



WORLD TRADE CENTER®
HARRISBURG
SERVING CENTRAL PENNSYLVANIA

Cross-Cultural Communications

Wednesday, April 30, 2014

9:00 AM– 11:00 AM

York Expo Center

York, PA

Join us for a seminar on enhancing your cultural intelligence and improving your cross-cultural communications. As businesses expand their relationships and operations across the globe, executives and their teams find themselves dealing with people from many different cultures on a daily basis. The seminar will be presented by Myriam Siftar, President of MTM LinguaSoft.

Topics include:

- The importance of cultural awareness when working globally
- Comparative cultural values and behaviors
- Tips for cross-cultural communications

Who should attend:

- CEOs
- Executive teams
- Sales Executives
- Marketing Executives
- Operational Executives
- Export Managers
- anyone else interested!

About the Presenters:

MTM LinguaSoft is a full-service language services partner specializing in translation and localization of websites, software and on-line applications, such as e-learning modules. The firm also provides cultural competency services and has special expertise in Middle Eastern and Asian languages.

The seminar will precede York County Economic Alliance's **International Business & Workforce Expo**, which will again feature an international section. Foreign embassies and trade promotion organizations from around the globe will be exhibiting alongside local companies engaged in international trade.

The Expo is an excellent opportunity to engage with companies active in international trade and to communicate with foreign embassy representatives! We invite you to join us at the Expo after this seminar and practice what you learned.



Cross-Cultural Communication Seminar Registration

Visa/MasterCard #: _____ Exp. Date: _____

Signature: _____

Name: _____

Additional Participants: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Cost:

\$25 WTC Members / \$23 Non-Members
includes full breakfast & seminar materials

Please make checks payable to:
World Trade Center Harrisburg

To Register:

Phone: (717) 843-1090
Online: www.wtccentralpa.org/registration
Fax: (717) 854-0087
Mail: 600 N. Hartley St., Ste 110
York, PA 17404

Please note that cancellations must be received by April 28, 2014