

STAY CURIOUS, FINTECHS!

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

Jan. 29th,
2018

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.

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!

When will this program take place?

On January 29th, 2018

Where will it take place?

Pariser Platz 6A, Berlin

Why is it being organized?

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

- **9:00 Wake up Call:** Eat this, disruptors – Why your industry will suffer if you neglect other cultures
- **9:20 Cultural Impulse No. 1:** What moves the Arab Region – and what moves Arabs in Germany?
- **10:00 Innovation Impulse No. 1:** Cultural trends and changes in society and how we handle them – How refugees influenced the financial sector
- **11:00 Cultural Impulse No. 2:** Winning customers and growing understanding – Basic intercultural communication and trust-building skills for the arab culture
- **11:30 Innovation Impulse No. 2:** New idea – what of it? Spreading innovation in your organisation
- **Lunch and Learn Impulse:** Experiences in community marketing from the banking industry

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 December 15th, 2017.
- Follow this link for more information: x.icunet.ag/?fintech

Your Trainers



Daniel Auermann
Managing Partner, icunet
> Visit LinkedIn Profile



Bassam Elemam
Intercultural Consultant, icunet
> Visit LinkedIn Profile