

Case Study

*Vahterus Ltd
Islam and it's People Course*

Vahterus are very much involved in the Oil & Gas industry in both Europe and the Americas, supplying heat transfer equipment for oil and gas processing. We recently decided to extend our activities to the Middle East. However, we had limited knowledge of the cultural and social differences that we were likely to encounter, so to ensure our people had a good grounding we engaged Noble Khan to train our key staff.

The course covered all aspects from religious and social differences, manners & behaviour, gestures we could expect and that we could give in return, commonly used phrases and greetings, how to identify Hindu, Muslim and Sikh from their dress, hospitality, dignity and so on. There was also a section on "things to avoid" - invaluable as using the wrong gesture or inappropriate language could well jeopardise a business deal worth millions.

Sadi's team gave us a test at the beginning of the course and then again at the end. This really illustrated how little knowledge we had to start with and how far we had come, by the end.

In all it was an invaluable experience, enjoyed by all those that participated - not only informative but great fun as well - I can thoroughly recommend the course to anyone contemplating doing business in the Middle East.



Chris Trevatt
Managing Director
Vahterus UK Limited

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