



Doing Business in China **Systems Approach - Road to China Inside**

(6 hours)

Doing business successfully in china requires understanding the cultural differences development suitable strategies to accommodate and leverage the differences, communicating effectively across cultures, selecting the right channel strategy, personnel and location, and optimizing the processes in managing the foreign interest.

Audience: Personnel involved in business development, supply chain in China, engineering, quality, marketing, sales and any other personnel dealing with China.

Course Outline:

- **Elements of the Chinese and American cultures:**
Language, values, customs/taboo, time consciousness, gender, business norms, political and legal environment, technology environment, family, education, religion, risk taking, food/dietary habits, work and leisure.
- **Strategies to accommodate and leverage cultural differences:**
Cultural synergy and sensitivity, cross culture communication, acculturation, cultural influences in management
- **Effective communication across American and Chinese Cultures**
Interpersonal, organization, public, mass, and interactive communication systems.
- **Effective way of managing foreign companies in China**
Management and labor relations, information strategies, channels of communication, intermediaries, language codes and signals, intra-company meetings and negotiations, inter-company meetings and negotiations, negotiation strategies, business agreements, alliances, ethics, corruption and bribery.
- **Organization and locations of China operations**
Staffing strategies, personnel selection, strategy and logistics for expatriates, measurements and closing the loop.