

## Programme for the Workshop

### 9:30 Arrival & Registration

### 9:45 Introduction to China

- Brief history of China
- China and its dealings with the West
- Current Achievements and Challenges

### 10:15 Culture, People and Government

- Key concepts of Chinese culture
- Attitudes, reactions and responses
- Structure of the Chinese government

### 11:00 Tea & Coffee

### 11:15 Interacting and Building Relationships

- The real role of *Guanxi*
- Practical Chinese communications
- Etiquette for meetings and banquets

### 12:00 The Art of Doing Business in China

- Engagement risks and mitigation
- Negotiation and deal closing
- Contract and payment practicalities

### 12:45 Lunch

### 14:00 Understanding the Chinese ICT Sector

- Structure and control of ICT in China
- Collaboration and partnership paths

### 14:45: Recognising IPR Realities in China

- Chinese IP regulatory framework
- Protection and enforcement strategies

### 15:00 Market Entry Issues and Options

- Getting operational structures right
- The importance of location in China
- M&A best practice guidelines

### 15:30 Conclusions and Further Questions

### 16:00 Workshop Finishes

## About China Business Solutions

China Business Solutions is the UK's leading independent specialist advisory firm on the Chinese market. From our base in Cambridge, we offer our clients a range of high value services, providing the strategic tools that help them achieve their business goals in China.

The firm has expertise in many areas, including market entry, location strategy, supplier selection, government relations and regulation, staff recruitment and retention, and Chinese business practices. Our team are experienced practitioners, and bring deep industry knowledge of the key business sectors in China to the decision making process, including ICT, pharmaceuticals, energy utilities and manufacturing.



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## China Executive Workshop

Culture & Business Practice  
in the Chinese ICT Sector

Version for 2010

Venue: St Johns Innovation Centre  
Cambridge



## Understanding China is key to success

China is well and truly open for business. The fastest growing economy leading the world out of recession wants to do business with you. But whilst the opportunities are endless, so too are the pitfalls - just why is it that an umbrella could scupper your chances of striking a lucrative business deal?

There is a lot more to doing business with China than simply finding a partner, striking terms and exchanging contracts. Understanding the business rules of engagement, cultural sensitivities, and the character of different industries, can make or break relationships.

## Why is our workshop so valuable to you?

Our approach is different to many seminars on the subject of China because it is driven by two key elements, our case studies and your questions. Each session is anchored on case studies of real events drawn from the experience of our course leaders, addressing vital subjects such as:

- Dealing with corruption in sales negotiations
- When to choose a WFOE over an RO in China
- Finding reliable Chinese partners in your sector
- Hiring, managing, and motivating local staff

Well-designed course materials are provided to all participants that include extensive background notes, best practice guidelines, industry specific examples and further reading suggestions.

## Dates and Venue:

The workshop is held regularly at St Johns Innovation Centre, Cowley Rd, Cambridge, CB4 0WS.

## Cost:

**Fee:** GBP299 +VAT (Total: GBP351.32) per person.  
**Group Discount:** 20% off per person for a group of 3 or more from the same company registering for the same session.

## More about how our workshop is delivered

This workshop is specifically designed to be highly interactive and diagnostic in its format, with participants encouraged to interact with each other as well as with course leaders, recognising that China presents shared challenges for everyone. Each session looks at a particular issue from a real-world perspective.

A workshop of this kind is built around the caliber of its course leaders, and with Ms. Ting Zhang and Dr. Paul Irwin Crookes jointly leading each session, participants can draw on the wealth of experience each has built up living, working, and trading in China over many years.

## What our clients say about the workshop:

*I had excellent feed-back from the briefing workshop - our people found it both useful and enjoyable.*

Dr Phil O'Donovan, Co-Founder CSR plc.

*The most helpful part for me was getting inside how Chinese people think and therefore act.?*

Peter Whale, Sales and Marketing manager, Software, TTPCom plc.

## Who should participate:

Management and business executives who are responsible for developing and operating business in China.

## Terms & Conditions:

- Fees must be fully paid in advance.
- Cancellation within 7 days prior to the date of the workshop will result in the fees not being refunded.

## How to book:

Please contact us at China Business Solutions:  
Phone: (01223) 421 968  
Email: [workshop@chinabusinesssolutions.com](mailto:workshop@chinabusinesssolutions.com)

## Workshop Leader Profiles



**Ting Zhang, Founder & CEO**  
China Business Solutions

Ting Zhang has 19 years experience of international trade and investment in the greater China regions. Previously as General Manager of a 30 million dollar trading company, she successfully built and ran nation-wide import and distribution networks for foreign electronics, automotives, and sports equipment. She then gained further banking and finance exposure through working in the City of London .

Ting's areas of expertise cover China strategy, due diligence, outsourcing, partnering and technology transfer. Her clients have included FTSE100 corporates, hi-tech SMEs as well as UK and European government agencies and financial institutions. She is a regular speaker on business aspects of China.



**Dr Paul C. Irwin Crookes**  
Senior Consultant

Paul Irwin Crookes has has over 20 years business experience as a technology consultant and has led successful overseas projects in software development partnerships to China, including hand-picking Chinese vendors, contract negotiation, and intellectual property protection strategies. Dr. Irwin Crookes is also well acquainted with Chinese cultural traditions through the many business and personal connections made during his time spent in several provinces of the country.

Most recently, he has been an invited speaker on the expansion of Chinese technology and innovation industries to both academic and corporate audiences at major symposiums across the European Union.