

Bavarian research & innovation



Bavarian Research Cooperation Area Studies

FORAREA® – BAVARIAN RESEARCH COOPERATION FOR REGIONAL RESEARCH IN NON-EUROPEAN COUNTRIES

forarea® – the key to successful business in foreign markets. Our centre of expertise offers companies and institutions advice, contacts and solutions in the field of intercultural management.

Intercultural communication – new opportunities for entrepreneurs

Increasing globalisation means that contacts between people with different cultural traditions are growing at a rapid pace. When it comes to business contacts, in particular, an in-depth knowledge of regional cultures in all communication situations is becoming an ever more important factor for economic success.

The forarea® research cooperation brings together more than 200 regional experts from Bavarian universities who have conducted 40 research projects since 1995. The central themes concern questions of intercultural communication in the context of business contacts between companies in Germany and non-European markets. On the basis of this interdisciplinary research, which focuses on the practical realities of economic life, a high level of expertise has been generated with regard to



non-European regions and intercultural communication in business life. Both of these aspects serve to secure the continued economic success of European entrepreneurs in foreign markets.

As from 1 January 2003, forarea®, as a centre of expertise for intercultural communication, will be an officially registered association. It offers companies and institutions advice, contacts and solutions for intercultural management.

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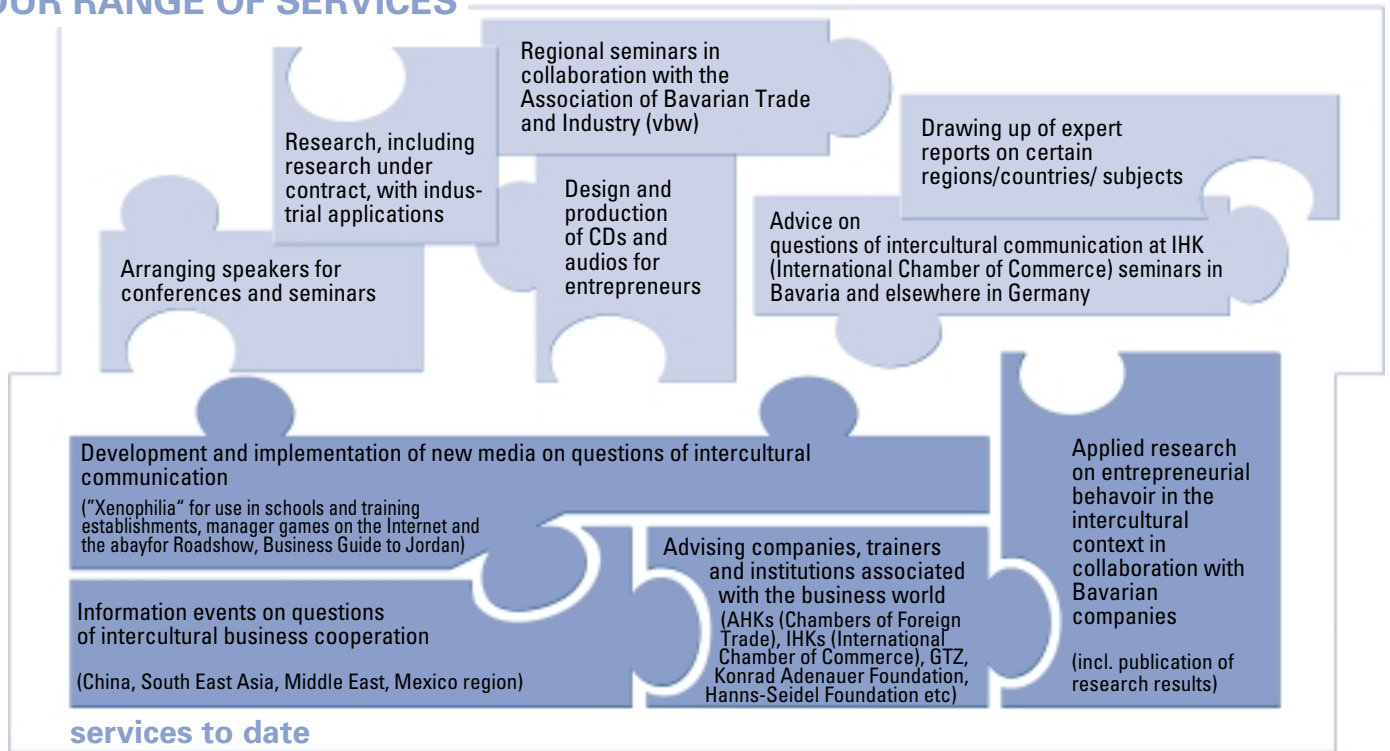
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OUR RANGE OF SERVICES

planned additional services



A SELECTION OF FORAREA® RESEARCH PROJECTS:

- The significance of the diaspora for business activity in Indonesia and Mexico
- South African/German company cooperations: strategies and organisational forms
- The importance of network relationships for entry into the Mexican market
- Trust in intercultural cooperations between small and medium-sized enterprises: a comparison between Mexico and Japan
- Intercultural communication on the basis of culturally influenced values in China
- Market access for Bavarian SMEs in China
- German-Turkish communication at the workplace in Turkey
- Cooperations between Jordanian entrepreneurs and foreign partners
- Private entrepreneurship in emerging Palestine
- Working in formal organisations in Nairobi

