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International Business Communications



Introduction

- NEO Energy Holding Ltd is a British multinational company based in the UK.
- NEO Energy Holding Ltd is also involved in the refining and petrochemical complexes. (Gov UK, 2019)
- The vision of NEO Energy Holding Ltd is to become a more diverse and inclusive organization in the world (Kulovic, 2021).



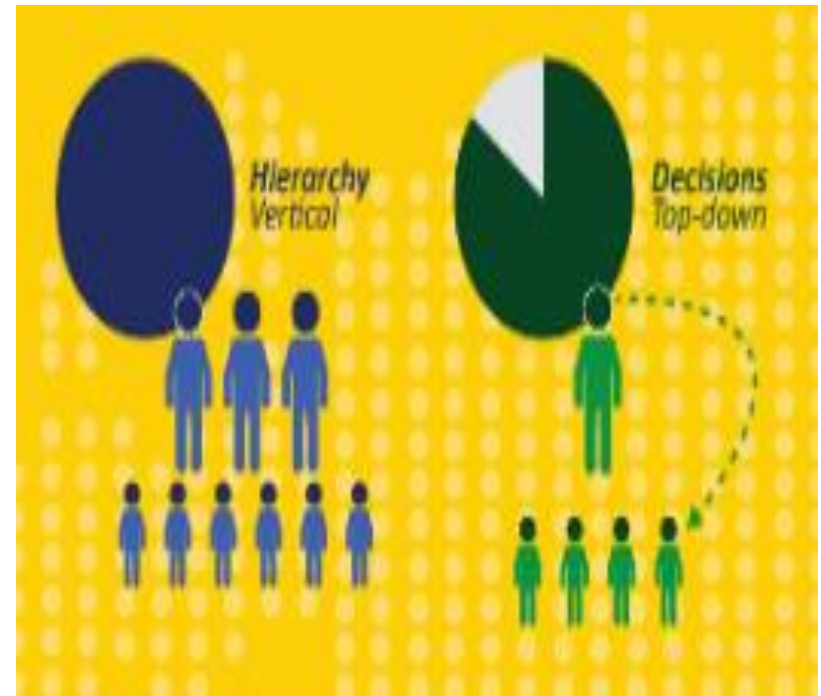
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(Quassoli & Dimitriadis, 2019)

The business culture of Germany

- At German companies, transparency is important, which means corruption is uncommon.
- There is formalism in the communication in the business culture.
- In the workplace of Germany, there is a formal dress code.
- Punctuality is very important to the Germans and is vital in the business.

(Quassoli & Dimitriadis, 2019).



The business culture of Germany

- **Language:** UK: English; Germany: German - impacting communication styles and workplace dynamics.
- **Ethnic Makeup:** UK is ethnically diverse due to historical immigration; Germany is more homogenous, primarily German.
- **Social Structures:** UK reflects multiculturalism with diverse social classes; Germany exhibits more uniformity.
- **Religious Values:** UK has diverse religious landscape, Christianity dominant; Germany, historically Christian, sees a growing secular trend (Quassoli & Dimitriadis, 2019).

Cultural differences between the UK and Germany

- Germans are efficient
- In contrast, British are cautious.
- Germans are known for office efficiency.
- On the other hand the British are known for class structured hierarchy.

(Diao, et al., 2021)



Cultural differences between the UK and Germany



- Germans prioritize relaxation and work equally.
- In contrast, British focuses mainly on work.
- Germans do not mind taking a day off for releasing stress.
- British do not take days off so often.
- Germans prioritize work-life balance, taking extra days off for mental preparation.
- This contrasts with the British focus on work, often working through illness.
- German employees take sick leave when needed, prioritizing rest and recovery for sustained productivity.

(Great Gov UK, 2023)

Hofstede cultural Dimensions: UK and Germany

- Hofstede cultural dimension theory is a framework used to differentiate between the cultural dimensions and national cultures.
- It studies their impact on the setting of business.
- The six dimensions of national culture in Hofstede's cultural are:



Hofstede cultural Dimensions: UK and Germany

- Power Distance
- Individualism
- Motivation
- Uncertainty avoidance
- Long-term orientation

(Sheffer, 2022)

(The Culture Factor, 2023)



Recommendations

- A company like NEO Energy Holding Ltd. must navigate a variety of cultural situations while expanding to Germany.
- The success of this expansion can be improved through the application of theories of intercultural communication. Edward T. Hall's High/Low Context Communication Theory is one pertinent theory.
- Due to the high context culture of Germany, communication is implicit and dependent on indications from the environment.
- In order to maintain clarity and adhere to German communication standards, NEO could modify its communication tactics in accordance with this.

(The Culture Factor, 2023)



Recommendations

- NEO can get knowledge from prosperous cross-cultural commercial endeavors by providing examples.
- Businesses that have successfully navigated a variety of marketplaces, such as Volkswagen and Siemens, highlight the need of customizing communication tactics.
- Siemens, for example, promotes a collaborative work atmosphere by placing a strong emphasis on open communication and teamwork, which is consistent with German cultural norms.

(The Culture Factor, 2023)



Conclusion

- A thorough comprehension of intercultural communication theories, such as Cultural Dimensions and High/Low Context Communication, is necessary for NEO Energy Holding Ltd. to successfully expand into Germany.
- NEO will be able to successfully negotiate the cultural terrain and forge profitable business partnerships in Germany by taking notes from successful cases and learning from possible obstacles.

References

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