

Intercultural Seminars & Workshops

Thomas Brandt

ThomasBrandt.asia

After a quarter of a century of living and working in Asia, the region has a special place in his heart. Building bridges and connecting people, cultures and countries, creating knowledge and understanding as well as breaking down preconceptions of 'the other' have been a special motivation for him.

Thomas has held more than 100 evening events in Europe, China and Southeast Asia on the history of China, Asia and overseas Chinese.

Audiences of his evening shows and workshops will be whisked away by his inspiring lectures, competence and his authentic-empathetic personality. Thomas has a natural gift for storytelling, and easily engages with his audience.



KEY BUSINESS BOOK — German economist Thomas Brandt presented the English edition of his book on Indonesian business culture to Minister of Education and Culture Wardiman Djojonegoro during a ceremony at the Regent Hotel in Jakarta yesterday. The book is entitled *Kunci Budaya: Business in Indonesia -- The Cultural Key to Success.*

German economist tells all in book on Indonesia business culture

JAKARTA (10) — The western mind's astonishing tendency to ignore realities outside its own realm is often matched in kind by its zeal to understand others people's cultures.

Among those blessed with the latter is certainly Thomas Brandt, an economist at the Jakarta-based German-Indonesian Chamber of Commerce (Ekonid), who launched *Kunci Budaya: Business in Indonesia*

remark: "A middle class of some 40 million consumers which continues to grow at a rate of 10% a year, low labor costs and social overhead, and a market which is being steadily liberalized all await overseas investors."

Brandt has curiously - or perhaps deliberately - omitted any reference to corruption in all its manifestations (kickbacks, illegal levies et al), the military's ever-growing role in

ment style based on the paternal principle of the father-child relationship, Dharma Wanita (organization of wives of civil servants) and *malu* (shame).

In deference to Indonesian management nuances, ABS is mentioned, albeit in a fleeting manner. The author thoughtfully noted that the acronym has nothing to do with motor vehicles' state-of-

GESCHÄFTS-ERFOLG IN ASIEN

INTERKULTURELLER PRAXISWORKSHOP

22. FEBRUAR 07
10.00 Uhr

Ostring 30-32, 44787 Bochum

Ruhr IHK

Industrie- und Handelskammern im Ruhrgebiet

Intercultural Seminars & Workshops

Guarantee success for your business in Asia / ASEAN

20 years-experience conducting seminars on Asian intercultural issues and Asia strategy alignment for owners, general managers and export managers.

Due to their enormous growth potential, the markets of Asia have become target countries for many companies. Despite its attractiveness worldwide, there is hardly a market that is more difficult to handle than the Asian one.

In order to be able to operate successfully in Asia, not only management and sales qualities are required, but above all intercultural competence and the appropriate contact with the different ethnic groups in Asia.

Knowledge of intercultural ways of thinking and behaving is essential, especially in managerial positions.

Thomas Brandt offers the necessary practical relevance here, characterised by his personal experience in finding sales partners and the development of joint ventures.

You will find out which intercultural factors are important for your Asian business and how to take them into account correctly, how to behave in Asian cultures and which special features have to be taken into account when dealing with Asian business partners and employees.



Intercultural seminars on the following topics have been held so far:

- Business Success in Asia - Intercultural Practice Workshop
- Business Success in ASEAN
- Southeast Asia - Success in Business, Intercultural Practice Workshop
- Successful Communication with Business Partners from Southeast Asia - Interactive Workshop
- Business Success in Malaysia
- Business and Sales Development in ASEAN

Duration: Half & Full day

Languages: German, English

"It is about the mega trend of our time: 'Asia'! During company visits I am surprised again and again that export activities take place often without any strategy."

- Thomas Brandt

2005

IHK-Munich

Asia: Success in Business - Intercultural Practice Workshop

IHK-Hanau-Gelenhausen-Schlüchter Practical Seminar

2006

IHK-Ostwestfalen

South Asia: Success in Business - Intercultural Practice Workshop

IHK-Bielefeld

South Asia: Success in Business - Intercultural Practice Workshop

IHK-Munich

South Asia: Success in Business - Intercultural Practice Workshop

IHK-Wiesbaden: Success in Business - Intercultural Practice Workshop

2007

IHK-Munich

South Asia: Success in Business - Intercultural Practice Workshop

2008

IHK-Munich

South Asia: Success in Business - Intercultural Practice Workshop

IHK-Bochum

Business Success in Asia - Intercultural Practice Workshop

Manager Magazine:

"Nur nicht mit links - Business Knigge für Malaysia" (Business Etiquette for Malaysia)

<https://www.manager-magazin.de/magazin/artikel/a-580137.html>

IHK-Frankfurt am Main

Successful communication with business people from Southeast Asia - interactive workshop

IHK-Hannover

2009

Business Success in Asia - Intercultural Practice Workshop

Several intercultural seminars on "Business in Malaysia" in MGCC



This list is only a selection of workshops conducted. Many of in-house seminars conducted at private companies are not listed.

“ I liked the seminar! You could see that Mr. Brandt was much inspired. I was able to classify some past situations better, and for the future I will maybe do one or two things differently. ”
- Participant



“ It was insightful. Mr Brandt explained why you get no response on some matters and why you have to explain more in principle. ”
- Participant

“ It was very interesting, especially the insight into the culture and the background on why/how “Asian people” act and behave like they do. Now I understand how to behave and communicate with them. ”
- Participant



“ In Asia in general, a focus on a good personal business relationship is crucial for success alongside a competitive product. Now the entire world sets priorities towards Asia, hence I do believe intercultural knowledge could provide the decisive edge to win good and long lasting partnerships in business. ”
- Thomas Brandt



Previous Events



▶ Asien: Erfolgreich im Geschäft Interkultureller Praxisworkshop

14. Oktober 2005

Trainer: Thomas Brandt



Trainings are conducted inhouse in companies or offered with organizing partners such as chambers of commerce (IHKs) or industry associations for their member companies.

Countless seminars have been conducted by repeatedly by IHK Munich, IHK Hamburg, IHK Kiel, IHK Luebeck, IHK Frankfurt, IHK Wiesbaden, IHK Bochum, IHK Ostwestfalen zu Bielefeld, IHK Hannover, IHK Hanau-Gelenhausen, IHK Halle, IHK Magdeburg, IHK Dresden etc., just to name a selection.

Trainings for VIP-individuals and their accompanying partners, such as CEO's of German public listed companies have been coached before taking up their posts in Asia, often along with their spouses.

Experience from over 25 years in the implementation of intercultural day seminars in cooperation with IHK's, industry associations and company in-house seminars.

Intercultural podcast - [July 2021](#)

You may find more more details, examples and links at: www.ThomasBrandt.asia

ThomasBrandt.asia



- 11:00 : BUSINESS IN INDONESIA, THE CULTURAL KEY TO SUCCESS
Thomas Brandt - Deputy Director at German-Indonesian Chamber of Commerce EKONID in Jakarta
- Host Country Environment vs. Home Country Requirement
 - Indonesian Management Style
 - Communicating in Indonesia
 - The Indonesia Concepts of Time
 - The Culture Shock
 - Negotiating in Indonesia
 - Criticism by Indonesian about Western Businessman



Praxisseminar:

Geschäfts- und Vertriebsaufbau in der ASEAN-Region

Erfolgreich Geschäfte entwickeln in Südostasien

Donnerstag, 24. Mai 2018 – 9.00 -15.00 Uhr,
Hanse-Zimmer, Handelskammer Hamburg

Programm

- 9.00 Uhr Überblick Wirtschaftsstruktur der ASEAN-Länder**
Vertriebspartnersuche in Südostasien:
- Systematische Vorgehensweise bei der Partnersuche
 - Auswahl und Prüfung von Unternehmen
 - Management und Kommunikation mit Partnern über die „lange Distanz“
 - Vertragsaufbau, Zahlungsbedingungen, Streitfälle
- Messebesuch in Südostasien:
- Leitmesse in ASEAN (Auswahl)
 - Vor- und Nachbereitung erfolgreicher Messebesuche
 - Darstellung des Unternehmens und der Produkte
- 10.30 Uhr Kaffeepause**
- 11.00 Uhr Konsolidierung - Vertretung vor Ort und Ausbau bestehender Geschäftsbeziehungen**
Aufbau einer Vertretung vor Ort und Ausbau der bestehenden Geschäftsbeziehungen in Südostasien:
- Firmengründung (Prozesse, Kosten, übliche Formen)
 - Führung und Management von Mitarbeitern
 - Aufbau einer Unternehmenskultur im Tochterunternehmen
 - Mitarbeiter: Local vs. Expat vs. Local expat
 - Image, Branding, PR, Marketing vor Ort
 - Business Networking
- 12.30 Uhr Mittagessen**
- 13.30 Uhr Strategie und Führung**
- Koordination der Asienaktivitäten
 - Kommunikation
 - Auslandsvertretungen und Wiedereingliederungsproblematik
 - Auswahl des richtigen Expats
 - Mitarbeiterführung und Konfliktmanagement
 - Verhandlungsstrategien und -Stile
- 15.00 Uhr Ende des Praxisseminars**

**Geschäftserfolg in den Ländern ASEANs:
Interkultureller Praxisworkshop**

13. September 2017, 10:00 – 17:00 Uhr,
IHK Hannover, Schiffgraben 49, 30175 Hannover

Durch ihr großes Wachstumspotenzial sind die Märkte Asiens für viele Unternehmen zu potenziellen Zielländern geworden. Um erfolgreich im asiatischen Markt agieren zu können, sind nicht nur Führungs- oder Verkaufsfähigkeiten gefragt, sondern vor allem interkulturelle Kompetenz und der angemessene Umgang mit den verschiedenen Kulturen. Gerade in Führungspositionen sind Kenntnisse über interkulturelle Denk- und Verhaltensweisen unerlässlich.

Programm

- 1. Praxis: Marktinformation und Markterschließung**
- Effiziente Nutzung der Partner in Deutschland und im Zielland
 - Möglichkeiten der Markterschließung
- Interkulturell: Die besondere Rolle der Mutterinstitution**
- Auslandsvertretung und Wiedereingliederungsproblematik
 - Koordination der Asienaktivitäten
 - Kommunikation
- 2. Praxis: Vertriebspartnersuche in Asien**
- Systematische Vorgehensweise
 - Auswahl und Prüfung von Unternehmen
 - Begleitung und Marketingunterstützung
- Interkulturell: Beziehungsgebundenheit der Geschäfte in Asien**
- Vertrauensaufbau zum Gegenüber
 - Zeitfaktor
 - Verhalten in Präsentationen
- 3. Praxis: Messebesuch in Asien**
- Vor- und Nachbereitung als maßgeblicher Erfolgsfaktor
 - Darstellung von Unternehmen und Produkten
- Interkulturell: Führungsstil und Mitarbeiterführung**
- Personalmanagement
 - Arbeitsbedingungen und Arbeitsverhalten
 - Konfliktmanagement
- 4. Praxis: Management vor Ort und Ausbau der bestehenden Geschäftsbeziehungen in Asien**
- Networking
 - Image, Branding, PR
 - „become local, stay corporate“
- Interkulturell: Verhandlungsführung und Motivation**
- Verhandlungsstil
 - Kritik üben
 - Konflikte lösen

Referent: Thomas Brandt lobt bereits seit 20 Jahren in der ASEAN-Region. Nach einer Beschäftigung in Indonesien ist er heute Geschäftsführer der Deutsch-Malaysischen Industrie- und Handelskammer in Kuala Lumpur. In dieser Funktion unterstützt er kleine und mittelständische Unternehmen beim Markteintritt. Darüber hinaus ist Brandt Autor von diversen Veröffentlichungen im interkulturellen Feld.

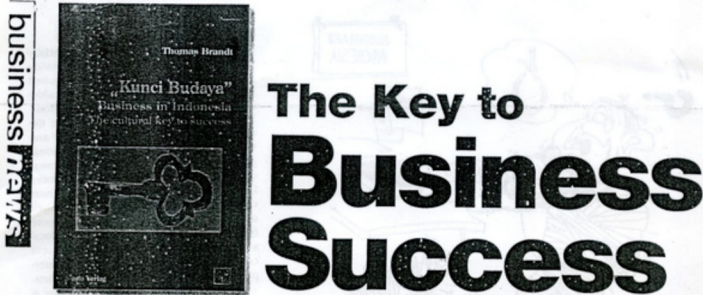
Geschäftserfolg in Asien – Interkulturelles Seminar mit besonderem Praxisbezug

Hintergrund:

Durch ihr enormes Wachstumspotenzial sind die Märkte Asiens für viele Unternehmen zu potenziellen Zielländern geworden. Neben Osteuropa ist Asien kurz-, mittel- und langfristig der Wachstumsmarkt der Weltwirtschaft. Allerdings gibt es trotz dieser Attraktivität weltweit kaum einen Markt, der schwieriger zu handhaben ist als der asiatische. Um erfolgreich im asiatischen Markt agieren zu können sind nicht nur Führungs- oder Verkaufsfähigkeiten gefragt, sondern vor allem interkulturelle Kompetenz und der angemessene Umgang mit den verschiedenen Kulturen. Gerade in Führungspositionen sind Kenntnisse über die interkulturellen Denk- und Verhaltensweisen unerlässlich. Und – in Malaysia wäre selbst Knigge verzweifelt.

Themen:

1. Beziehungsgebundenheit der Geschäfte in Asien
 - Vertrauensaufbau zum Gegenüber
 - Zeitfaktor
 - Verhalten in Präsentation
2. Vertriebspartnersuche in Asien
 - Durchführung
 - Vorgehensweise
 - Besonderheiten & Tipps
3. Führungsstil und Mitarbeiterführung
 - Personalmanagement
 - Arbeitsbedingungen und Arbeitsverhalten
 - Konfliktmanagement
4. Verhandlungsführung und Motivation
 - Verhandlungsstil
 - Kritik üben
 - Konflikte lösen
5. Praxis: Management vor Ort und Ausbau der bestehenden Geschäftsbeziehungen in Asien
 - Networking
 - Image, Branding, PR
 - „become local, stay corporate“



business news

Despite the economic woes of the past few years, Indonesia remains a gold mine of potential opportunities for foreign investors. But for expatriates arriving on these shores for the first time, adjusting to the particular cultural and social conditions in Indonesia can be a challenging learning experience. Thomas Brandt, author of "Kunci Budaya" Business in Indonesia The cultural key to success, offers some invaluable insight and advice for foreign business people hoping to succeed in Indonesia's complex business environment.

Foreigners doing business in Indonesia today are acting in a fast-changing environment. Barriers arising from the different social/cultural setting of the host country and the requirements of cross-cultural management for foreign business people still remain. It is well-known that the technical preconditions governing a collaboration with local counterparts, such as the terms and conditions of investment and the legal framework, are all very important, but knowing only these aspects simply does not suffice. In Indonesia, competition is not confined to the product. The challenge lies in equaling the appeal of a product with in-depth knowledge of the local market and of local business practices. An interest in long-term success in Indonesia demands a willingness to learn and understand the Indonesian business mentality.

Historic Evening Shows, Presentations & Seminars

Evening shows on the history of China and overseas
Chinese, European history in Asia & intercultural
workshops and seminars on Asia:

Evening Show:

- "China In Those Days"
- "Asia In Those Days"
- "China - Megatrend of Our Time" -
Workshop/Seminar (NEW!)
- "Business Success in Southeast Asia" -
Intercultural Seminar

Perfect for:

- your next World or Regional meeting
- Clients, VIPs, hotel guests
- Associations, Institutes, Friendship Club or
Exchange Groups
- Your team, yourself and your spouse



Get in Touch:

- 🏠 **Kuala Lumpur, Malaysia / Germany**
- ☎ **+6017 261 2630**
- ✉ **goasiaverlag@gmail.com**
- 🌐 **www.ThomasBrandt.asia**