

STAY CURIOUS, FINTECHS!

Learn how to grow your success by raising your awareness of the Arab Culture

Nov. 14th,
2017

Watch out,
European SMEs in
the FINTECH sector:

This program
is for you.

Executive summary

Who is the target group?	FinTech companies with an office in Berlin
What is on offer?	The Executive Agency for Small and Medium Sized Enterprises (EASME) has commissioned icunet, Technopolis Group and itim international, to carry out learning programs for various business sectors.
When will this program take place?	On the 14th of November 2017
Where will it take place?	Pariser Platz 6A, Berlin
Why is it being organized?	This learning circles is one event out of a series of five learning circles. In each learning circle another industry and a different culture will be matched. So be sure to look out for the upcoming learning events on other topics! Participants will gain intercultural knowledge about Arab business culture to better understand clients and business partners. Beyond that, this programm will help SMEs to create innovation inspired by this unique cultural perspective on the fintec industry.
How many participants will be allowed?	Six to twelve (maximum) participants; one participant per company preferred
How much does it cost?	The event ist sponsored by EASME and participation is therefore free for all participants selected. Transport to the venue must be organised by the participant.

What are the benefits for participants?

Building an innovative, international company does not happen by chance. It is often tempting to focus only on delveloped markets, such as the United States or the European Union since they offer both a big market and a seemingly familiar culture. But achieving a global reach for your company means reaching out for emerging economies. Here, the unfamiliar can feel overwhelming and the potential market more intimidating.

Concrete take-aways and added values of the program

- better understand Arab business culture/consumer needs and learn about intercultural business basics
- intense training and focused coaching on culture and innovation
- learn how to create innovation for your business through a new cultural perspective
- B2B opportunities and networking

Additional benefits:

With the support of EASME and in consortium, technopolis group, itim international and icunet have developed a set of tools to help companies to become more familiar with the business cultures of various developing markets: An online library, a training and mentoring package, the live learning program



Your program*

Arab Culture and FinTech

*preliminary program

- **Wake up Call:** Eat this, disruptors – Why your industry will suffer if you neglect other cultures
- **Cultural Impulse No. 1:** What moves the Arab Region – and what moves Arabs in Germany?
- **Innovation Impulse No. 1:** Cultural trends and changes in society and how we handle them – How refugees influenced the financial sector
- **Lunch and Learn Impulse by BAWAG:** Experiences in community marketing from the banking industry
- **Cultural Impulse No. 2:** Winning customers and growing understanding – Basic communication and trust-building skills
- **Innovation Impulse No. 2:** New idea – what of it? Spreading innovation in your organisation
- Networking Session

Selection criteria and application process

- Please get in touch with Veronika Hackl (veronika.hackl@icunet.ag) of icunet. She will provide you with the application form and further details on the application procedure.
- 25% of the seats in each learning circle are reserved for EEN members and their companies. You are very welcome to get in touch with your local innovation and trade agency and ask about those special seats.
- The application procedure is open until October 23rd, 2017.
- Follow this link for more information: x.icunet.ag/?fintech

Your Trainers



Daniel Auwermann
Managing Partner, icunet
> Visit LinkedIn Profile



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