

**AGOES, IRID FARIDA**

Faculty, The University Indonesia Graduate School of Strategic and Global Studies,  
INDONESIA

*Panel 3.3: Entrepreneurship in Asia*

**Intercultural Relations in Life, Family and Multinational Business**

Inspiring aligned, collective, and committed teams toward achieving synergy and creating a positive atmosphere is needed in areas of life, family and business.

This can be achieved only when there is a constant effort to understand, suspend judgement, and convey respect from all of the involved parties. The other prerequisites for the efforts to be successful are reciprocal openness, honest feedback and clarification from the other perspectives. Only then, a culturally sensitive judgement can be derived through attempts to arrive at consensual understanding.

However, these efforts do not come naturally; there is a need for serious, constant and thorough training based on intercultural theories and practices. Thirty five years of experience in applying and practicing the intercultural theories and methods in Indonesia and many other parts of the world resulted in an immense body of knowledge.

This session will share the most important findings and happily accept and answer questions.