue”

Social Programme

Wednesday, April 10 19:00

Welcome Reception

Enjoy a glass of champagne and have an informal chat with other Congress Participants.

The entrance is free for Congress Participants, but registration is required.

Thursday, April 11 20:00

Mayor’s Reception

The Mayor of the City of Vienna invites all Congress Participants to the Vienna City Hall for an official reception. Drinks and snacks will be served.

The entrance is free for Congress Participants, but registration is required.

Friday April 12 20:00

MEDEA - Play at the Schauspielhaus

Special performance for SIETAR: This production of the Greek myth Medea earned high praise for Barry Kosky, the Australian co-artistic director. He wrote an adaption of the Euripides text, in which he artistically brings out the topic of the “Clash of Cultures” in a most intensive way. Melitta Jurisic, a Croatian Actress is playing the part of Medea in the midst of an international cast, in German and Croatian.

Medea represents some “other” element and Corinth could be seen as parts of Vienna – various stages of Vienna’s history. The play is full of music – adaption of songs, even Viennese operetta. Barry Kosky plays the piano while a series of eye catching images unfold.

After the play informal talks will be possible with the director and actors.

Only 55 seats available !

Make your reservation as soon as possible together with the congress registration.

Entrance fee: Euro 18

Although the main language of the play is German, we recommend the play to all theatre lovers, even if they do not speak/understand German. The easy to follow story text may be provided in English upon request.

Saturday, April 13 19:30

Gala Heuriger

The Austrian word "Heuriger", directly translated means "this years" and also "wine tavern", where a typical hearty and rustic meal is served with the current year's wine.

The Gala Heuriger will be a special gala event for SIETAR Congress Participants with typical Viennese food, music and dancing. There will be a bus transfer from the hotels.

Registration for the Gala Heuriger: Euro 70

CONGRESS PROGRAMME

Market Place

Pre-conference Workshops

Post-conference Workshop

Plenary Sessions

Track 1: Designing and Building the Cross-Cultural Organization – Whole Systems Change and Development

Track 2: Qualifying People for the Cross-Cultural Workplace – Competence Assessment and Training Methodologies

Track 3: Facilitating Cross-Cultural Cooperation – Team-Work, Project Management, Virtual Cooperation and Problem Solving

Track 4: Art and Culture

Track 5: Cross-cultural Issues in the Social Area

Track 6: Intercultural Research

Track 7: Language and Culture

Special Session 1: Italy in the heart of Europe

Special Session 2: Mediation in culturally determined conflict situations

Special Session 3: Dialogue for Intercultural Communication

Special Session 4: Cross-Cultural Professional Development

Special Session 5: Eastern View

Special Session 6: Interreligious Dialogue

Market Place

George F. Simons, Heidi Graefer: *SIETAR Intercultural Online Documentation Center*

Yeng Cheng: *Taiji exercise* (Thursday-Saturday)

Engelbert Oman - M.D., Vienna: *Stress Management – eine fernöstliche Perspektive*

Hilly van Swol-Ulbrich, Bettina Kaltenhäuser: *Kinderbuchpräsentation: "Andere Länder, andere Kinder"*

Pre-conference Workshops

Wednesday 10 April

9:30-12:30

Jeremy Solomons, Jeremy Solomons & Associates, Austin, Texas: *Intercultural Careers, Part 1: Does your mother know what an interculturalist is? Do you?*

14:00-17:30

Noel Kreicker, Jeremy Solomons, IOR Global Services, GPS Link, Chicago: *Intercultural Careers, Part 2: Becoming an Intercultural Entrepreneur*

14:00-18:00

Heather Robinson, Success Across Borders, Kent, USA: *Converging, Diverging, Emerging: Patterns in Organization Development and Intercultural Work*

10:00-17:00

Susanne Lakoni, Process & Organisational Consulting, cinco.systems;
Uli Schwämmle, Process & Organizational Consulting, SOLSTICE GmbH., Richterswil, CH: *Durchstehen oder innerlich wachsen - Exploration und Gestaltung kultureller Transitionen*

13:00-18:00

Sebastian Holzhuber, Ton van der Kroon: *IDENTITY – COMPASSION*

Saturday 13 April

11:00-12:30

Vincent Merk, Centre for Communication, Language and Technology, University of Technology, Eindhoven: *Reconciling the Dilemma – Part 2*

Post-conference Workshop

Sunday 14 April

9:30-16:30

Jeremy Solomons, Jeremy Solomons & Associates, Austin, Texas; **Rita Wuebbeler**, Interglobe Cross-Cultural Business Services, Inc. Atlanta, USA: *Atlantic Bridge: Best Practices in European and US American Intercultural Coaching, Consulting and Training*

Plenary Sessions/ Keynote Speeches

Thursday 11 April

9:30-11:15

Herbert Pietschmann, Institute of theoretical physics, University of Vienna: *Ways and Obstacles in Intercultural Communication*

Friday 12 April

9:00-10:30

Peter Stachel, Historian, University of Graz, Austrian National Academy of Sciences, Vienna: *On "Clashing" Civilizations and Sweeping Generalizations. Critical Remarks on S. Huntingtons "New World Order"*

Saturday 13 April

9:00-10:30

Joana Breidenbach, Anthropologist, Author, Columnist; **Paul Nyri**, Anthropologist of China, Senior Fellow at the Humanities Center, Central European University, Budapest: *Culture as Business: "Asian values" and the Intercultural Communication Industry*

Track 1

Designing and Building the Cross-Cultural Organization – Whole Systems Change and Development

Thursday 11 April

11:30-12:30

Dieter Reineke: *Introduction - Development of Intercultural Competencies in a Corporation*

12:45-13:30

Karl Koch, Head of Modern Languages, South Bank University, London: *Cross-cultural management and international competitiveness - A global challenge for managers*

16:30-17:15

David C. Thomas, Faculty of Business Administration, Simon Fraser University, Burnaby: *The Psychological Contract in Cross-Cultural Comparison*

17:30-18:15

Marc Pauwels, Krehl & Partner Unternehmensberatung, Karlsruhe: *Intercultural Product Development*

Friday 12 April

11:00-11:45

Michael J. Sieber, Coordinator: International Training Program DaimlerChrysler AG, Werk Sindelfingen: *Enhancing cross-cultural cooperation in a multi-national company: The International Training Program at DaimlerChrysler AG*

12:00-12:45

Marian Stetson-Rodriguez, M.S.O.D., President of Charis Intercultural Training Corporation, Pleasanton: *Complex Marriages: Organisational Culture and Ethnic Culture in High Tech Mergers and Acquisitions between the U.S. and Europe*

15:15-16:00

Caroline Linse, Fulbright Scholar, Care of US Embassy, Kalliningradski – Pereluk, Minsk: *When the International Sojourner/Breadwinner is a Woman.*

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Saturday 13 April

11:00-11:45

Ingrid Katharina Geiger, IDS Scheer AG, Heidelberg: *Cultural Due Diligence in Mergers and Acquisitions*

12:00-12:45

Monika de Waal, Unique Sources, Delft: *Cultural Due Diligence*

11:00-11:45

Marie-Thérèse Claes, Intercultural Communication and Management, ICHEC Brussels Business School and University of Louvain, Brussels: *Equal Opportunities for Women and Men in the European Union: The case of E-Quality in Belgium.*

12:00-12:45

Klaus Maier, Intercultural Trainer, Nürnberg: *Ukrainian – German Joint Production*

Track 2

Qualifying People for the Cross-Cultural Workplace – Competence Assessment and Training Methodologies

Thursday 11 April

11:30-11:45

Annette Hammerschmidt : *Introduction*

11:45-12:30

Eun Kim: *Global Intelligence: Seven Pillars for New Global Leaders*

12:45-13:30

David Sharpley, Chartered Occupational Psychologist (AFBPsS), London:
Performance Excellence: The New Global Reality

16:30-17:15

Francien Wieringa, Senior trainer advisor at Fontys Hogeschool, Coordinator of the Post-Graduate Course 'The Power Of Diversity', Utrecht; **Omaida Harrevelt**; **Monica Rosenzweig Armour**: *Developing Intercultural Competence for a Globalized Planet*

17:30-18:15

Christiane Hartnack, Department of Cultural Studies, Donau-Universität, Krems: *To Bow, to Kiss or to Shake Hands?*

Friday 12 April

11:00-11:45

David Trickey, TCO International Diversity Management, Bologna; **Nigel Ewington**, TCO International Diversity Management, Cambridge: *The International Profiler (TIP): a new psychometric support tool for the development of intercultural management competencies*

12:00-12:45

Katalin Geis, KaleidosGlobe Training & Consulting and Relocation Services, Hamburg: *The PCM - Process Communication Model - Useful Benefits for International Management Development*

14:15-15:00

Ursula Brinkmann, Intercultural Business Improvement, Laren: *The Intercultural Readiness Check: Assessing intercultural competence and customizing training tracks*

15:15-16:00

Adrian Pilbeam, senior partner of LTS Training & Consulting, Bath: *Assessing skills and competences for working internationally*

11:00-11:45

Ingrid Hubbig, Lehrerfortbildung Gewaltprävention / Diversity Management, Schulprogramm- und Personalentwicklung, Trainerin in nationalen und internationalen Kontexten, Bochum; **Friedeborg Röcher-Gilson**, Pädagogin und Supervisorin DGSv, Trainerin und Supervisorin in nationalen und internationalen Kontexten, Bonn: *Managing Diversity - methodische Ansätze für Supervision und Personalentwicklung*

12:00-12:45

Ariane Curdy, Ctrl Culture Relations, Coppet; **Heather Robinson**, Success Across Border, Kent; **Rita Wuebbeler**, INTERGLOBE, Atlanta: *Mini Differences, Maxi Disturbances: Exploring Difference in Seemingly Similar Cultures*

14:15-15:00

Heike Birke, Birke & Partner Training & Beratung GdbR, Landsberg am Lech: *Deutsch-Tschechisches interkulturelles Training in der Praxis – Arbeit mit Trainingsvideos*

15:15-16:00

Shannon Murphy Robinson, Senior Consultant ProGroup® Inc. d.b.a. Professional Development Group, Minneapolis: *Attitudes Toward Differences: The Impact of Different Value Systems on Interactions in the Workplace*

Saturday 13 April

11:00-11:45

Christina Pfeifer: *Leveraging Knowledge and Intercultural Aspects*

12:00-12:45

Nigel Holden: *Rethinking concepts for international communication in the global knowledge economy*

12:45-13:30

Annette Hammerschmidt: *Intercultural Competences as Orientational Practice: Metastrategies of Cross-Cultural Competencies*

Track 3

Facilitating Cross-Cultural Cooperation – Team-Work, Project Management, Virtual Cooperation and Problem Solving

Thursday 11 April

11:30-12:30

Marcus Hildebrandt, CEO of Hildebrandt & Partner Learning Systems Development consulting company and CEO of ForGroups.Com, Technical University of Berlin; **Birgit Schenk**, Consultant and trainer in the field of e-communication, e-collaboration, e-moderation, and e-government: *Introduction - Managing intercultural virtual teams*

12:45-13:30

Iris Fischlmayr, Institut für Unternehmensführung; **Evelyne Glaser**, Institut für Fachsprachen, Johannes Kepler Universität, Linz: *Cultural Diversity in On-site and Off-site Multicultural Teams*

16:30-17:15

Claudia Müller, CIM Consulting, Berlin: *International Project Management - Presentation of Learnings, Research and Shared Experiences* –

17:30-18:15

Christiane Müller, Organisationsberaterin, Trainerin; **Walter Sumetzberger**, OSB Gesellschaft für systemische Organisationsberatung, Wien: *Internationales Projektmanagement - Zur Kultursensitivität von Projektmanagement-Instrumenten*

Friday 12 April

11:00-11:45

Joy Buikema Fjaertoft, director for leadership and cultural diversity in Human Factors AS: *Global Teams: Working with Diversity and Making it Work!*

12:00-12:45

Christine Gastinel, TotalElf Fina: *The experience of an international Company TotalFinaElf*

14:15-15:00

Sylvia Meierewert, Forschungsinstitut für Europafragen, Wien; **Amanda Dunkel**, Interdisciplinary Department for Management and Organisational Behaviour, Wirtschaftsuniversität Wien: *Interkulturelle Problemlösungsprozesse im Team und im Kollektiv am Beispiel österreichisch- ungarischer Gruppen*

15:15-16:00

Doris Ohnesorge, Institute of Management, University of Innsbruck: *Cross-Cultural-Management: Interactions and Transactions between Austrian and Thai Managers during the initiation process of establishing a business relationship – A Qualitative Research*

11:00-11:45

Joachim Freimuth, HRM, Organization and Consultant, Hochschule Bremen: *The thorny way of a fundraising NPO towards a global organization*

12:00-12:45

Jeremy Comfort, York Associates, York: *Managing conflict in the international workplace*

Saturday 13 April

11:00-11:45

Zareen Karani Araoz, President, Managing Across Cultures, Winchester: *Collaborating with India and Indians: insights and strategies*

12:00-12:45

Ulla Ladau-Harjulin, Swedish School of Economics, Helsinki: *Cultural differences between the North and South of Europe*

12:45-13:30

Barry Tomalin, Culture Shock Consulting, London: *North and South: Nordic, German and Mediterranean culture*

Track 4 Art and Culture

Thursday 11 April

11:45-13:30

Karin Wolf: *Interculturalism in the Arts and in Cultural Management*

16:15-17:15

Sabine Schebrak: *A journey to the unknown – managing art across borders*

17:30-18:15

Alegre Correa and Slavco Ninic: *musician´s talk, ABC: Austria meets Brasilia meets Croatia*

Friday 12 April

11:00-12:00

Sue Millar, Director Centre for Cultural and Heritage Management, University of Greenwich, London: *Art for Art´s sake: Money for God´s sake*

12:15-13:15

Airan Berg: *director´s talk, The Schauspielhaus Vienna*

14:15-14:45

Siegling Gabriel: *artist´s talk, whenever I felt wanderlust*

14:50-15:20

Sebastian Holzhuber: *artist´s talk, Identity-compassion: The Artist and his Tribe*

15:30-16:15

Claudine Appel: *Using Creative Chaos*

20:00

Evening Programme: MEDEA

Play at Schauspielhaus, informal come together with actors and director afterwards

Saturday 13 April

11:00-12:00

Ljiljana Deru Simic, Coordinator of Oracle Network of European Cultural Managers: *Carnaval Contre le Capital (‘art’ collectives: an offensive resistance)*

12:15-13:15

Jan Walravens, Professor of Dutch Language and Culture, Haute Ecole Francisco Ferrer, Département de Traduction et d’Interprétation Cooremans Brussels: *Seeing is Believing: Teaching Intercultural Learners (with Different Backgrounds) to Look Beyond the “Visible” in Art*

Track 5

Cross-cultural Issues in the Social Area

Thursday 11 April

11:45-12:30

Paul Sinclair, Sinclair Associates, Bath: *How Political Correctness has affected UK Immigration Policy*

12:45-13:30

Bernard Baks, Ministry of Health, Welfare & Sport; **Bella van der Linden**, SOVOV bv consultants, Project manager JEWEL project & Senior Consultant, Den Haag: *From participation to integration; how youngsters make the public service change into a multicultural approach*

16:30-17:15

Marina R. Zheltuchina, Head of the Foreign Languages Department of the Volgograd Branch of the Moscow Consumer Cooperative University, Volgograd: *Mass-medial influence on the consciousness of the addressee*

17:30-18:00

Sasho Ognenovski, Bitola: *Macedonian Ethnic conflict in the truth of American and European mediums*

Friday 12 April

11:00-11:45

Mikael Luciak, Department of General Education and Philosophy, Vienna University of Economics and Business Administration, Vienna: *Preconditions for successfully overcoming cultural and language barriers*

14:15-14:45

Assumpta Aneas, **Rafa Folk**, **Joaquim Ventura**, Les Heures Network, Fundació Bosch I Gimpera, Universitat de Barcelona, Creu Roja Catalunya, Barcelona: *Project: Human Capital in Multicultural Organization. Policies and strategies for the integration and cohesion intercultural company in Spain*

15:15-16:15

Elena Garcea, Università degli Studi di Cassino, Dipartimento di Filologia e Storia, Cassino; **Mika Launikari**, Senior Adviser, Centre for International Mobility CIMO, Euroguidance Centre Finland, Helsinki: *Multicultural Counselling Competence – Requirements for the Future*

Track 6

Intercultural Research

Thursday 11 April

11:45-12:30

Nigel Holden, Leiden University School of Management and Vienna School of Economics and Business Administration: *'The 'R' for Research in SIETAR: the poor relation of Education and Training. Time to redress the balance?'*

12:45-13:30

Diane B. Stoy, Director, Doctoral Program in Organization Development, University of St. Thomas, Organization Learning & Development Program, Minneapolis: *Beyond boundaries: Looking at the intercultural field through the lens of the SIETAR-USA 2001 conference*

11:45-12:30

Astrid Kainzbauer, Wirtschaftsuniversität Wien: *Training and Learning Preferences in different cultures – empirical research on cultural differences in training/learning styles*

12:45-13:30

Carolyn Dickie, Laurence Dickie, School of Management, Curtin Business School, Perth: *Education is Not a Matter of Race: Student Perceptions of Diversity Issues in a Western Australian University*

16:30-17:15

Britta Kalscheuer, Nürnberg: *Why does the Debate on Interculturality prevent the Development of Intercultural Competencies? A Critical Note on the Interculturality Discourse*

17:30-18:15

Ayseli Usluata, Department of Public Relations and Publicity, Faculty of Communications, Yeditepe University Kayisdagi, Istanbul: *Communicating across the borders: A project to find out who "other/s" are*

Friday 12 April

11:00-11:45

Patrick Boylan, University of Rome III: *A hybrid (quantitative, qualitative) research paradigm for determining the impact of cultural otherness on communicative effectiveness*

12:00-12:45

Andreas Weber, Institut für allgemeine Soziologie und Wirtschaftssoziologie, Wirtschaftsuniversität Wien: *Globalization, intercultural communication and the fiction of understanding. A sociological analysis about the growing importance of the problem of authenticity in the context of globalization*

11:00-11:45

Aira Davidsson, Training Manager; **Cath Bartlett**, Trainer: *A survey on skills and competencies needed in internationally operating Finnish companies - focus on business travellers and expatriates*

14:15-15:00

Vlatka Domovic, Teacher Education Academy, University of Zagreb; **Zlata Godler**, vice-president of CESE and secretary of NGO Interkultura: *Indicators of Intercultural Competences: New Venues of Research*

15:15-16:00

Irina Tokareva, Minsk State Linguistics University: *A New Research Paradigm: Integrating Psychology, Ethnography and Linguistics*

Saturday 13 April

11:00-11:45

Enrico A. Palumbo, University of Munich (LMU): *Intercultural Communication and Virtual Teams*

12:00-12:45

Assumpta Aneas, Facultat de Pedagogia, Universitat de Barcelona: *Towards one European Professional Model of intercultural competences*

11:00-11:45

Ildiko Polyak, International Business School, Budapest: *Gap or Chasm?*

12:00-12:45

Kathi Tarantal, Intercultural Consultant and Trainer, Lynnwood Ridge: *Expatriate Experiences - Current Trends*

12:45-13:30

Christian Rauscher, Wirtschaftsuniversität Wien: *Dynamic 5-level model of cultural influence on international business relationships*

Track 7 Language and Culture

Thursday 11 April

11:45-12:30

Klára Falk-Bánó, Budapest Business School, Faculty of International Management and Business Studies: *The integration of the cultural and the linguistic aspects of intercultural communication*

12:45-13:30

Barbara Müller, Department of Slavic Languages, Vienna University of Economics and Business Administration, Wien; **Johanna Petters**, Department of Slavic Languages; **Ursula Doleschal**, Slavic linguistics, Passau University: *Keywords of the Market Economy: A Semantic Analysis of Czech and Russian*

11:45-12:30

Tatiana Snigurova, National Technical University, Polytechnic Institute, Kharkiv: *The Dialogue of Cultures in the Cultural Sphere of the Preparatory Department*

12:45-13:30

Michaela Gulea, Ruxandra Constantinescu-Stefanel, Academy of Economic Studies Bucharest, Romance Languages and Business Communication Department: *Training the Romanian Applicant for a Job Interview in a French, British and American Company*

16:30-17:15

Laura Bianconi, University of Perugia: *Culture and Identity: Issues of Authenticity in Another Value System*

17:30-18:15

Pamela Rogerson-Revell, School of Education, Leicester University: *European Work Cultures On-Line*

Friday 12 April

11:00-12:30

Janet M. Bennett, Milton J. Bennett, The Intercultural Communication Institute, Portland: *Integrating Language Teaching and Intercultural Training: A Developmental Approach*

14:15-15:45

Christa Gaug, Lecturer, Rice University, Dept. of German and Slavic Studies, Houston: *Teaching Cross-Cultural Awareness: The Rice Approach*

Saturday 13 April

11:00-11:45

Eva Lavric, Institut für Romanische Sprachen, Wirtschaftsuniversität Wien: *Interlinguale und Interkulturelle Missverständnisse*

12:00-12:45

Caroline Linse, Language Teacher/Materials Writer, Minsk State Linguistic University: *Inviting Student Cultures Into the Language Classroom*

Special Session 1 Italy in the heart of Europe

Thursday 11 April

11:30-11:45

Birgit Mau-Endres, Track Host: *Welcome to the Track and Introduction of all presenters*

11:45-12:30

Roberto Ruffino, Secretary General of Intercultura, Colle di Val d'Elsa: *Introduction to the track. An intercultural approach to Italy's reality*

12:45-13:30

Ariella Del Campo Cuk, Director of leader communication and research, Trieste:

Journey into the Italians: Communication styles in Negotiations

16:30-17:15

Bettina Gehrke, Lecturer, Business School of Bocconi University, Milan: *A cultural view on Italian Management*

17:30-18:15

Patrick Boylan, University of Rome III, Dipartimento di Linguistica, Rome: *Beyond the stereotypes: the Italians you will really meet*

Friday 12 April

14:15-15:00

Barbara A. Boldt, Intercultural Communication Institute and University of the Pacific, Milan: *Trust in Italian Culture*

15:15-16:00

Cynthia Milani, consultant and intercultural trainer, Milan: *The Historical, Social, Religious and Economic Forces Impacting Business in Italy; The Intercultural Issues of Working with Italians; Challenges of Italians Working with NonItalians*

Special Session 2

Mediation in culturally determined conflict situations

Thursday 11 April

11:45-13:15

Peter Knapp, Andreas Novak, KOM, CEN Potsdam-Babelsberg: *Zur Bedeutung und dem Stellenwert der Kultur in der Mediation*

Friday 12 April

14:15-15:15

Ewald Reuter; Sprachenzentrum, Universität Tampere: *Interkulturelle Mediation - gesprächsanalytisch betrachtet*

Special Session 3

Dialogue for Intercultural Communication

Friday, 12 April

11:00-13:00

Kazuma Matoba, Inter- and Transcultural dialogue, Universität Witten/Herdecke; **Veronika Rolle**, Interkulturelle Personal-, Team- und Management- Entwicklung München: *Dialogue Process: Basic*

14:00-15:15

Simon Green, Management & Business Skill, Blagnac Cedex; **Veronika Rolle**, Interkulturelle Personal-, Team- und Management- Entwicklung München: *Dialogue in business*

15:30-16:15

Stephen Holmes, Cultural anthropology, Gender diversity, Peppedine University, Heidelberg; **Jane Peat**, Language & intercultural communication training, Bad Soden: *Gender Dialogue*

Saturday 13 April

11:00-13:15

Cynthia Livingston, Partner & Co-Founder, Cambio International, Boston; **Joanne Zitek**, Senior Consultant, Center Focus International & Cambio International, Boston: *Dialogue and Debate: Two Skills for Partnering Across Conflict*

Special Session 4 Cross-Cultural Professional Development

Friday 12 April

11:00-11:30

Michael Thiel, cinco.systems International Organisation Consulting and Professional Development, Hamburg: *Meta concepts and learning designs for professional development*

11:30-13:00

Uli Schwämmle, Process & Organizational Consulting, Solstice GmbH, Richterswil; Anna Schmid, UBS, Zürich: *Assumptions, strategies and training practices of the cross-cultural development programme at UBS, Switzerland*

14:00-15:15

Sergio Gardelliano, United Nations Industrial Development Organization (UNIDO), Vienna: *Building sustainable transformation in a multicultural environment*

15:30-16:15

Claudia Lässig, Staff Development Officer, United Nations Office, Geneva: *The United Nations: Working in a Multicultural Environment*

Saturday 13 April

11:00-11:45

Elke Bosse, University of Hamburg; **Martina Harms**, University of Hamburg: *Intercultural Training for Students: Insights from a Pilot Project Supporting the Internationalisation Process of Hamburg's Universities*

12:00-12:45

Carine Cools, Researcher and Programme Coordinator of Intercultural Communication, University of Jyväskylä, **Hannele Duva**: *Developing a Master's Programme: European Masters in Intercultural Communication (EMICC)*

12:45-13:15

Michael Thiel and Presenters: *Conclusions and Closing*

Special Session 5 Eastern View

Thursday 11 April

16:15-18:15

Janet M. Bennett, The Intercultural Communication Institute, Canyon Lane, Portland; **Kazuko Ikeda**, World Languages and Literature, Pacific University, Forest Grove, Oregon: *Training about China and Japan: Breaking through the Stereotypes about Asian Cultures*

Friday 12 April

14:00-15:00

Yeng Cheng, JointCulture consulting, cross-culture programs, Ahrensburg:
How to improve interaction with Taiji

15:15-16:15

Milton J. Bennett, The Intercultural Communication Institute, Portland; **Ida Castiglioni**, dept. of Sociology and Social Research, University of Milan, Milan:
The Development of Ethnophysiological Empathy

Special Session 6 Interreligious Dialogue

Thursday 11 April

16:30-18:15

Christiane Erten, Vienna University of Economics and Business Administration, Vienna; **Karin Fussi**, Vienna: *Islam - Western clichés and means to overcome them*

Saturday 13 April

11:00-13:00

Josef R. Erbler, Daniela Molzbichler, Afro-Asian Institute in Salzburg, Salzburg: *About the influence of religion on Culture: The Interreligious Dialogue and its Implications on the Intercultural Living Together Process.*