

Negotiating in an international environment

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So, **what** do you do when you work?



You **always** negotiate



Goal of negotiations



„I don't want no pleasure”



Negare – *otium* → NEGOTIARE

Negotiating in a culturally strange environment

Negotiating with **different cultures**



High context and low context societies



Intercultural competence

~~It's not the same
as speaking a
foreign language~~

~~Knowing the
culture doesn't
mean you know
the people~~

~~Having visited a
country doesn't
mean you know it~~

Golden rules

Respect human
rights and
qualities

Be democratic

Openness, interest,
tolerance and
FLEXIBILITY

Recapping

- Negotiation is a game
- Aim at balancing the interests
- International business – cross-cultural negotiation
- Cultural relativity – high and low context cultures
- Useful techniques



Thank you.

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