



Workshop on International Business Negotiations

-How to negotiate with anyone anywhere in the world ?

Friday, February 8, 2019 (9.30 a.m. to 5.00 p.m.)

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad

More and more Indian managers are required to negotiate internationally due to globalisation of business. This workshop provides the foundation for International Business Negotiations. It will help the participants to develop the know-how & key skills to negotiate with people from diverse cultural backgrounds. Everyone involved in international business needs this workshop. It will be suitable to middle to senior managers from all department/ functions.

PROGRAMME CONTENTS

- **Professional/ Business Negotiations** - Key Skills of an Effective Negotiator, Assess Yourself as a Negotiator - Determine your current status and Style, Planning & Preparing to Win
- **Going Global in Negotiations:** Mono-chronic & Poly-chronic Societies, High Context/ Low Context cultures, Understanding Four Cultural Factors & Six Distinct Aspects of International Negotiations.
- **Role of International Negotiator:** Initiating negotiations and sizing up counterparts, Setting the Agenda, Using Interpreters, Role of Chief Negotiator in Team Negotiations.
- **Most Difficult Problems** faced by International Negotiators and how to deal with them,
- **Country-wise Guidelines:** Dealing with negotiators from Australia, Brazil, China, France, Germany, Israel, Japan, Malaysia, Russia, Saudi Arabia/ Middle East, Singapore, UK and USA.
- **Useful Tools for International Negotiations:** ICC Model Contracts, Hand-book of ICC Arbitration, ICC Principles to Fast track Commercial Negotiations, INCO Terms, etc

FACULTY: Mr Ashok Sharma, B.Tech (IITD), MBA (FMS), FIMA. He successfully completed programmes in Management at the Wharton School of the University of Pennsylvania, International Chamber of Commerce (Paris) & the American Management Association, USA. He has been a consultant/faculty with the International Trade Centre, UNCTAD, Geneva and has addressed several international conferences in Asia, Europe & Americas. He has personal hands-on experience in International Business Negotiations. Earlier, he held senior positions as Vice President, Blue Star Ltd, President, Pidilite Industries Limited, Whole Time Director, Mather & Platt Ltd and Chief Operating Officer, TechNova Imaging Systems Ltd. He is a Former President of Bombay Management Association & World President, International Federation of Purchasing & Materials Management, Austria (Now IFPSM) and has been conferred with their highest Award "Garner Themoin Medal".

FEE: Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association". **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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