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IIMA, November 13, 2011: IIM Ahmedabad is hosting a **Symposium on "Business as Usual? A multi-cultural perspective on conducting business across countries" on November 14-15, 2011**. The symposium focuses on multi-cultural experiences of industry in India and of Indian companies abroad with a focus on India and France.

The symposium consists of talks by recognized experts from several fields and sharing of experiences and insights by those who have worked in the field. It would be of interest to senior to middle level executives with strategic orientation and academicians/researchers interested/active in these fields. The symposium aims to bring together a specialized and limited gathering of people from both academics and industry around its theme.

Another aim of the Symposium is to explore new and innovative ways of improving multicultural understanding in business organizations to improve performance.

Prof. Samir Barua, Director, IIMA, Prof. Eric Godelier, President, Department of Humanities & Social Science, Ecole Polytechnique, France and the Scientific Advisor from the Embassy of France would address the media persons on the concluding day of the event.

Thank you.