



ASIA PACIFIC REGIONAL  
PROJECT MANAGEMENT FORUM  
HONG KONG CHAPTER 2011



**Cultural Diversity  
in Project Management**  
*from complexity to synergy*

Eric PAILLAS - Execution Director  
ZHANG Jun – Execution Manager

24 Sep 2011



**Mr Germinal Bertrand**

Degrémont  
Representative  
(Hong Kong)



**Mr Eric Paillas**

Director of Execution  
Degrémont  
(North South East Asia)



**Mr Zhang Jun**

Manager of Execution  
Degrémont  
Degrémont China

# Content

1. Definitions
2. Multicultural factors
3. Key Issues
4. Requirements for the PM
5. Tools for the PM
6. Degrémont and Omega

# Definitions (Merriam-Webster dictionary)

- 1. Multicultural:** of, relating to, reflecting or adapted to diverse cultures.
- 2. Culture:** the integrated pattern of human knowledge, belief and behavior; the set of shared attitudes, values, goals and practices.

# Multicultural factors in a project

1. **Human factors:** diverse origins (country culture and company culture) of the stakeholders, client, authorities, consultants, contractors.
2. **Geographical factors:** site (or sites) location.
3. **Contractual factors - "the rules of the game":** type of contract (e.g. FIDIC, local, ad hoc) with guidelines and jurisprudence; type of organization for stakeholders (Consortium, Joint Venture, Subcontractors)
4. **Language:** official, unofficial
5. **Religion**

# Key Issues

1. Awareness
2. Communication (explicit / implicit)
3. Listening
4. Respect / Trust
5. Misunderstanding

# Requirements for the PM

1. Clear communication
2. Reliability / Predictability / Objectivity
3. Strong interpersonal relation
4. Psychology

# Requirements for the PM

1. Clear communication
2. Reliability / Predictability / Objectivity
3. Strong interpersonal relation
4. Psychology

# Tools for the PM

1. PMI: common language, shared attitudes, values, goals and practices
2. Focus on project strategy and objectives (vs e.g. company mergers)
3. Team building: create a sense of belonging

# Degrémont and Omega

## 1. Degrémont Profile

- Water treatment leader in the world
- Created in 1939 by Gilbert Degrémont
- More than 1 billion people benefit from Degrémont installations including 65 capitals
- Over 10 000 water treatment plants built during 70 years
- 24 worldwide subsidiaries

# Degrémont and Omega

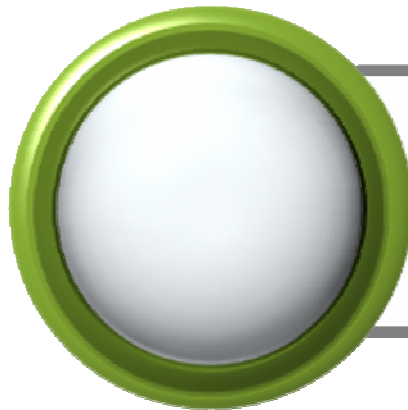
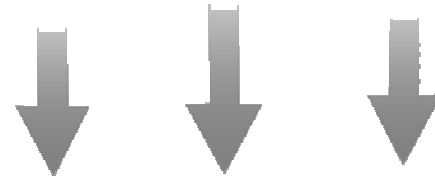
2. Omega Process is to improve:
  - Common operating methods
  - Controlling risks
  - Client satisfaction

# Degrémont and Omega

PMI concept

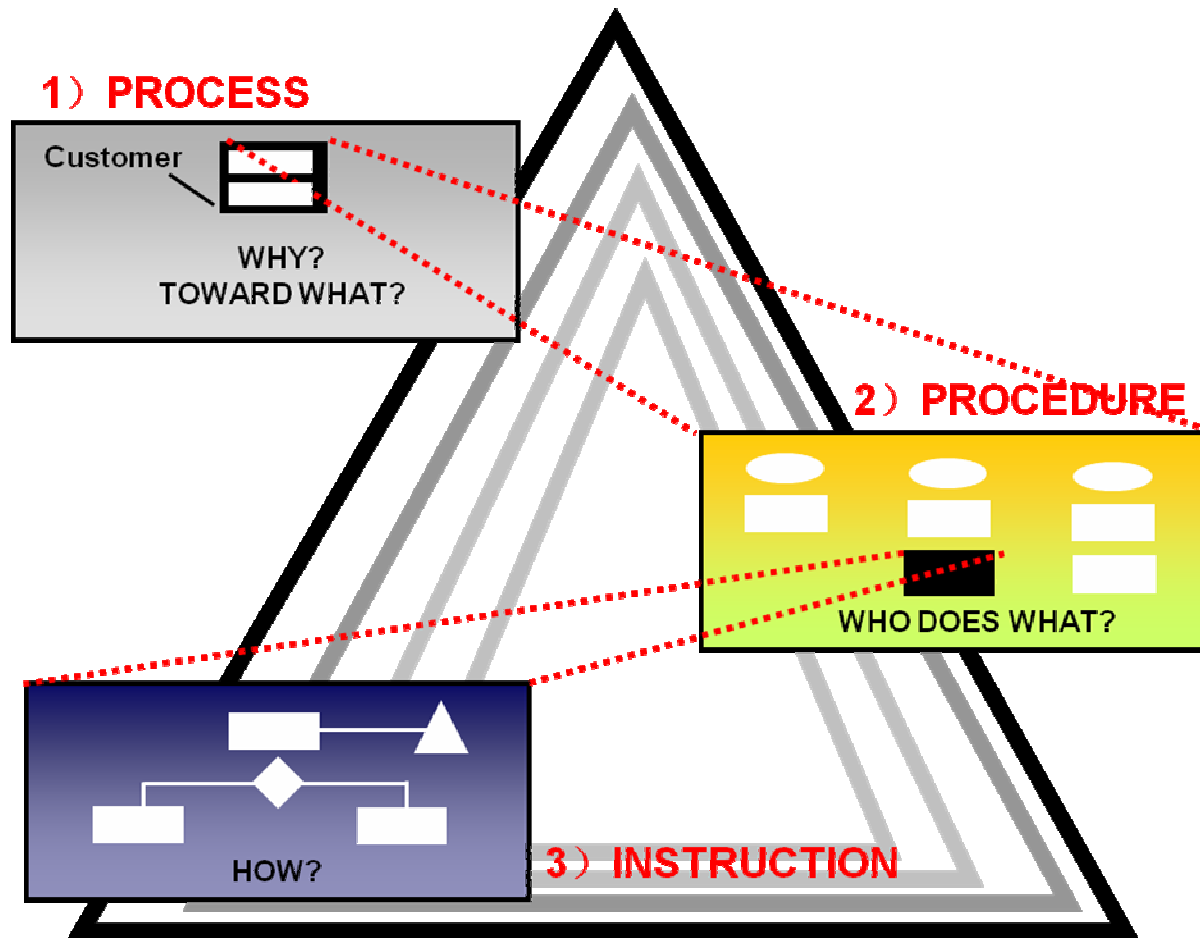
Degrémont best practices

Fully complied with ISO 9001 - 2008

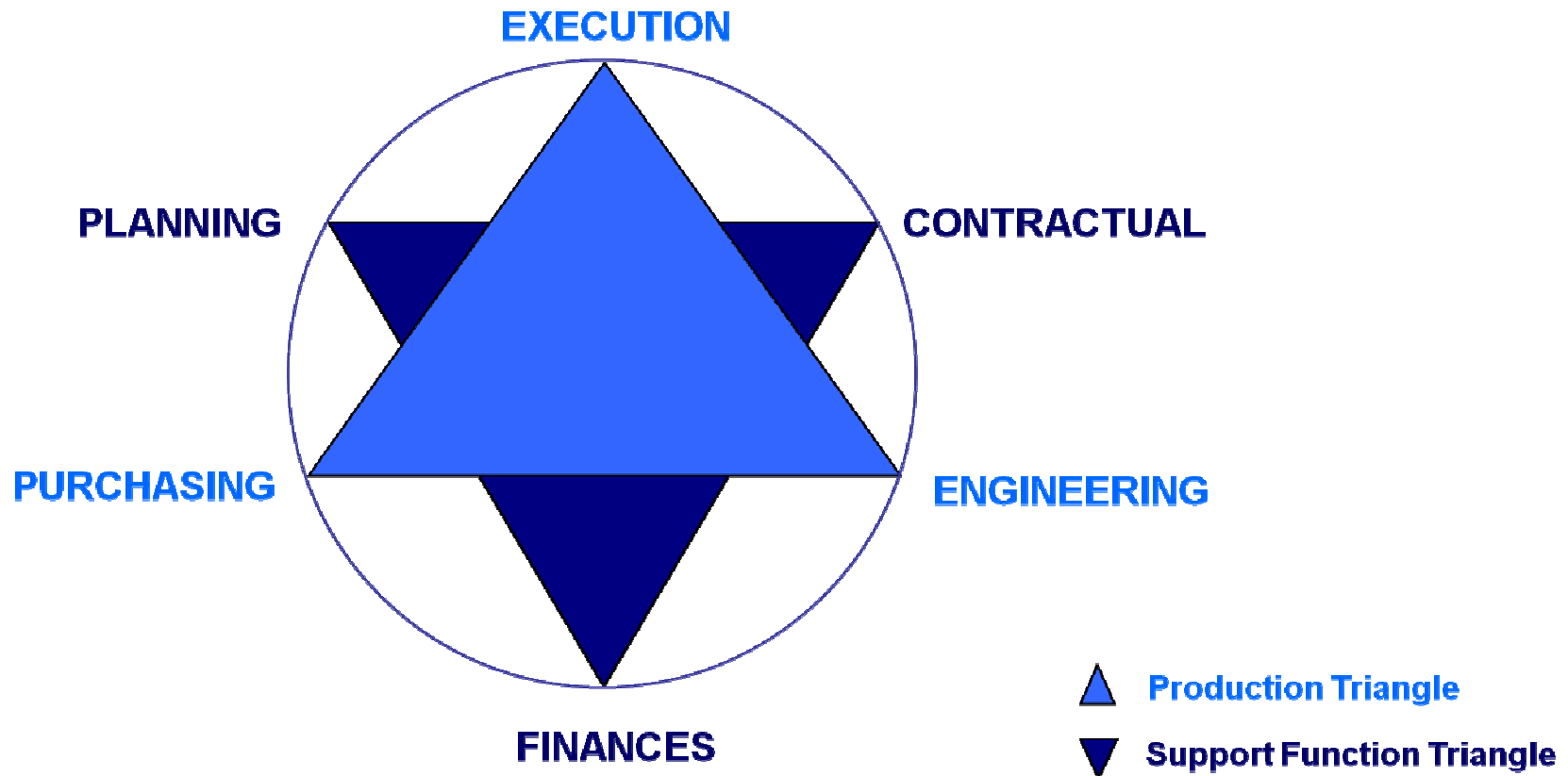


**Degrémont Omega Process**

# Degrémont and Omega



# Degrémont and Omega





# ASIA PACIFIC REGIONAL PROJECT MANAGEMENT FORUM

HONG KONG CHAPTER 2011



**END**