

## Invitation

### **Intercultural Forum: Doing Business with Russians**

**2nd of December 2015; 17.30-20.30**

**HSR Hochschule für Technik Rapperswil,  
Building 5, Auditorium 5.002**

Prof. Dr. Stefan Kammhuber

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#### **Background:**

Globalization forces companies to get more and more internationalized. This means: to continuously adapt products and technologies to the culture-specific needs of customers in a defined market, and to collaborate intensely with colleagues and partners who maybe have developed culture-specific styles of cooperation, communication, and leadership. This is mostly done in pluri-national, interdisciplinary teams. Sometimes we are lacking the knowledge about the culture-specific expectations of our customers, colleagues, or partner. Then, misunderstandings, bad surprises, or conflicts might be the consequences, accompanied by higher costs, either due to delays in project management, or due to loss of customers and partners. Therefore, successful companies need intercultural competence in order to act and react more flexible on the culture-specific expectations in industrial relations.

At the **Intercultural Forum**, hosted by the „Institute for Communication and Intercultural Competence“ at HSR Rapperswil, we would like to present and to discuss up-to-date intercultural knowledge stemming from intercultural research as well as from experienced practitioners in the field.



**Focus: RUSSIA**



#### **Objectives of the Intercultural Forum:**

- Sensitizing for the intercultural challenges of Swiss-Russian collaboration
- Understanding the culture-specific ways of thinking, feeling, and cooperating in Russia and Switzerland by means of applied intercultural research and practical experience
- Getting in touch and sharing experiences with professionals and academics from Switzerland and Russia
- Keeping up the intercultural dialogue despite difficult political circumstances

## Program

17.30 – 17.40	<b>Welcome address</b> <b>Prof. Dr. Hermann Mettler</b> <i>Principal of HSR University of Applied Sciences Rapperswil</i>
17.40 – 17.50	<b>Introduction into Intercultural Forum</b> <b>Prof. Dr. Stefan Kammhuber</b> <i>Head of Institute of Communication and Intercultural Competence at HSR University of Applied Sciences Rapperswil</i>
17.50 – 18.30	<b>Understanding Russia: The Cultural Background to Understand the Market</b> <b>Prof. Dr. Karl Eckstein</b> <i>Lawyer, Honorary Consul of Russian Federation in Switzerland</i>
18.30 – 19.10	<b>Cross-Cultural Business Communication with Russian partners: From theory into practice</b> <b>Dr. Grigory Rozhkov</b> <i>Director-General of the Association of the development of international cooperation "St Petersburg- London -2003"</i>
19.10 - 19.30	Summary & Introduction RUSSOFT Association (Valentin Makarov, President) <b>Prof. Dr. Stefan Kammhuber</b>
19.30 - ca. 20.30	<b>Apéro/ Swiss Aperitif</b>

## Additional Information

- The IC Forum will be held in English language.
- A Russian delegation of CEOs and representatives from 13 IT enterprises (RUSSOFT Association) will participate at the forum
- No Conference Fee
- Limited Seat Capacity!




## Venue

- HSR Hochschule für Technik Rapperswil, Oberseestrasse 10, 8640 Rapperswil-Jona
- <http://www.hsr.ch/Interactive-Map.3191.0.html?&L=4>

## Registration:

Please send an email with number and name of person you would like to register

- email: [svea.widmer@hsr.ch](mailto:svea.widmer@hsr.ch)
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	<p><b>Prof. Dr. Karl Eckstein</b> is a professor, LL.D., a lawyer, a honorary consul of the Russian Federation in Switzerland. In 1969 he graduated from the University of Teacher Education (PHSG), St.Gallen, Switzerland getting a certificate of elementary school teacher. From 1971 to 1975 was studying in the department of law in the University of Basel. Since 1969 (to 1971) he was teaching in Dicken elementary school in St.Gallen. Then in 1975 he took a certificate of a Candidate of Juridical Sciences graduation out in the University of Basel, where he defended in 1979 a thesis for a Doctor's degree and got a certification of a Doctor of Juridical Science. A qualification of an attorney at law was given to Karl Eckstein by the Superior Court of Basel in 1980. Since 1995 to present day he has been a lecturer of the MGIMO University (Moscow) of constitutional and administrative law. In 2001 by decision of the Attestation Commission he took a certificate of a professor.</p>
	<p><b>Prof. Dr. Stefan Kamhuber</b>, Head of Institute for Communication and Intercultural Competence at HSR University of Applied Sciences Rapperswil. Graduated in Psychology and Speech communication from University of Regensburg, Germany, he is doing Applied Research, Consulting, Training, and Coaching in the realms of intercultural learning and training, communication and public speaking for 20 years now. His clients are companies, public institutions, social organizations, universities, hospitals, military and police. He has (co-)authored several books and many articles in the field of intercultural research.</p>
	<p><b>Dr. Grigory Rozhkov</b> works as Director-General of the Association of the development of international cooperation "St Petersburg- London -2003". In 1993-1997 as Director of Foreign Economic Relations &amp; Public Affairs of the St Petersburg Stock Exchange G. Rozhkov initiated and managed a number of international projects aimed at the development of the Russian Capital market. In 1999-2003 he headed the St Petersburg business representation office in London (UK) and was an Advisor to the Russian-British Steering Committee for Economic cooperation. In 2004 G. Rozhkov was assigned to a position of the Chairman of the Russian part of the Working Group of the Russian-Norwegian Steering Commission on Economic Cooperation. In 2006-2008 he worked as Director of St Petersburg branch of Manpower Co. In 1999-2012 G. Rozhkov was an adviser to the Chairman of the Committee for Economy of the St Petersburg Administration. He teaches practical course of Cross-Cultural Business Communications at Russian and foreign Universities.</p>