

Programme:

Session 1

- Brief history of China
- Structure of the Chinese government, the Communist Party, and the Army.
- Key concepts of Chinese culture and philosophy
- Case study – Qianlong meets MaCartney

Session 2

- Guanxi
- Building a relationship but avoiding corruptive practices
- Business visits
- Communicating with the Chinese

Session 3

- Etiquette for business meetings, banqueting, and hosting Chinese visitors
- Negotiation tips, Contract and payment issues
- IPR system in China and ways to protect intangible assets



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China Executive Briefing

Culture & Business Practice



China is well and truly open for business. The fastest growing economy on the planet wants to do business with you. The opportunities are endless and profitable. So how is it that an umbrella could scupper your chances of striking a lucrative business deal?

There 's 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 differences and sensibilities and even superstitions can make or break a business relationship .

Some important tips:

- Don't write in red as it is seen as rude.
- Don't give clocks or umbrellas as gift to Chinese contacts.
- A protracted silence in a business meeting usually means 'no'.
- Don't engage in discussion on the sensitive topics such as the sovereignty of Tibet and Taiwan.
- Invest in building personal friendship with your Chinese business contacts.
- Certain days are seen as more auspicious than others in conducting business in China

Conducted by Ting Zhang, a leading China expert in the UK, the briefing session is practical, interactive and illuminating, with a strong focus on day-to-day China business matters. Ting Zhang will guide you through the important do's and don'ts, and will equip you with comprehensive tools to interact confidently with your Chinese counterparts and to protect your business interest in China.

We strongly recommend a maximum of 10 attendees in order to guarantee a high level of interactive quality discussions.

What people say about it:

"I had excellent feed-back from the briefing session – people found it both useful and enjoyable."

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

"Most helpful part for me was getting inside how Chinese people think and therefore act."

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

"The slides are a wealth of information. The star point was the in-depth knowledge of China that comes through during Q&A."

Seng K. Chan, Project Manager, TTPCom (China) Ltd



"Doing business in China can be extremely rewarding and enjoyable."

Ting Zhang, Founder & CEO
China Business Solutions

Ting Zhang has 17 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 a nation-wide distribution networks for foreign electronic products and sports equipment into China in the 1990's, and was involved in negotiating Sino-foreign joint ventures. She then gained further trade financing knowledge working as a product manager for Standard Chartered Bank in the City of London.

Since founding China Business Solutions in 2001, Ting Zhang has advised many companies in Britain and Europe. Her area of China expertise covers market entry strategy, partner selection, due diligence, sourcing, IPR protection, Chinese HR issues, and has personally coached many senior executives on Chinese business practices. She is a regular speaker on all business aspects of China at international conferences, and has been interviewed and featured in the media including BBC World, BBC Radio, GBTV, The Daily Telegraph and China Central TV.

Who should participate:

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

Cost:

£250 + VAT (Total: £293.50) per person. A minimum number of four attendees is required. We strongly recommend maximum 10 attendees to ensure a high level of interaction.

How to book:

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Terms & Conditions:

- Fees are required to pay up front .
- The venue facilities and refreshments are to be provided by the hosting company at its own cost.
- Cancellation within 7 days prior to the date of the event will not be refunded. However the fee paid can be transferred to pay for future session held at the hosting company's site or to future public workshops held at China Business Solutions's venue.

About China Business Solutions

China Business Solutions is one of the most diverse and capable China specialist firms in the UK. 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. Through a wide range of tailored services we help our clients better achieve their goals for China and build a win-win relationship with China.