



SIETAREUROPA

Society for Intercultural Education
Training and Research

Conference Greeting

To: Annual Conference of SIETAR Bulgaria

From: Dr Livingstone Thompson,
President of SIETAR Europa

Date: June 11, 2014

Distinguished Guests, Ladies and Gentlemen

I regard it as a great honour to send this greeting on the occasion of your annual conference. I do so, on behalf of the Board of the organisation, which represents hundreds of members across several countries in Europe. SIETAR is also a worldwide organisation. It was founded in 1974 and in addition to its presence here in Europe, there are member organisations in the USA & Canada, Asia, Latin America and Australia.

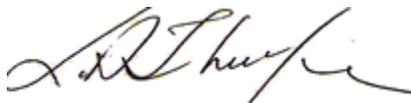
The theme of your conference, Dimensions of Intercultural Communication, picks up one of the foundational ideas relating to the purpose of SIETAR. You have rightly anticipated that this is an issue of current relevance to several fields and industries, not least business and education, which will be in focus during your deliberations today. Even as we speak, emerging research results are showing the value of intercultural communication for breaking into new markets for business, minimising international and local conflicts, as well as for learning in a globalised world. It is not without significance that the leading international

corporations today are the ones that have honed skills in communicating across cultures and are therefore reaping the benefits of cultural diversity.

SIETAR Europa recognises also that there is need to re-visit the paradigms of for understanding cultures and evaluating interculturalism. It is for this reason we have chosen 'Refreshing the Cultural Paradigm' as the theme for our congress, which will be held in Valencia, May 20-24, 2015. Refreshing the Cultural Paradigm represents an attempt to give a new impetus to interculturalism. In this sense, your deliberations today could be of benefit to our congress, for which the call for papers will be published this coming week.

SIETAR Bulgaria has a unique contribution to make to the SIETAR Europa project and I regret very much that due to previous commitments I am not able to attend your conference. Nevertheless, we look with anticipation for the outcomes of your conference, which we will harvest for the benefit of our work in Europe and worldwide.

Again, on behalf of the Board of SIETAR Europe I wish you all the very best for your congress.



Livingstone Thompson, PhD
President

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