



International Business Communications

Presentation

Introduction

- International business communication plays a vital role in the success of the British company.
- International trade helps to expand business operations.
- Effective communication helps in international trade in Germany.
- This report evaluates a British company's worldwide trading process in Germany to expand its business growth.
- Also, this report analyses the intercultural communication theories or effective business solutions.



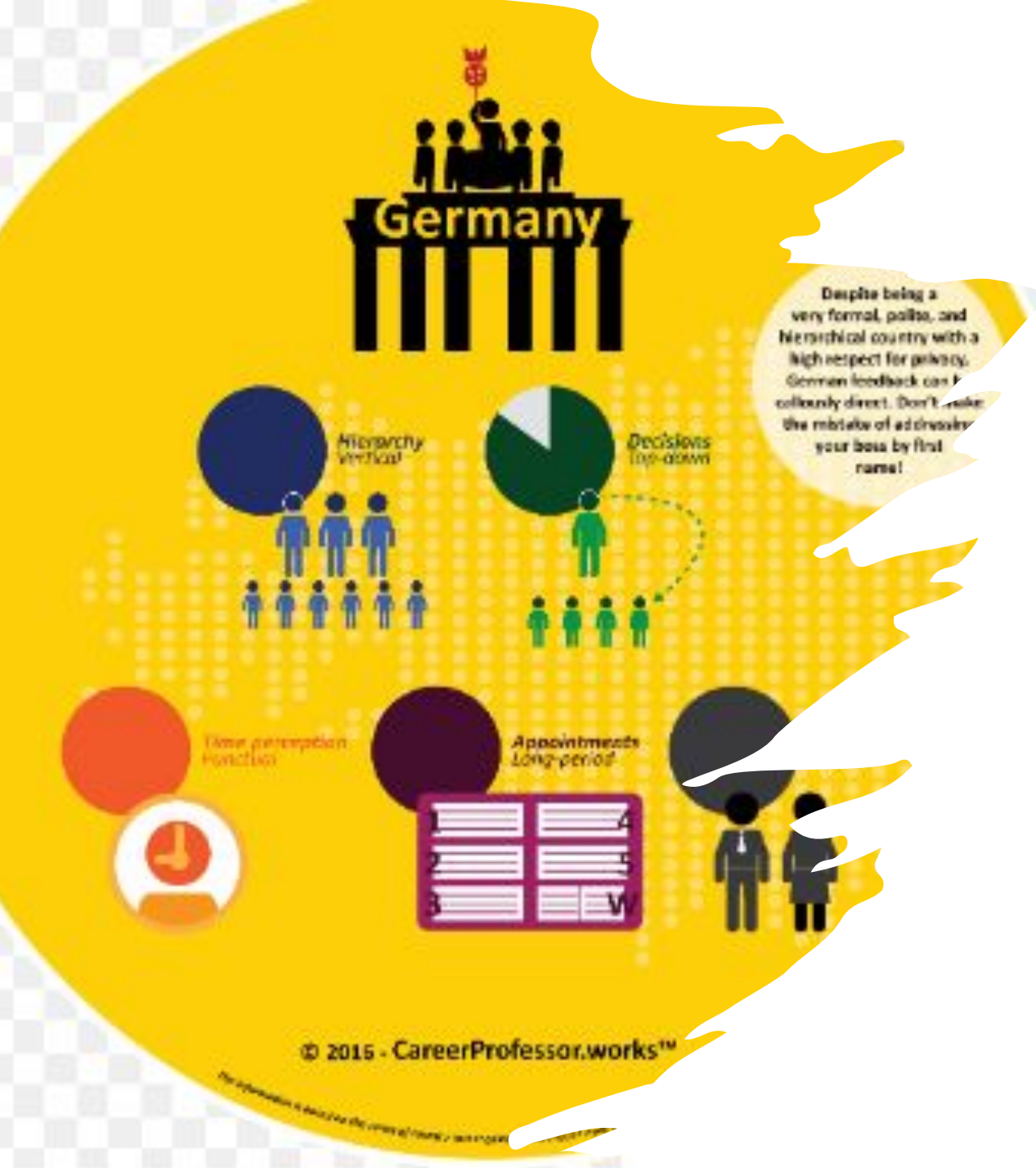
Analysis cultural similarities and variations between the UK and Germany

- The cultural differences between the British and the Germans are noticeable regarding languages.
- Many Germans speak in Germany but the British only speak in English.
- The road traffic regulation is also different in Germany from Britain which is claimed as a lifestyle difference (McDonald, *et al.*, 2020).
- The eating and habit also differed because Germans tend to drink more coffee while the British were famous for drinking tea.

10 Characteristics of German Work Culture:



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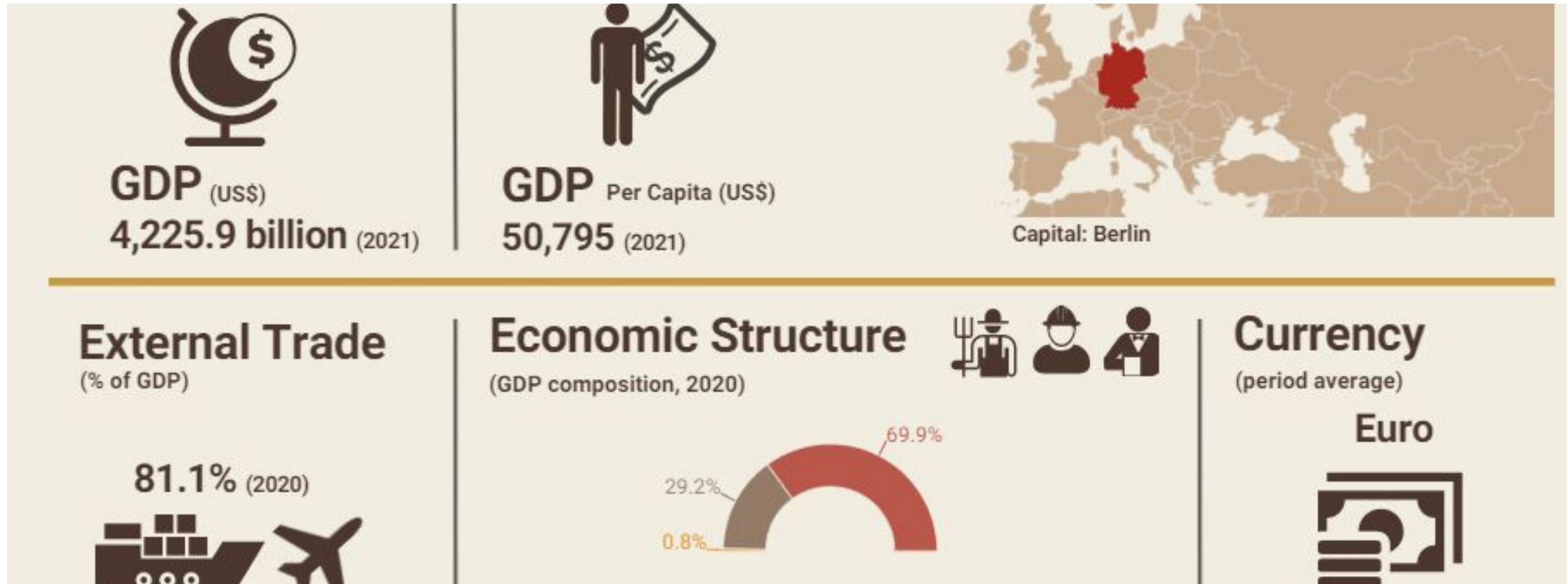


- Germans are known for their directness, punctuality and diligence which facilitate them to be more concentrated at work.
- Whereas, British people are more polite and less direct in their communication.
- Therefore, it can be said that when doing a successful business in Germany it is important to be punctual and make straight points instead of being polite (Tam and Milfont, 2020).
- According to IndexMundi, the ethnic makeup of the UK is 87.2% are White people and 3% are Black and others.
- In Germany, 86.3% are German and the rest of people belong to other ethnic backgrounds (Moser and Deichmann, 2021).

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- According to the IFS Deaton report, the UK minority population has more diversity than Germany.
- While Germany's minority population are made up of immigrant backgrounds which are mainly the guest workers from different countries like Turkey, Spain, Italy and Greece.
- According to the Office for National Statistics's report 46.2% of UK people believe Christian region in 2021 but in Germany 50.7% people are Christian (Helmold *et al.*, 2020).
- In Germany there are two large Christian churches and 47.4% people are members of it which indicates that religious values are almost the same for both countries.
- Different welfare state regiments are followed in Germany and the UK based on different distributional principles (Chouaibi *et al.*, 2022).
- The German welfare state mainly represents a comprehensive system with high to middle class legitimacy.

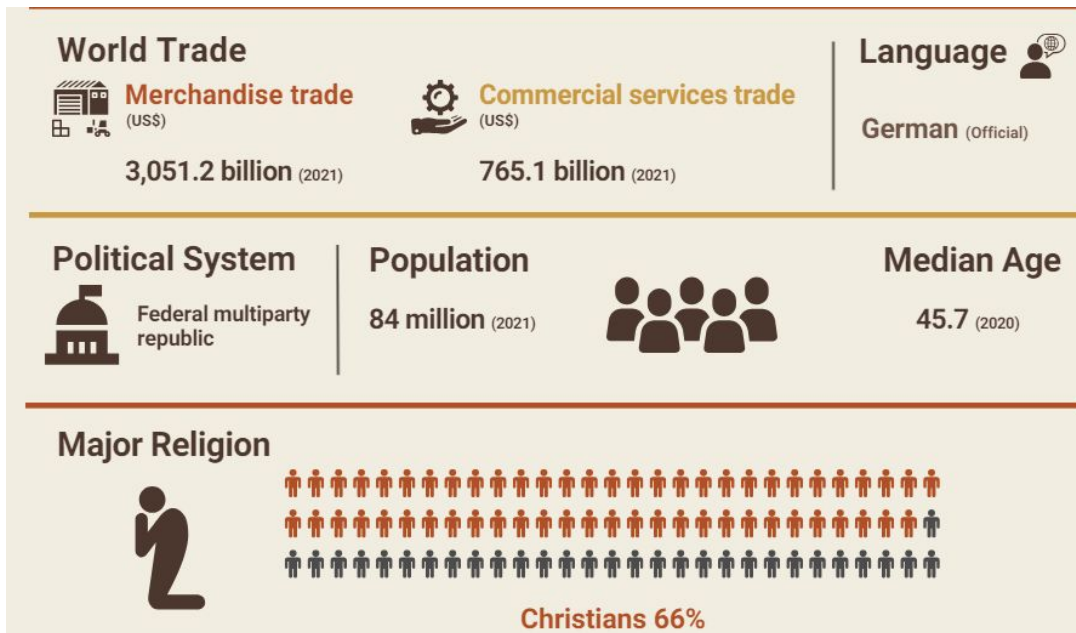




Implement intercultural communication theories

- Intercultural communication theory focuses on recognising the cultural differences in both countries.
- Hofstede cultural dimension theory is the effective intercultural communication theory.
- The goal of this theory is to adopt distinct characteristics of the both cultures which leads to multiculturalism to complete a business project for assimilation (Eitle and Buxmann, 2020).

Strategies to mitigate cultural challenges and difficulties



- The German and the UK religious beliefs are the same with the high proportion rate which act as a facilitator.
- It gives the opportunity to run the business with German and experience british employees in a new venture (Chouaibi *et al.*, 2022).
- It reduces interpersonal conflict and makes a positive work culture that impacts a high workforce performance.

Effective business communication solutions enable British company's success in Germany

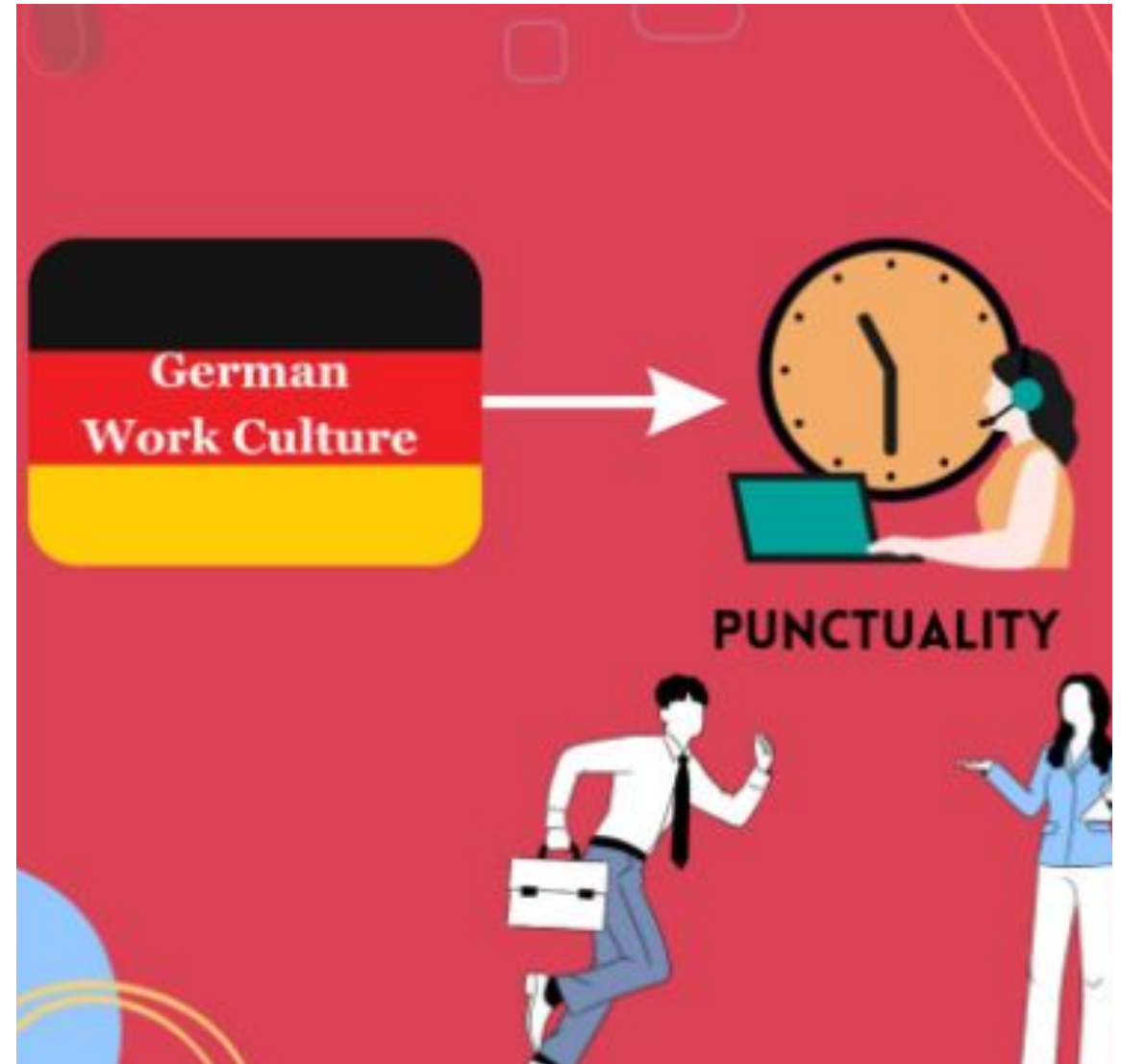
- The British organisation needs to deal business contracts directly with partners and suppliers.
- The British management system is different from German so they need to adopt German specific work culture.
- The British organisation needs to maintain punctuality regarding workforce that can significantly facilitate its business performance (Brauers *et al.*, 2020).

The culture and pace of business in the UK may be different to what you expect if you have not experienced it before. This short guide has been put together to help you avoid difficult situations and to ensure you make a good impression on your colleagues.

 Meetings, presentations, and other business occasions Time is highly valued in UK business, with wasted time being considered a waste of resources. Punctuality is therefore very important, and almost everyone will either arrive on time or show themselves late for a meeting. If you arrive a couple of minutes late for a meeting, it is usually enough to apologise to the room, but if you are going to be several minutes late for a meeting, it is polite to call the organisers in advance to warn them and apologise. Most meetings have specific objectives or topics of discussion, often indicated by the agenda prior to the meeting itself. It is generally assumed that discussion will stick to the agenda, perhaps after an informal chat at the beginning of the meeting. If there are other issues to discuss, there may be time for "AGB" (any other business). Generally, topics will be brought up, discussed, and then suggestions for action will be made. Business cards are often exchanged on business occasions, particularly if you are meeting new clients. It is polite to exchange cards carefully, perhaps taking a second to glance at the card itself as a mark of respect. Not everyone will have business cards and do not be offended if someone does not offer you theirs.	 Greetings and introductions A firm handshake (but not too firm) is the usual greeting for both men and women in professional situations. Many people will introduce themselves with their first name, this is a good indication that they would prefer you use their first name when addressing them. If someone introduces themselves as "Mrs Smith" or "Mr Jones", then you should use these names until asked to use their first name. Generally speaking, it is best to remain formal until you are introduced to someone. Maintaining eye contact as you introduce yourself to someone is well received, but don't stare too much!	 Business clothing Offices in the UK can have different "dress codes" depending on the culture of the office and the nature of the business. Generally speaking, business clothing is conservative, with men wearing suits and women either business suits or conservative dresses. You should always follow the dress code at interviews. It is always better to dress smarter than necessary rather than too casual. If you are starting a new job, you can ask about the dress code before you start.	 Direct statements British people often avoid direct statements or comments in favour of "more polite" suggestions and indirect speech. For example, when a senior colleague says "perhaps you could finish that later", they are probably telling you to finish it later. In a meeting, if a colleague says "that is an interesting point, but...", then they are probably not endorsing your idea. By using indirect speech yourself, you can appear more accommodating, and will avoid appearing rude or arrogant.
 Social aspects of work The British love drinking tea, although some prefer coffee. You will probably notice on your new job that people regularly offer to make tea or coffee for their room, and it is a good idea for you to offer your help with this. This is a great way to get to know your colleagues, as it opens up the opportunity to small talk. If you are not a tea or coffee drinker, though, look to say so. Often you will find that colleagues extend their professional interaction beyond the working hours. It is common for colleagues to go for a meal at lunchtime or for a drink after work, especially on special occasions (such as a team member's birthday). If you are invited to join these occasions, it is courteous to accept the invitation if you cannot stay for long. The social occasions are also a great opportunity to really become part of the team and to make friends.	 Business gifts Giving gifts is very rare in business situations in the UK. Indeed, some UK businesses have policies forbidding the accepting of gifts from other businesses on legal grounds. If you wish to give a gift to an individual or business as a "thank you" for something, make sure your gift is small and not overly expensive. Suitable gifts might include flowers, chocolates, or something from your home country.	 Pace of work You might find that the pace of work in the UK is different to what it is in your home country. It might be more relaxed, or more rigid, depending on where you come from. It also varies between different sectors and different companies, so it is a good idea to pay attention to how your colleagues behave to get an idea of what is appropriate in your work place. Generally, in the UK it is acceptable and normal for people to have short conversations with each other throughout the day but not constantly. This might happen while they are sitting at their desks, or if you meet a colleague in the common areas. People often talk about their personal lives to ascertain interest, and are likely to ask you some personal questions to get to know you better.	 Personal space Personal space is very valued in the UK. It is considered impolite to put your arm very close to someone's arm or shoulder during conversation.
 Humour Humour is very important in the English language and can often be found in the working environment. British humour can be quite sarcastic or self-deprecating but is generally used to "lighten the mood". You should be careful, though, to only use humour in appropriate settings; the office can be a good place for humour but a formal business meeting requires a more serious approach.			

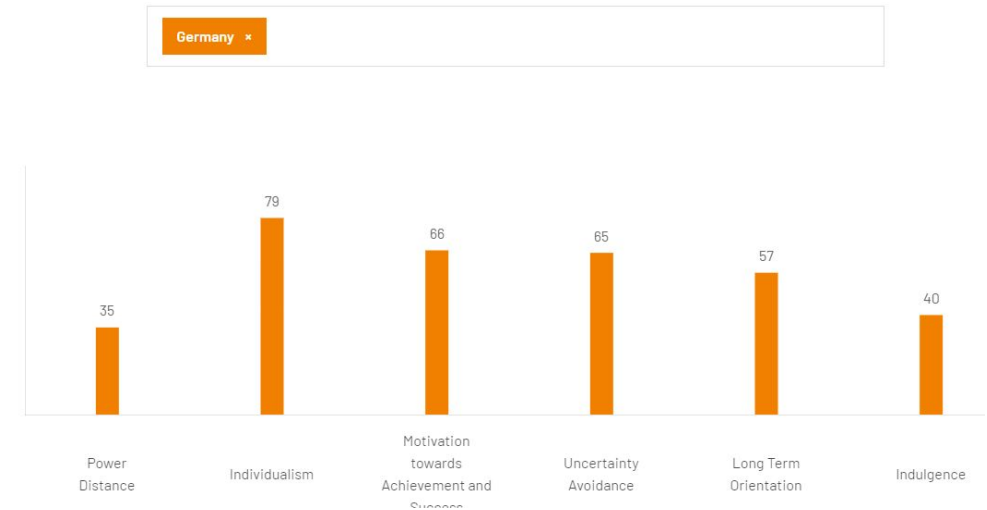
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- The Germans are likely to have formal business relationships.
- Simultaneously, German business culture follows a structured business plan, forward thinking, and highly detail-oriented task.
- The British organisation invested in incentive programs because of the German work culture focusing on the public funding instruments.
- Simultaneously the British company needs to control an appropriate legal protection act while doing the business (Newman *et al.*, 2021).



Planning process prior to the expansion of British company

- Germany's economy is currently ranked as the 4th healthiest economy in the world.
- The UK is currently ranked in the first place in the world economic forum because of its steady growth.
- Therefore, Germany is an excellent option to expand the British organisation business in that place (Newman *et al.*, 2021).
- Opening for a new venture it is important to give intense focus on the advertising to enter in a new market.



Conclusion

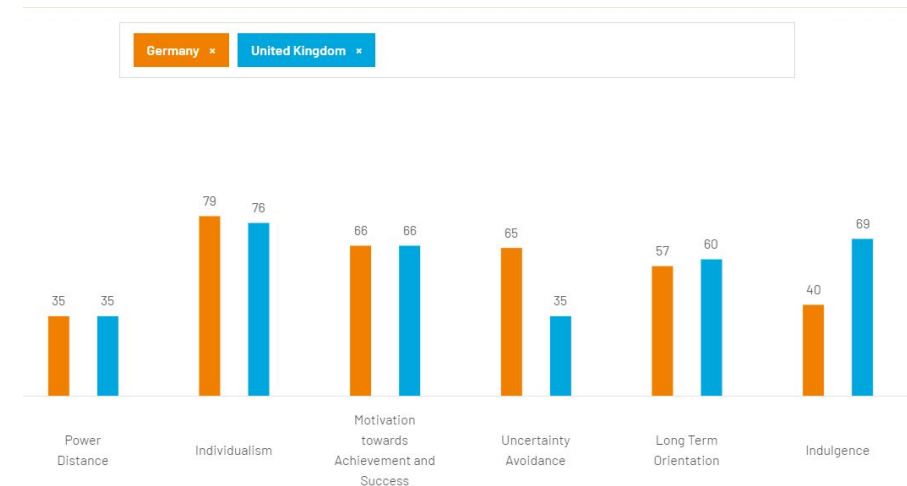
- From the above discussion, it can be concluded that British and German business work culture has significant differences in many areas.
- The communication is the vital unlike part which gives challenges to the British company to expand their market in Germany.
- The both countries also have the cultural differences that also create barriers to setting up in Germany.

Strategies for Effective Communication Across Different Cultures



Recommendation

- The UK is a strong participant in action to reach net zero emission and hold a circular economy by 2050.
- However, the British organisation needs to emphasise Germany to embrace new opportunities.
- The British company needs to focus on market opportunities to build effective relations by matching the Germany needs (Alkaraan, *et al.*, 2023).
- By making a clean growth including energy system, hydrogen and nuclear commissioning increase business growth and market reputation in Germany.



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