Mail@handshaikh.com +44 7774 167280 www.handshaikh.com

Lectures by Jeremy Williams OBE

Handshaikh (my trading name) is a British training company that has operated for 30 years globally to provide customised business seminars, briefings and induction training for (mainly) Western organisations wishing to improve cross-cultural communication with Arab colleagues, clients and counterparts.

I prepare each lecture carefully for each audience. Every delegate receives a copy of my book (see below) as part of the fee. Advice is given on the Arab world generally, but the focus is on the Gulf countries of Kuwait, Saudi Arabia, Qatar, Bahrain, the United Arab Emirates (Dubai, Abu Dhabi etc.) and the Sultanate of Oman.

Jeremy Williams' experience of Gulf Arabs and Arab business practice spans some 40 years. He



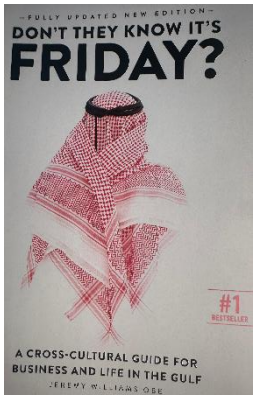
was the Defence, Naval, Military and Air Attaché in the British Embassies of Abu Dhabi and Bahrain to three ambassadors at the times of both the Iran/Iraq (the Tanker) war and the first Gulf (Kuwait) War.

(He has transited the Hormuz Straits in a RN Destroyer!)

In an Army and diplomatic career of 35 years he lived for eleven years in five Gulf locations: Sharjah, Dubai, Riyadh, Abu Dhabi and Bahrain, and has visited most Arab countries particularly Kuwait, Qatar and Oman. He remains in contact with many government and commercial organisations and personalities throughout the Arab world.

Jeremy Williams' book *'Don't They Know It's Friday?',* is now in its 4th edition, and covers for (mainly) Westerners the cross-cultural aspects of dealing with Arabs in or from Kuwait, Saudi Arabia, Bahrain, Qatar, UAE and Oman. It covers the realities of Gulf business practice.

Opinion of Jeremy Williams' cross-cultural guide



"A fascinating read, even I learned something about our culture. Essential reading for the visitor to the region."
HRH PRINCE KHALID BIN BANDAR BIN SULTAN AL-SAUD.
Ambassador of the Kingdom of Saudi Arabia to the UK

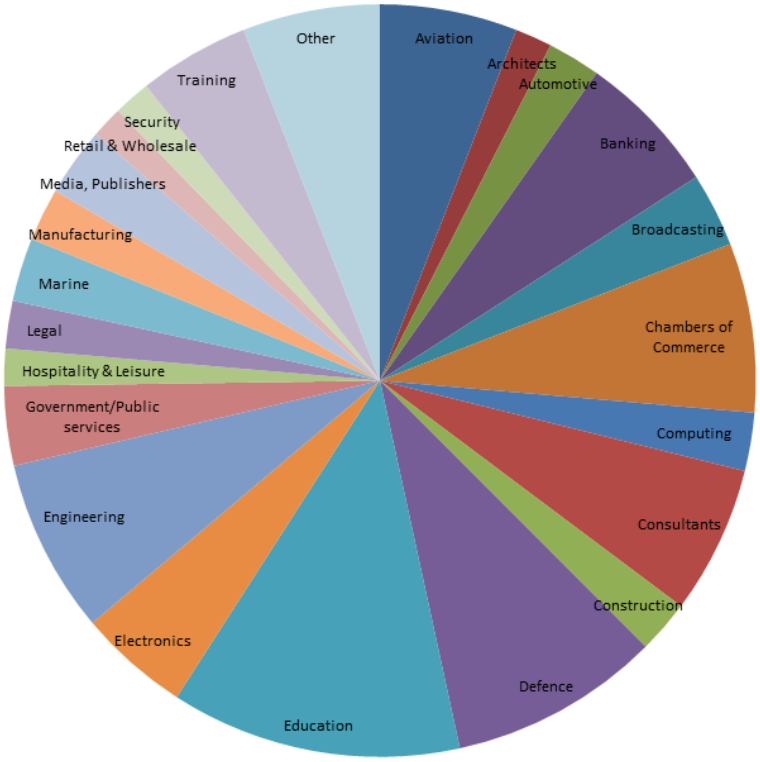
"An essential guide to the customs, culture and etiquette of the Arab world written with humour and a lightness of touch by someone with a wealth of knowledge about the region and its people. The fact that the book is now in its fourth edition speaks volumes in itself."
BANDAR ALI REDA
CEO, ARAB-BRITISH CHAMBER OF COMMERCE, LONDON

"Take this book as a guide, the best I know. Be very cautious about departing from its advice, for it is full of information, common sense and good manners, all reliable."
SIR JAMES CRAIG GCMG
Former President Middle East Association in London, British ambassador to Syria and Saudi Arabia; lecturer in Arabic at Durham University; principal instructor at the Middle East Centre for Arab Studies in Shemlan; British Diplomatic Service officer in Dubai, Beirut, Jeddah and Kuala Lumpur; visiting professor in Arabic at Oxford.

"I am amazed at his understanding of our way of life."
HE FAHAD BIN MOHAMMED AL-ATTIYA
Ambassador of Qatar to the UK

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Client opinion of Handshaikh lectures



- *"Very comprehensive presentation, very pleasantly delivered."* —J-MM.
- *"I was amazed at your understanding of our way of life"* —Fahad A, Qatari.
- *"How did you learn to imitate so well how Arab men negotiate?"* —SN, Saudi lady diplomat, London.
- *"He didn't make a single mistake on Islam and he explained it [more clearly] than our Imam at our mosque."* — Mohammad A, Leeds.
- "*Very comprehensive presentation, very pleasantly delivered."* —J-MM.
- *"Great day yesterday; [he] kept me interested and focussed throughout the day, which is something that I don't think anyone has ever achieved. The course was well-paced and enjoyable."* —SB
- *"Excellent presentation; easy to listen to. Held attention and interest throughout. Very entertaining and informative. An extremely enjoyable and informative course."* —AR
- *"Anecdotes about Westerners & Arabs imitated like Peter Ustinov."* —AJC. CFEL
- *"Whilst many PowerPoint presentations cause [one] to steel [oneself] for an onset of boredom, Jeremy Williams, the guest speaker, kept guests gripped in their seats as though it [were] the opening night of Wall Street the movie."* —KJ, City Wealth.
- *"I couldn't take enough notes. The information [he] shared has helped me forge crucial business and personal relationships in the Gulf"*—KR, Macquarie Securities.
- *"They were all looking at their phones when the first contributor was speaking; none of them looked at their phones when Handshaikh was speaking!"* SLGW Yellow Moon Ltd.

A typical programme is below; it is adapted to suit each audience's needs and the time available.

The programme is usually in two parts, taking perhaps 2 or 3 hours in all: (1) Big topics: *"Where is the Middle East?* Practical matters: (2) *"I'm a woman do I offer Mr Abdullah my hand to shake?* and *"What do I wear?"* and *"What should I not wear?"*

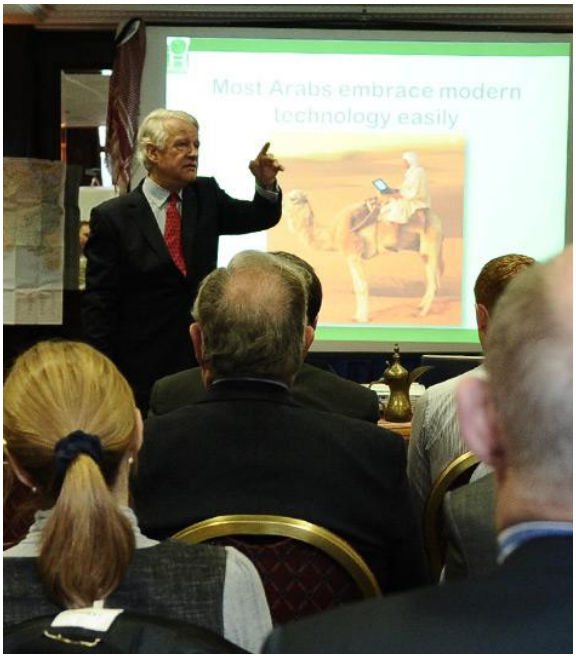
But I sometimes join other speakers on the day to an event being organised by someone else.

YouTube videos of events for the BBC, UKTI and Indiana university' are **here**

See here for details of a pay-to-view one-hour recording.



Elliotsvile Indiana USA



Dublin



London

HANDSHAIKH TOPICS

(Adapted to suit each audience)



Edition 4

#	From	TOPIC	REMARKS
1		The Aim and Objectives.	Learn your coffee drill! What happens today? Setting the scene. Your friend Patience!
2		Your painless Arabic lesson	Learn these two words of Arabic (if you learn nothing else today!)
3		The ABC and the where and what of The Middle East (horrid expression! – don't say 'Arab' either!)	The $$$/£££. An overview of the Middle East. Some definitions: GCC, ME, The Arab World; Its 3 Tiers.
4		Islam - and its effects.	Importance to Arab/Muslim life. It's the same God: common ground with two other religions. People of the Book. Successors (Caliphates). Why it all matters so much. How it affects your time with the Arabs. The power of Islam. Arab/Muslim education. Understanding the background of your Arab colleagues. Gulf education today.
5		A look at some of the Gulf countries themselves	Past, present and future.
6		How Arabs see you; how we see Arabs.	Make yourself different from other non-Arabs in the Gulf!
7		Video: How (and how not) to do it!	Business behaviour. Dubai TV's interview with Handshaikh Ltd.
8		Working with Arabs.	The Arab: Who is he? Hopes. Fears. Attitudes. Annoyances. Problems. Hospitality. Heritage. Adapting to Arab 'Do's & Don'ts'. Centralism and *Wasta*.
9		Dubai TV Business channel video.	Arabs in business etc.
10		The chicken farmer.	Video: a businessman gets it right in Kuwait – finally!
11		General conclusions.	Change is everywhere in the Gulf -more and more. All the time
12		**CLOSE**	Obtain copies of *'Don't they know it's Friday?'* edition 4 2024 (signed if you like!)

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GDN Life gdnnews@gdnmedia.bh The Voice of Bahrain



Iftar giveaway for workers

■ Three thousand workers from various sectors gathered under one-roof for an Iftar kit distribution event, said to be the kingdom's first large scale community-led initiative of its kind. The programme, held on Friday at an open-air space in Tubli, was organised by One Bahrain Hospitality's community outreach programme Together We Care, and symbolised unity and solidarity among the local workforce. The event was inaugurated by Capital Governorate information and follow-up director Yousef Lori. Other attendees included ministry officials, One Bahrain Hospitality representative Anthony Poulose, volunteers, social service organisations, media representatives, organisational leaders and business owners. Above, Mr Lori, standing tenth from right, with other attendees at the event.

Bestseller guide to doing business in GCC unveiled

By NADER ADNAN

THE highly anticipated new edition of a book aimed at enhancing understanding between western and Arab business mentalities is now on the shelves.

Don't They Know It's Friday, the bestseller by author Jeremy Williams, has in recent years become the definitive guide for anybody looking to do business in the GCC.

First released in 1998, the book, now in its fourth edition, shares Mr Williams' first-hand experience and knowledge of the way of life in the region.

It not only addresses cross-cultural aspects, but also debunks common myths and misconceptions and provides a comprehensive introduction to the region.

"The book is designed so that you can dip in anywhere," Mr Williams told the *GDN*.

"You can jump in anywhere and it cross-references you left and right all the time, so you don't have to read it in a logical way because it guides you.

"It's mainly for western people who don't know, or understand, the Gulf way of life; that's the purpose of it."

Mr Williams has more than 40 years under his belt in the GCC and Arab regions in a long military, diplomatic and business career.

He has been helping westerners engage in businesses with the Arabs, especially Bahrain, Kuwait, Saudi Arabia, the UAE, and Oman, for more than 20 years.

Through 'Handshaikh', a British cross-cultural training company that he started 30 years ago, he provides customised business seminars, briefings and induction training for western and other organisations wishing to improve communication with their Arab colleagues, clients and counterparts.

Mr Williams had the idea to write *Don't They Know It's Friday* during his time as a defence attaché at the British Embassy in Abu Dhabi in the 1990s.

"A million people used to come to the embassy to ask for advice," he said.

"For me it was easy to explain society in Bahrain and the GCC and how it all works.

"The book itself developed from a simple A4 handout. It developed basically from people coming to the embassy and asking basic questions: 'Which chair do I sit in?' 'How will he negotiate?', 'Is Islam important?' and I thought 'Don't you know these things?'

"I gave a lecture at the Nad Al Sheba Racecourse in Dubai, where an Arab banker recommended I turn the A4 handout into a book. That is how it all started, and I am very grateful to him."

After gathering information from the book, utilising his own experiences from his time at the embassy, not just with westerners but also with Arabs.

He mentions the Arab hospitality, and wrote the book respectfully, discreetly and politely, with the aim to ensure not all Arabs are put in the same basket.

In the book, he discusses the GCC and Arab process of decision-making, the centralisation, organisational structures, influence of religion and hierarchical structure.

He also urges western businesses to be patient, stay close to Arab colleagues – become a genuine friend and make time to sit quietly with them.

The new version of the book now has some updated and revised details, and Mr Williams has expressed his pride in it.

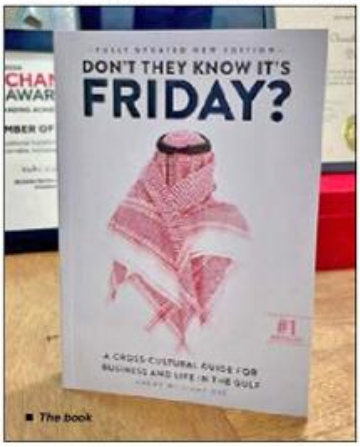
"I hope I've done a service to both western business people and to GCC Arabs, many of whom I know extremely well," he said. "I think that I've done it respectfully and helpfully, and that seems to be the response I'm getting.

"The new edition of this book is one that I have written very carefully, and although it is mainly designed for foreigners, I do hope the Arabs enjoy it as well."

nader@gdnmedia.bh



■ Mr Williams



■ The book

Quick Quiz

1. What was the name until 2018 of the southern African country that is now known as Eswatini?
2. Which sea is between Corsica and the Gulf of Genoa?
3. What sort of creature is a pompano?
4. Eindhoven is the fifth largest city of which European country?
5. Torino is the Italian name for which Italian city?

ANSWERS

1. Swaziland
2. Ligurian
3. Ray-finned fish
4. The Netherlands
5. Turin

Bygone Bahrain



■ This historic picture of a Handley Page 42 aircraft at Bahrain Airport was taken in the early 1930s

A nostalgic trip through the GDN and Gulf Mirror archives