

Blending Shiva and Tata with high speed Internet

That's modern India; a country with tremendous business opportunities with an annual GDP of 8%, but nothing is what it seems in India. None of the stereotypes westerners have hold true, yet all contain some value too. The Expertise in Labour Mobility conference on India aims to decipher some myths and guarantees a colourful journey through life and work in India assisting companies to make the right decisions when it comes to this myriad of opportunities.


The plenary morning programme sets the stage with a colourful introduction into India's diversity. Next we will have 3 expert speakers who will discuss subsequently *Evolving Cultures – Understanding the conflict for the professional in India*, followed by a session on *Managing Cultural Differences – A Key to Successful Offshore Collaborations*. The morning is ended with a session on the *Trends in Global Mobility: Expat Movements between India and Europe*.

The workshops during the afternoon session will give participants practical insights on the success factors in working with Indians and in India. We will use self assessment tools and original activities to understand cultural preferences. The take-aways of this highly active day will among others include cultural insights into India, understanding of the Indian business opportunities, marketable knowledge and valuable network contacts.

Date: Tuesday 28 October 2008

Location: Rotterdam

Price: 225 Euro including materials, coffee, lunch & drinks



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for
business
opportunities
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A good
preparation...

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Morning programme:

A colourful journey into incredible India - this plenary session will set the scene.

Expert Session 1: ***Evolving Cultures – Understanding the conflict for the professional in India***

The rapid growth of the IT and BPO industry has produced visible and not-so-visible social and cultural transformations in India, from the changing urban landscapes of cities such as Bangalore, Hyderabad, Chennai, Pune and Trivandrum with their modernist glass and steel structures housing software companies to the restructuring of families and social identities as more and more middle class Indians are drawn into this global industry.

Working professionals in India walk a balance between traditional culture and a rapidly evolving modern world. This creates critical challenges for these professionals. In this interactive session we will hence explore the challenges of handling the various cultural conflicts and disconnects for these professionals.

Speaker:

Guillaume Gevrey, Founder of MindTheGap intercultural Services

Expert Session 2: ***Managing Cultural Differences – A Key to Successful Offshore Collaborations***

This session will provide survey findings on the following:

- the hidden cost of culture in offshore projects (intercultural team performance and behavioural and emotional dynamics in intercultural teams)
- the main criteria for successful offshore project execution
- perceived impact of cultural differences in offshore collaborations
- perceived relevant cultural differences in Indo-European teams
- best practices for bridging the geographical and cultural gap
- perceived value of cross-cultural training for offshore project teams

A comprehensive presentation of survey's findings shall be followed by a small group exercise and plenary discussion about possible training approaches to help offshore teams bridge the cultural gap.

Speaker:

Melani Martinelli, Co-founder & Director Lets Bridge IT

Expert Session 3: ***Trends in Global Mobility: Expat Movements between India and Europe***

What works in expatriation? What are the general trends? How to ensure your expats hit the ground running? What mobility movements do we see between India and the Netherlands? All you need to know about the current mobility trends between India and the Netherlands will be discussed during this high-level session.

Speaker:

Nannette Ripmeester, Managing Director Expertise in Labour Mobility

Afternoon programme:

Two 75-minute workshop teasers giving participants some insight into relevant cultural differences between the Netherlands/Europe and India as well as suggestions on how to bridge the gap.

The day is ended with a network reception.