



*Training Course:
Egyptian Cultural Training*

13 - 17 September 2026

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course: Egyptian Cultural Training

Training Course code: SC236469 From: 13 - 17 September 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 4100 € Euro

Introduction

Understanding cultural dynamics is essential for effective communication, successful business interactions, and meaningful engagement within any society. Egypt, with its rich history, diverse social fabric, and unique blend of traditional and modern values, presents a distinctive cultural environment that requires both awareness and sensitivity.

This training program, designed by Global Horizon Training Center, provides participants with comprehensive insights into Egyptian culture, social norms, business etiquette, and communication styles. It aims to equip professionals, expatriates, and organizations with the cultural intelligence necessary to operate effectively in Egypt, build strong relationships, and avoid cultural misunderstandings.

Objectives

By the end of this program, participants will be able to:

- Understand the key elements of Egyptian culture and societal values
- Navigate social norms, traditions, and behavioral expectations
- Communicate effectively within the Egyptian cultural context
- Build strong professional and business relationships in Egypt
- Recognize cultural sensitivities and avoid common misunderstandings
- Adapt management and leadership styles to local expectations
- Enhance cross-cultural competence and global awareness

Target Audience

- Expatriates and professionals relocating to Egypt
- Business executives and managers working with Egyptian partners
- Diplomats and international relations professionals
- HR and talent mobility teams
- Customer-facing staff dealing with Egyptian clients
- Organizations expanding operations into Egypt

Outline

Day 1: Introduction to Egyptian Culture and Society

- Overview of Egypt: history, geography, and social structure
- Core cultural values and beliefs
- Religion and its influence on daily life and business
- Family, community, and social hierarchy
- Cultural diversity within Egypt
- Common cultural misconceptions

Day 2: Communication and Social Etiquette

- Verbal and non-verbal communication styles
- Formal vs informal communication
- Greetings, introductions, and titles
- Body language and gestures
- Social etiquette in public and private settings
- Managing cultural differences in communication

Day 3: Business Culture and Professional Environment

- Business practices and organizational culture in Egypt
- Decision-making processes and hierarchy
- Building trust and relationships in business
- Negotiation styles and expectations
- Meetings, punctuality, and professional conduct
- Do's and don'ts in Egyptian business settings

Day 4: Cultural Intelligence and Adaptation Strategies

- Understanding cultural intelligence CQ
- Adapting leadership and management styles
- Managing multicultural teams in Egypt
- Handling conflict and misunderstandings
- Cultural sensitivity in customer service and operations
- Case studies: Real business scenarios in Egypt

Day 5: Living and Working in Egypt - Practical Insights

- Daily life and lifestyle considerations
- Workplace expectations and employee relations
- Legal and ethical considerations
- Networking and building local connections
- Safety, security, and social awareness
- Final workshop: Developing a personal cultural adaptation plan.

Registration form on the Training Course: Egyptian Cultural Training

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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