

China project - China seminar

Customer:

A large international electronics company

Initial situation:

Some employees had to be sent to China. Furthermore, the company was very sceptical about attending a China seminar because they had previously had bad experiences with other China seminars.

Order:

Preparations for the employees with regard to dealing with Chinese business people and management of a Chinese team in China.

Procedure:

The German managers as well as their wives were taught for 3 days about the theories and practical basics of intercultural management in the China Business. (You find more on our website under “China Seminars”)

This new knowledge was practised immediately in role plays led by the German and Chinese coaches.

Results:

All participants were thoroughly satisfied and stated that China Expert Consulting was a great deal more competent than their previous supplier. A survey carried out with the participants after a 1-year stay in China showed that, without any exception, all managers had integrated themselves in China much better than other expats had done.