

# DOING BUSINESS IN CHINA

DOING BUSINESS IN CHINA: UNDERSTANDING  
CHINESE BUSINESS CULTURE

COURSE DURATION: ONE DAY

## UNDERSTANDING CHINESE BUSINESS CULTURE

A one-day cultural awareness training workshop for business and commerce.

### COURSE OVERVIEW

As more businesses take advantage of the huge opportunities in China different cultural and business norms are often of concern.

**Doing Business in China: Understanding Chinese Business Culture** is a one-day, interactive training workshop that explores Chinese culture and business culture and examines how it differs from Europe. The focus is on building practical skills for communicating, working, negotiating and doing business with Chinese colleagues, suppliers, customers and other business contacts.

### WHO SHOULD ATTEND?

**Doing Business in China: Understanding Chinese Business Culture** will benefit anyone with face-to-face or virtual contact with China including expatriate assignees; international executives; global managers; export and import staff; negotiators; and global HR and training professionals.

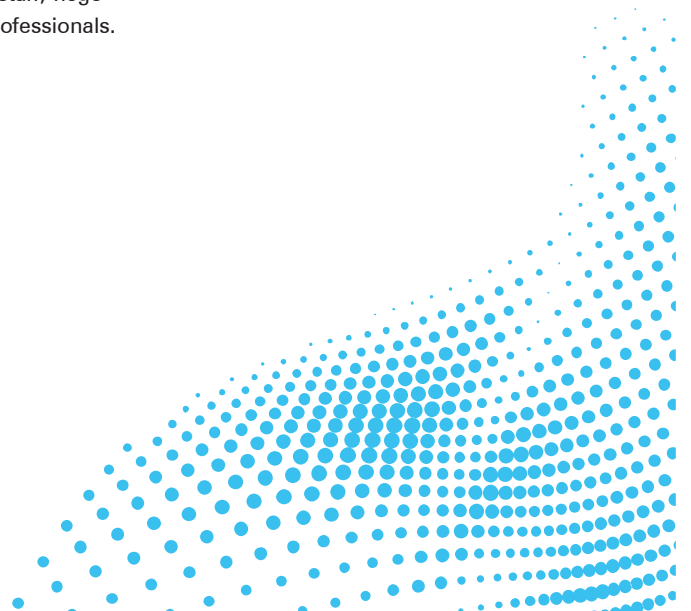
### THE BENEFITS

Successful delegates leave **Doing Business in China: Understanding Chinese Business Culture** with hints, tips and strategies for understanding Chinese culture, business culture, business-etiquette, business practices and business structures, together with practical communication, management and work skills to help get things done with Chinese business partners, colleagues, clients, customers, and suppliers.

The result is improved working relationships with China and fewer cultural barriers to sustainable business success.



Learn more at  
[www.culturewise.net](http://www.culturewise.net)  
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## WHAT WILL I LEARN?

### Morning

- Land of contrasts. Understanding Chinese economic, regional, political and social diversity.
- Chinese culture, Confucianism and the emerging values of 'new' China.
- Corruption in China and the legacy of the recent past.
- Made in China. Chinese views of the world and China's relationship with other countries.
- Chinese models of leadership and management, and how they differ from the West.
- Guanxi and its impact in business and commerce.
- Chinese attitudes to time, deadlines and schedules and how to work with them.

### Afternoon

- Hints, tips and strategies for building influential business networks and sustainable commercial relationships.
- Face and Harmony. Practical techniques for communicating, giving and receiving feedback, managing conflict and delivering bad news.
- How to be influential in meetings, negotiations and decision-making.
- Dealing with the government or state companies. What works and what doesn't.
- Advice, information and suggestions for your next negotiation or business trip to China.

## ABOUT CULTUREWISE

Culturewise Ltd provides an unrivalled range of cultural awareness training solutions that enable organisations, teams and people to work effectively across the boundaries between countries and cultures.

Recognised as one of the most innovative companies in our business we operate from our head office and training centre in London, and around the world through a global network of quality-assured associates and training partners. Our customers include many of world's most successful global businesses.

Whatever type of international contact you are involved in, Culturewise's cross-cultural solutions will help build and sustain the global mind-set, openness, flexibility, cultural understanding and skills to ensure successful projects, and sustainable, long-term competitive advantage for your business or organisation.

## HOW TO BOOK

To book your course call +44 (0) 20 7387 5521 or visit [www.culturewise.net](http://www.culturewise.net).

*Terms and conditions, including charges for late cancellations or late payments, apply to all open and in-house training workshops. For full details on our Terms and Conditions please visit [www.culturewise.net/terms](http://www.culturewise.net/terms).*



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