



*Training Course:  
Cross-Cultural Business Training Program:  
Working Effectively in Egypt*

*10 - 14 May 2026*

*Cairo (Egypt)*

*Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Training Course: Cross-Cultural Business Training Program: Working Effectively in Egypt

Training Course code: MA236472 From: 10 - 14 May 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3750 € Euro

### Introduction

In today's global business environment, cultural awareness plays a critical role in achieving effective communication and successful management. This program is designed to equip expatriate managers with a deep understanding of Egyptian business culture, workplace behaviors, and social norms. It enables participants to navigate daily interactions smoothly, avoid cultural misunderstandings, and build strong, trust-based relationships within Egyptian organizations.

### Objectives

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

- Understand the key characteristics of Egyptian culture and business environment
- Communicate effectively with Egyptian colleagues and stakeholders
- Adapt their management and leadership styles to fit the local culture
- Build trust and maintain strong professional relationships
- Handle workplace challenges and cultural differences confidently

### Target Audience

- Expatriate Managers
- Foreign Team Leaders
- International Professionals working with Egyptian teams

### Program Outline

#### Day 1: Understanding Egyptian Culture

- Overview of Egyptian society and cultural values
- Key cultural dimensions hierarchy, respect, relationships
- The role of trust and personal connections Wasta
- Cultural expectations in professional environments

#### Day 2: Egyptian Business Culture

- How business operates in Egypt
- Decision-making processes
- Leadership expectations and management styles
- Time management and flexibility in the workplace

#### Day 3: Communication in Egypt

- Verbal and non-verbal communication styles

- Direct vs indirect communication
- Understanding tone, body language, and context
- Managing misunderstandings

#### Day 4: Workplace Behavior & Team Management

- Daily workplace etiquette
- Managing Egyptian teams effectively
- Motivating employees
- Giving feedback and handling conflict
- Building trust and loyalty

#### Day 5: Social Etiquette & Practical Applications

- Business etiquette and social norms
- Religious and cultural considerations
- Do's and Don'ts in Egypt
- Case studies and real-life scenarios
- Role plays and interactive exercises

## Registration form on the Training Course: Cross-Cultural Business Training Program: Working Effectively in Egypt

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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