



4th Workshop "Doing Business in the Arab World"
ورشة العمل الرابعة "ثقافة العمل والاعمال في العالم العربي"
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الغرفة العربية اليونانية للتجارة والتنمية
ARABO-ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΠΟΡΙΟΥ & ΑΝΑΠΤΥΞΕΩΣ
ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT



CULTURAL CHARACTERISTICS AND MARKETING YOUR BUSINESS IN THE ARAB WORLD

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GOING INTERNATIONAL

“The process of focusing the resources (people, money, and physical assets) and objectives of an organisation on global market opportunities and threats”

THE THREE PRINCIPLES OF MARKETING

Customer value and the value equation

- i.e. value greater than competitors
- Value equation is:

$$\text{VALUE} = \text{PERCEIVED BENEFITS} / \text{PRICE}$$

Competitive or differential advantage

- advantage vis-à-vis competition

Focus

- i.e. the concentration of attention

THE PLANNING PROCESS

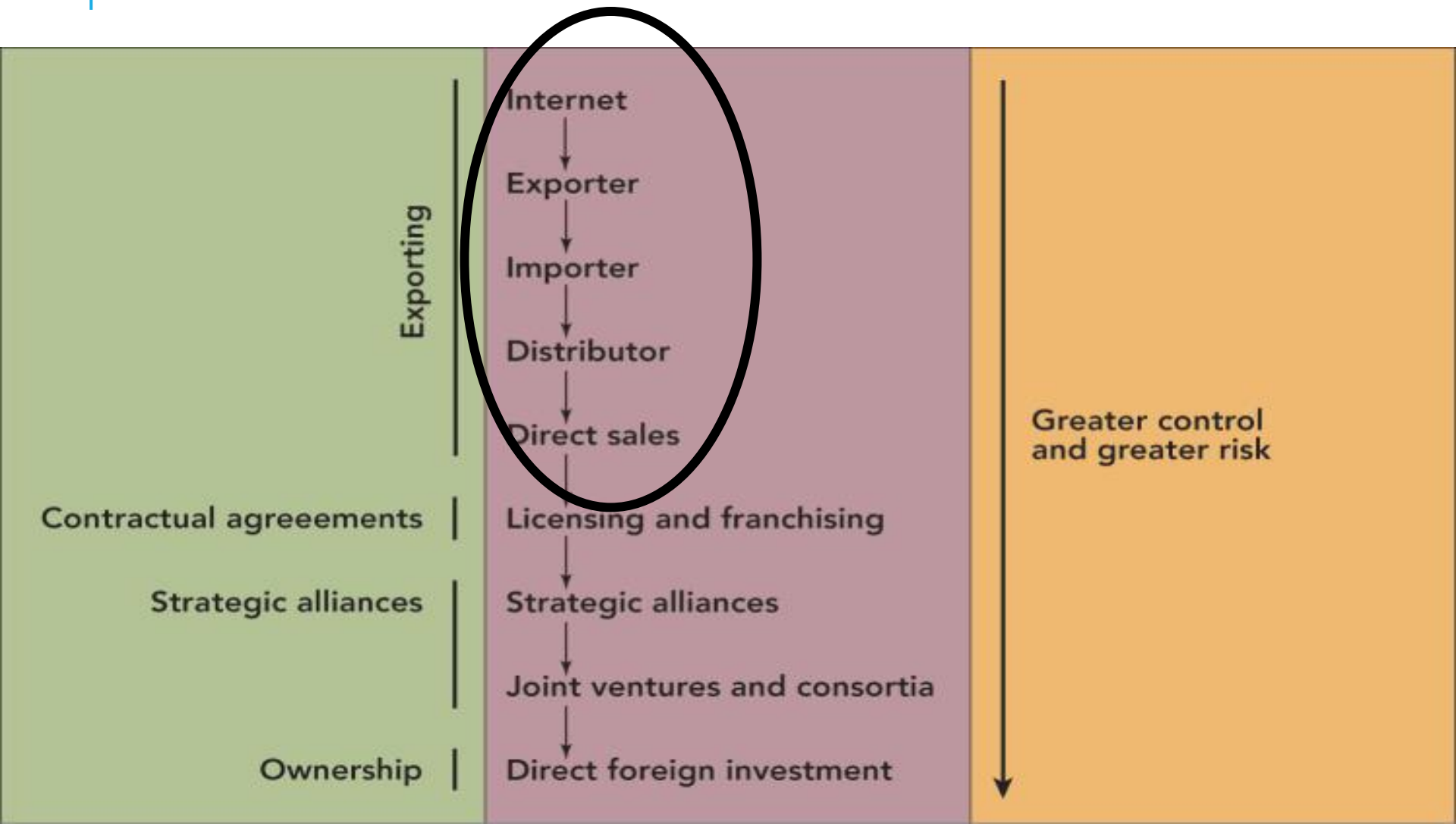
Phase 1: Preliminary Analysis and Screening — Matching Company and Country Needs.

Phase 2: Adapting the Marketing Mix to Target Markets.

Phase 3: Developing the Marketing Plan

Phase 4: Implementation and Control

ALTERNATIVE MARKET-ENTRY STRATEGIES



SOCIAL AND CULTURAL ENVIRONMENTS

Basic aspects of culture:

- ❖ it is not innate, but learned
- ❖ the various facets of culture are interrelated - touch a culture in one place and everything is affected
- ❖ it is shared by group members, and defines boundaries between different groups



SOCIAL AND CULTURAL INFLUENCES ON THE INTERNATIONAL BUYER

Cultural differences

- language, spoken and silent
- mental processes and learning
- values and norms
- rewards and recognition

Type of buyer behaviour

- consumer
- business
- government



SOCIAL AND CULTURAL INFLUENCES ON THE INTERNATIONAL BUYER (CONT.)

The influence of others in the buying process

- decision-making unit
- family
- peers

SLEPT/PEST influences on buyer behaviour

Specific cultural influences

- religion
- education
- family



THE DANGERS OF STEREOTYPES

Negotiations are conducted between people, not national stereotypes

Cultural factors often make huge differences

Negotiation behaviors are different across regions, genders, and type of industry

Age and experience also make important differences

Consider the culture of customers and business partners, but treat them as individuals

THE PERVASIVE IMPACT OF CULTURE ON NEGOTIATION BEHAVIOR

Cultural differences cause four kinds of problems in international business negotiations:

- **Language**
- **Nonverbal behaviors**
- **Values**
- **Thinking and decision-making processes**

FIVE RULES FOR INTERNATIONAL RESEARCH

One:

- what information do I need?
- Where can I get this information?
- Why do I need this information?
- When do I need this information?
- What is this information worth in £ ?
- What is the cost of not obtaining this information?

FIVE RULES FOR INTERNATIONAL RESEARCH (CONT.)

Two: Start with desk research

Three: Identify the type of information that is available from overseas sources

Four: Know where to look (or find somebody that does)

Five: Do not assume that the information that you gain is comparable or complete.

Culture plays a vital role in international business.

Greece and Arabic countries have a number of cultural similarities that reflect the region's history and traditions.

Both cultures highly value hospitality, family, honor, community, politeness and formality, respect for authority

Key cultural aspects of the Arabic world:

- ❖ Time... be flexible and patient
- ❖ Trust, trust and trustrelationship building
- ❖ Relationship building
- ❖ Respect for hierarchy
- ❖ Religion is crucial
- ❖ ...negotiations !!!



**...going internationally ...is a marathon
...not a sprint race**

understanding culture in international business is like going from A to Z in international marketing, as it is a fundamental aspect that impacts various aspects of business operations in different regions of the world

Visit the Market, ... Live the Market ...and Decide



Ευχαριστώ πολύ

شكشكرا جزىلا

Thank you !