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Cartus Identifies the United States, United Kingdom and Singapore as Top Three Relocation Destinations Where Multinational Companies are Sending Employees

Making the Move? Don't Torpedo Your Career with an Intercultural Gaffe; Cartus Offers Country-by-Country Tips for Intercultural and Business Success

Danbury, Conn., (October 29, 2014) – The United States, United Kingdom, and Singapore rank as the top three most popular destination countries where multinational companies are relocating employees to this year, according to international transferee data from Jan. 1 – June 30 of this year released by [Cartus Corporation](#), a leading provider of global relocation services.

INTERACTIVE MAP: [Click here for an interactive map](#) showing the top 10 countries for relocations by multinational companies, along with intercultural business tips.

Cartus' data finds Singapore made the biggest jump: from the 6th top destination in 2013 to 3rd this year. Rounding out the top 10 destinations are: 4) Switzerland, 5) Hong Kong, 6) India, 7) Germany, 8) China, 9) Netherlands, and 10) Canada.

Data was culled from Cartus' worldwide client base, which includes 50 percent of Fortune 500 companies. Last year, Cartus relocated more than 165,000 transferees into or out of approximately 165 countries.

"No matter the country, it's imperative for employees to understand a culture's values, beliefs, and behaviors that differ from one's home country," said Jenny Castellino, director of intercultural and language solutions for Cartus. "Adapting to a new country—whether it's in a business situation or on a personal basis—typically requires intercultural training to ensure success."

Castellino points out some common areas where misunderstandings can occur, including communication, management style, and business relationships, for each of the top 10 destinations:

Communication: More than words

Germany – Eye contact is respected and expected, as it demonstrates attention and interest in a conversation; avoiding eye contact may be interpreted as conveying the opposite message.

United States – U.S. managers tend to preface bad news with good. For instance, "You're doing a great job!... but I really need you to..."; expats may hear only the positive message and miss the secondary (and more meaningful) news.

Netherlands – The Dutch communicate directly and mean what they say; they're task-focused, pragmatic people who value swift action.

Management Styles: Respect for hierarchy may be more important than expressing individual opinion

Singapore – Singaporeans you meet professionally may seem very Westernized, but they also have an Eastern mindset, and respect for hierarchy and "saving face" are key business drivers.

China – An implicit rather than explicit conversational style is required in order to save face, especially in meetings. This may result in employees publicly agreeing with the most senior leader in the room even if they privately have opposing views.

Hong Kong – Business cards are crucial to establishing your identity and your relative seniority in comparison to the individual you meet. They are your "face" to the professional community here; don't leave home without an ample supply of them on hand.

Business Relationships: Strongly impacted by close personal relationships

India – The voice of the family is paramount in India; when recruiting staff, be prepared for your candidate's family to be very involved in the decision-making process.

Switzerland – Don't assume business is done in Geneva the same as it is in Zurich; Switzerland has four main cultural and linguistic regions: German, French, Italian, and Romansh, and there are distinct differences among all four.

United Kingdom – Asking new colleagues to answer personal questions is simply not done, especially in the workplace. A question like 'Do you have kids?' might seem too personal.

Canada – Canadians consider themselves quite different from Americans, and they are, so assumptions to the contrary may result in a strong reaction.

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About Cartus

Cartus provides trusted guidance to organizations of all types and sizes that require global relocation solutions. Cartus serves half of the Fortune 50. We provide service in more than 165 countries, applying our more than half century of experience to help our clients with their mobility, outsourcing, consulting, and language and intercultural training needs. Cartus is part of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. To find out how our greater experience, reach, and hands-on guidance can help your company, visit www.cartus.com; read our blog at www.cartusblog.com; or click www.realogy.com for more information.