



# TASTE UAE CONSULTING

*Where culture does matter*



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## **IT'S ALL ABOUT CULTURE!**

Do you think you need to know more about the culture of the UAE?

Do you want to know why we have different ways of looking at things?

Do your employees recognize the different preferences of their clients?

Does your media company need an orientation on the country's cultural sensitivities?

**THAT'S WHY YOU NEED OUR CULTURAL ORIENTATION!**



TASTE UAE CONSULTING

## WHY IS CULTURAL ORIENTATION IMPORTANT?

### Cultural assimilation

When travelling or doing business in a foreign country, it's always good practice to educate yourself to the norms of the region. In the United Arab Emirates, Taste UAE is the best resource available, providing guidance to individuals and companies and assisting in cross-cultural assimilation for short and long term visitors.

Don't get caught off-guard. Taste UAE can smooth the way to a more enjoyable and productive UAE experience.

## WHAT IS TASTE UAE CONSULTING?

### Learning and assimilating through collaboration

Taste UAE provides comprehensive corporate and individual programs to introduce the nuances and dispel the myths of visiting and doing business in this culturally dynamic country.

Taste UAE's philosophy is founded on the belief, that individuals and organizations that make an effort to understand the cultural tapestry of a country and the sensitivities involved in dealing with multi-cultural situations, will have the upper hand.

### Services include:

- ❖ Cultural orientation for individuals and groups
- ❖ Private and group cultural tours
- ❖ Media consultancy
- ❖ Cultural experiences



## WHY TASTE UAE?

### Integrity - Creativity - Objectivity

- ✓ It is our area of expertise
- ✓ Resources & information
- ✓ Exposure to different cultures
- ✓ Our positive critical EYE
- ✓ Our multi-cultural feedback

“ I would like to thank Taste UAE Consulting, specifically Wafa Al Hamad who was instrumental in providing first-hand knowledge of the UAE's heritage, culture, values and history to our guests, who came to the region for the first time in December 2007. Without her passion for the region and its rich culture, the experience would not have been successful. ”

Louis Vega, Public Affairs Director India,  
Middle East & Africa, Dow Chemical



## Cultural Orientation

### For your company and employees

#### Strength and success through cultural understanding

In the competitive and challenging, multi-cultural business environment of the UAE, an understanding of the local culture, business practices and governmental regulations is fundamental to conducting business successfully. A misunderstanding or inadvertent offence that result from saying or doing the wrong thing, can lead not only to embarrassment but loss of a client. This potential disaster can be easily avoided.

#### Taste UAE offers:

- ❖ One-on-one orientation programs for newly arrived employees
- ❖ Consulting for companies planning to establish operations in the UAE
- ❖ Group presentations for employees
- ❖ One-on-one or small group consultations for senior executives
- ❖ Combined programs for executives and spouses
- ❖ Cultural tours and familiarization for senior executives, VIPs or new employees

Developing a thorough understanding of a new culture takes years of study and experience. This is exactly what the Taste UAE Consulting team can bring to you efficiently and effectively, preparing senior executives and other employees to easily navigate the board rooms and corporate hallways of the UAE.



### For visitors and tourists

#### Wonder and awe through cultural exploration

Visitors who take advantage of the Taste UAE programs will have the opportunity to absorb the richness of the traditional Emirati culture and experience the generosity of the local people. A Taste UAE consultant will also guide you through the intricacies of the local laws and the expectations of the local people who welcome visitors but ask them to respect the Emirati culture and traditions. With an open mind and heart you can expect a rewarding and eye-opening visit with an educational twist.

#### Taste UAE offers:

- ❖ One-on-one or group tours
- ❖ Group presentations that take place in culturally rich, historic surroundings
- ❖ Tour gift vouchers - for visiting family members and friends



Typical cultural tours can include favourite tourist sites and activities such as:

- Dubai Museum
- The historical Bastakiya area
- The Gold & Spice Souq

Or, a special tour can be customized to suite individual or group needs if requested in advance.

## Media Consultancy

Marketing strategies must include a focus on country-specific cultural sensitivities. A thorough knowledge of government regulation of the media and the relevant laws associated with advertising, especially in Middle Eastern countries, is imperative.

Quite often an advertisement that is run in the West is not suitable in the UAE. There may not be a tangible reason, but the potential to alienate the local authorities or offend your clients is a distinct possibility.

### Taste UAE offers:

- ❖ An orientation to the cultural sensitivities relating to the region and the religion
- ❖ A comprehensive outline of what to avoid or be conscious of
- ❖ An overview of the local laws and government regulations

Call Taste UAE Consulting to schedule a consultation or a cultural tour.

m +971 50 78 488 47

t +971 4 29 51 225

f +971 4 29 51 228

tasteuae@eim.ae

P.O.Box 46933, Dubai, UAE

www.tasteuae.com

## Cultural Experiences

If your association or company is planning a special event and you want to add some local flavour, Taste UAE has the expertise and creativity to make it an event your guests will never forget. Traditional Arabic folk music, dancing and drumming, Arabic food and decor and even falconry demonstrations will create a unique setting and a memorable cultural experience.

### Taste UAE offers:

A variety of traditional Emirati activities for events such as:

- ❖ Conferences
- ❖ Gala dinners or luncheons
- ❖ Outdoor events/festivals
- ❖ Demonstrations
- ❖ Awards ceremonies
- ... and others



### Wafa Al Hamed Consultant/Trainer Taste UAE Consulting

Founder of Taste UAE Consulting, Wafa Al Hamed established the company in 2006 when she realized there was an unmet need for cross-cultural training and orientation for corporations doing business in the United Arab Emirates and a demand for cultural tours for visitors to the area.

Wafa Al Hamed has combined her passion for the region and her entrepreneurial spirit, with her experience as a trainer with the Sheikh Mohammed Centre for Cultural Understanding, to create a dynamic organization.

Her strong interpersonal skills and intuitive business acumen comes from her diverse industry experience over the past 20



years, beginning with her first position with the World Bank to the successful launch of Taste UAE. She has provided tailor-made programs for a multitude of clients and multi-national corporations. Her development programs and workshops have also been used extensively in the aviation and travel industries.

Wafa Al Hamed is multi-lingual and speaks Arabic, English and French. She has a degree in English Literature from the University of Sana'a in Yemen and she received French training from the Embassy of the Republic of France. She is a certified trainer and has her tour guide license from the Dubai Department of Tourism and Commercial Marketing. She was recognized by the Dubai Quality Group with the Emirates Business Women Award in 2006 and she received the Dubai Municipality Award of Appreciation in 2005.

Wafa and her team skillfully guide clients through extensive cultural assimilation programs that enlighten, educate and entertain.