

Intercultural Communication in Global Business



Save The Date

8 November 2023

2:30-4:00pm

LKK304

Amy Yang

**Director
Marketing & Partnerships
Middle East & APAC, Vista**

Amy Yang is the Director of Marketing and Partnerships, Middle East and Asia Pacific for Vista, the world's first private aviation ecosystem. Yang built the brand in the Asia-Pacific region from the very beginning, facilitating its growth from a European start-up to the world's No.1 on-demand provider of private flying. She serves on the Board of Governors at the Asian Business Aviation Association and develops its student chapter for future generations of aviation professionals. She also teaches the business aviation certificate program at HKU SPACE.

Ms Amy Yang will draw on her decade-long experiences in the private aviation industry to share insights on the following topics:

- Why is intercultural communication important in business communication?
- How can we build constructive partnerships and collaborations across cultures for global businesses?
- What are the different "cultures" in the corporate world?
- How can we tell a global brand story to local audiences?
- What linguistic skills do we need to cultivate?

Highlights:

Various real-life examples and case studies will be shared during the talk. The audiences will have opportunities to try their hands at organising a business dinner for business partners and guests from diverse cultural backgrounds.

ENQUIRY:
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