Inter-culturalism within the tech-sector: Successful integration of Asian satellite offices

Jacqueline White
Goetz und Weise, GmbH
The Planning Stages

- Ensure you have specialists in place
Asians living in New Zealand*
(expressed as a percentage of the population)

<table>
<thead>
<tr>
<th>New Zealand</th>
<th>Total Population: 4.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>5%</td>
</tr>
<tr>
<td>Indian</td>
<td>4%</td>
</tr>
<tr>
<td>All Asians</td>
<td>12*</td>
</tr>
</tbody>
</table>

★ includes both ethnic Asian New Zealand citizens and Asians with residency
Asians living in Auckland*  
(expressed as a percentage of the population)

<table>
<thead>
<tr>
<th>New Zealand</th>
<th>Auckland</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td>Indian</td>
<td>10%</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>Chinese</td>
<td>8%</td>
</tr>
<tr>
<td>All Asian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12*</td>
<td>All Asian</td>
<td>23%</td>
</tr>
</tbody>
</table>

★ includes both ethnic Asian New Zealand citizens and Asians with residency
Asians living in Germany*  
(expressed as a percentage of the population)

<table>
<thead>
<tr>
<th></th>
<th>NZL</th>
<th>4.5 mill</th>
<th>AKL</th>
<th>1.4 mill</th>
<th>Germany</th>
<th>82.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>5%</td>
<td>Indian</td>
<td>10%</td>
<td></td>
<td>Indian</td>
<td>0.19%</td>
</tr>
<tr>
<td>Chinese</td>
<td>4%</td>
<td>Chinese</td>
<td>8%</td>
<td></td>
<td>Chinese</td>
<td>0.25%</td>
</tr>
<tr>
<td>All Asian</td>
<td>12*</td>
<td>All Asian</td>
<td>23%</td>
<td></td>
<td>All Asian</td>
<td>2.18%</td>
</tr>
</tbody>
</table>

★ includes both ethnic Asian German citizens and Asians with residency
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- Ensure you have specialists in place
- Avoid a focus on profit dictating lead-in times
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- Involve local staff in the deliberation process
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- Involve local staff in the deliberation process
- Be honest with staff about the expected outcome
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- Ensure you have specialists in place
- Avoid a focus on profit dictating lead-in times
- Involve local staff in the deliberation process
- Be honest with staff about the expected outcome
- Stagger your appointment of staff
Once the satellite exists

- Actively foster relations between the hub and satellite
Once the satellite exists

- Actively foster relations between the hub and satellite
- Let Asians be Asian
Once the satellite exists

- Actively foster relations between the hub and satellite
- Let Asians be Asian
- Foster healthy, respectful communication
Once the satellite exists

- Actively foster relations between the hub and satellite
- Let Asians be Asian
- Foster healthy, respectful communication
- Remember that they are educated, qualified experts
Mick Rix, national officer for aviation at the union, said: “We can only feel genuinely sorry for the tens of thousands of passengers who are stranded at airports and face having their travel plans and holidays ruined.

“This could have all been avoided. In 2016 BA made hundreds of dedicated and loyal IT staff redundant and outsourced the work to India.”

“BA have made substantial profits for a number of years, and many viewed the company’s actions as just plain greedy.”
BA shutdown caused by contractor who switched off power, reports claim

Airline inquiry focuses on human error amid reports that contractor at a data centre inadvertently switched off the power knocking out BA's computers

Staff and agencies

Friday 2 June 2017 08.20 BST
Once the satellite exists

- Actively foster relations between the hub and satellite
- Let Asians be Asian
- Foster healthy, respectful communication
- Remember that they are educated, qualified experts
- Role-model behaviour for your staff
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