



institute for cultural diplomacy

# Cultural Barriers of Expanding Business Abroad

Wednesday, May 11<sup>th</sup>, 2005

Hosted by the **Romanian Cultural Institute**,  
Bucharest

**INSTITUTUL CULTURAL ROMÂN**  
**Aleea Alexandru nr. 38**

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- The background of the poster features a red silhouette map of Romania on the left and a photograph of a classical building with columns on the right.
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|-------------|---|
| 14:00-14:30 | Welcome and Presentation, “ <i>Romanian Identity in the European Context</i> ”, <b>Mr. Horia-Roman Patapievici</b> , <i>President of the Romanian Cultural Institute</i>                    |
| 14:30-15:00 | <u>Keynote 1</u> <i>Perceptions of Culture in International Business</i> – <b>Prof. Theodore Paleologu</b> , <i>Professor of Philosophy, European College of Liberal Arts, Berlin</i>       |
| 15:00-15:30 | <u>Keynote 2</u> : <i>Culture and Operational Risk – a Management Perspective</i> , <b>Matthew B. Murrell</b> , <i>CFO &amp; Executive Director, institute for cultural diplomacy</i>       |
| 15:30-16:00 | Q&A with <b>Prof. Theodore Paleologu and Matthew B. Murrell</b>   |
| 16:00-16:30 | Coffee Break  |
| 16:30-17:30 | <u>Case Study 1</u> : <i>Lufthansa in Romania</i> , <b>Jan-Philip Goertz</b> , <i>Director of Political &amp; Governmental Affairs, Lufthansa AG</i>  |
| 17:30-18:30 | <u>Case Study 2</u> : <i>Softwin in Germany</i> , <b>Florin Talpes</b> , <i>CEO, Softwin</i> [awaiting final confirmation]  |
| 18:30-18:45 | <u>Joint Closing Remarks</u> : <b>Radu Anghel</b> , <i>Managing Director, AT-Concpets</i> , <b>Mark Donfried</b> , <i>Executive Director and Founder, institute for cultural diplomacy.</i> |
| 18:45-19:15 | Cocktail Reception – wine presentation by <b>Vin Club Odobesti</b>  |
| 19:15-21:00 | Dinner & Concert with String Quartet  |

**- An initiative of icd Advisory Services and AT Concepts -**

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The institute for cultural diplomacy e.V., in cooperation with The Romanian Cultural Institute and AT-Concepts, and with the generous support of our sponsors, are proud to introduce the second in a series of three conferences dealing with the topic of Culture and its impact in international business.

Increasingly, the private sector finds itself facing the difficult situation of having to balance the political issues of their home governments, the cultural perceptions of their new markets, and the economic realities in which they operate. We invite you to join us for what will certainly be an interesting evening of learning and discourse as we address these timely and relevant issues.

We recommend that you register early, as seating is limited, under the following contact information:

**Participation Fee:** EUR 25 payable at the door or if you prefer...

**Transfer:** institute for cultural diplomacy, e.V.  
Deutsche Bank  
Account/KTO: 288 000 303  
BLZ: 100 700 24

**Fax:** (030) 30 10 60 59

**E-mail:** [may11@culturaldiplomacy.org](mailto:may11@culturaldiplomacy.org)

**We are looking forward to seeing you!**



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