

With a multitude of races, languages and religions, Asia is a cornucopia of cultures. Generally speaking, Asian cultures tend to be more collectivistic and uncertainty avoidance is high. Japan is a very typical masculine culture whereas Thailand is a good example of feminine culture. In many Asian cultures, building of long lasting relationships is the tantamount for business success. The concept of "saving face" is inherent in this region.



ASIA

Culture Pavilion Card

The United Kingdom along with 14 continental European countries have banded together in an effort to become united. This cooperative effort has resulted in the formation of what is now known as the European Union. Recently the EU implement a universal currency known as the Euro that has further united the Countries of Europe. Like other worldwide currencies, the Euro fluctuates with the economy of Europe.



EUROPE

Culture Pavilion Card

Latin America is comprised of Central and South America. They share common habits despite differences. In all Latin countries, the attitude toward time is less rigid than among North Americans. Latinos will usually stand closer together during conversations. Casual touching and embracing are commonly used. Latinos are very warm and friendly people and enjoy social conversation before getting down to business.



LATIN AMERICA

Culture Pavilion Card

Religion plays a very important role in all the countries of the Middle East. The predominant religion is Muslim. Muslims follow the doctrines of the Koran, which forbids alcohol and the flesh of scavenger animals, birds, and fish. It also discourages use of caffeine and nicotine. Hindus is the second largest religious group in the Middle East. Primarily, orthodox Hindus shun all animal and fish products except milk and honey. Beef is taboo because the cow is sacred.

North America is composed of Canada, the United States of America, and the United Mexican States. All the three countries made efforts for regional economic integration cooperation development through the North American Free Trade Agreement (NAFTA) in 1994. Each Country in North America has its own unique cultures and heritage, the U.S. American culture is typically considered as Individualistic culture whereas Mexican culture is more collectivistic.

**Inside the card
Debriefing key concepts**



MIDDLE EAST

Culture Pavilion Card



NORTH AMERICA

Culture Pavilion Card

**Outside the card
Flip over with cover & back**