

MILLÉSIMÉ 2011

Doing Business with China

PUBLIC

Professionals who want to explore the Chinese market or build more successful business relationships with Chinese colleagues, suppliers and clients

DURÉE (INTRA)

De 1 à 2 jours

GOALS

- A clear understanding of the contemporary Chinese economy
- A comprehensive framework of business culture and etiquettes in China
- Useful tips on how to work with the Chinese administration and bureaucracy
- Practical strategies for engaging Chinese counterparts more effectively
- Knowledge of legal issues in business transactions with China
- Greater ability to build successful relationships with your Chinese counterparts efficiently

TARIF INTRA
SUR DEVIS

PROGRAMME

- **Who governs China?**
 - Political and Administrative System in China
 - How to work with the Chinese Government on the national and local levels
- **Understanding China and its culture**
 - The importance of Guanxi in developing your business network in China
 - Chinese values and attitudes in business practices and the workplace
- **Working with China and the Chinese**
 - Management and working styles for doing business in China
 - How to communicate and negotiate successfully with your Chinese business partners?
- **Business diagnosis workshop**

Management and Negotiation with China

PUBLIC

Professionals doing business with Chinese business executives who need to interact with Chinese businessmen, co-workers and clients

DURÉE (INTRA ET INTER)

2 jours

GOALS

- Thorough understanding of the historical foundation of Chinese culture and its development
- In-depth understanding of Chinese business culture and negotiation styles
- Awareness of cross-cultural business communications in the Chinese context

DATES DE L'INTER

ANGERS

16 - 17 mai 2011

TARIF INTER

950 € net par participant
par module de 2 jours

PROGRAMME

- **The concept of China and chinese culture**
- **Negotiate your business deals in China**
 - The Chinese Way of Negotiation: Sun Tzu's *The Arts of War* and 36 Strategies
 - Knowing your counterparts: key values and attitudes of Chinese businessmen
 - How to carry out business negotiations in China: a step by step guide
 - How to decode business tactics: when 'Yes' means 'No'
- **Managing people: the Chinese case**
 - Guanxi – how to understand interpersonal relations and politics in Chinese society
 - Importance of non-business activities and informal relations
 - Differences in Western and Chinese leadership and management styles