Understanding and adhering to cultural norms in a country vastly different that those in the West-what to do and not do, how to stay out of trouble and respect expected norms in their society. Basic things to consider:
-are your employees given a briefing on the destination country's culture and customs before departure?
-what difficulties have employees assigned in country in the past encountered?
-how adherence or ignorance of cultural norms can affect your operations/business overseas
-what is the level of tolerance in county for transgressions of cultural norms; are there criminal or civil sanctions?

-can you practice your religion in country and if not, can you be harassed or prosecuted for practicing it?

-who can assist you in country if you are arrested for a transgression that in the US or the West is

-what about dating, out of wedlock relationships, same sex relationships?

considered a simple social norm or manifestation of cultural diversity?