

## **Intercultural seminar "Success in the China business"**

Welcome!

Firstly, we would like to thank you for your interest in our China seminar.

### **China's growth**

China's economy grows every year at a rate of 8 – 10 % and many Western enterprises are investing money in China, also because a quarter of the world population (1.3 billion people) lives in China. In addition, Hong Kong and Taiwan are becoming more and more important.

### **Investing in China**

Many companies invest vast amounts of money through tax consultants and lawyers when setting up branch offices and factories, yet still fail in the China business. Why?

### **Intercultural competence**

Many of the problems experienced by Western companies in China are rooted in a lack of understanding of the Chinese people as well as their society and culture. Empirical studies have shown that Western managers, who have already worked for a long time in other foreign countries like the USA, England and France still, however, have problems working in China. This happens because Chinese business society is very different to the Western business style in terms of personal communication or personal relationships in business.

### **The Chinese - a robot with rules?**

Many managers and expats head out to China armed with the latest books and after attending intercultural seminars are quite enthusiastic towards Asia. But in China they are suddenly hit by reality and find that Chinese business partners care little for the advice given in Western books and behaves differently as expected; because the Chinese are a specific people, in the same way that you wouldn't try to fit Germans into a 'European' stereotype". Therefore, you will not learn any stereotyped rules in our seminars. Instead, we try to help you to understand the Chinese well, so that you are able to behave in the right way in any situation.

### **General overview of the topics in the seminar:**

- General basics like e.g. history, state, politics etc.
- Philosophical and theoretical basics of Chinese behaviour
- Basics of Chinese symbolism, body language, family relations
- Basics of the Chinese language
- Culturally unusual features like dining customs, ideas, business meetings etc.
- Business basics like human resource management, conflict management, project management, contract negotiations
- Features that a Western expat may find unusual

**Please request the detailed table of contents directly from us because the topics mentioned above are only a small part of the content of the seminar.**

### **A selection of the questions that will be answered:**

- Which cultural basis knowledge should I have and why is this necessary if I only want to make deals?
- Why are the Chinese like they are?
- How can I behave correctly if a situation arises which was not described in the seminar?
- Shall I behave like a German/Western person or like a Chinese, or neither?
- Which mistakes should I avoid?
- How should I treat my staff and my business partners?
- How do I avoid loss of face?
- How do I build relationships?
- How do I interpret Chinese body language and facial expressions?
- What does my business partner expect from me and how will they inform me about it?
- How am I to correctly understand the Chinese indirect way of speaking?
- What should I do in cases of conflict?
- How do I motivate my Chinese staff to perform better?
- How do I handle Chinese colleagues and my supervisors correctly?
- How do I ensure my safe return to my Western country?
- How I avoid problems with my wife or husband?
- How do I manage a project correctly?
- How do I conduct negotiations with Chinese correctly?
- Why do the Chinese react differently as taught in the seminar?
- How do I dress appropriately?
- How do I plan ahead to avoid problems?
- etc.

### **We build up the answers in 3 steps:**

- 1) What is the cultural basis for this behaviour? (Why?)
- 2) How does one behave correctly? (How?)
- 3) How should you react if the behaviour turns out to be different from the behaviour described in the seminar?

Therefore, you always know,

- why is it like it is,
- how you can react in the right way,
- what you should do if it things should be different than expected.

### **Participants:**

- Managing directors, managers & expats who intend to go to China
- Businessman who are doing business with Chinese people
- Employees who are doing business with Chinese people in Germany
- Germans who are receiving Chinese visitors in Germany

### **Methods:**

Lectures

Group discussions  
Practice examples  
Role plays  
Culture assimilator  
Videos

Individual questions from the participants can be dealt with at any time.

**Language:**

The seminar and the documents are in German, but can also be given in English.

**Certificate:**

All participants receive a German certificate (or in English as required) about this seminar.

**Seminar duration:**

8.30 a.m. - 5.00 p.m.

**Language:**

Both the seminar and the documents are in German, but are also available in English.

**Your benefits:**

**1) Learning from the original**

Our seminars are based on the original Chinese culture and Confucianism. We held research talks with Prof. Kung, the last descendant of Confucius and head of the family, Senior Advisor to the President as well as with members of the former Chinese imperial family and members of the Chinese business elite.

**2) Our credo: The right behaviour results from understanding**

We explain the seminar contents so that you as participants recognize and understand the relationship between different areas of Chinese culture. Therefore, you will be able to react in the right way.

**3) To understand the modern Chinese**

It is not our aim for you to become a Sinologist, but rather to understand modern Chinese culture. Therefore, we always relate history to current business life.

**4) Coaches: We have experience in culture as well as management & legal questions**

Our seminar leaders are some of the few intercultural coaches who studied Business Administration at university specializing in international and intercultural management related to China. In addition, they always take into account the legal aspects as lawyers in intercultural relations, too.

## **5) German-Chinese coach tandem**

Our seminars are always led by a German-Chinese team (2 coaches) since German coaches know the problems of Germans/Western people in China and Chinese coaches can delve deeper into Chinese questions.

## **6) Fast and good**

We are able to offer you a seminar within 2 weeks – (only if our schedule is not too busy) and we also offer seminars at weekends.

## **7) Booking guarantee**

Our open seminars take place independently of the number of participants. We don't cancel seminars due to having too few participants.

## **8) Free admission for your spouse**

50% of the reasons for the failure of an expat in China is based on problems with a spouse who not being able to adjust to Chinese culture. Therefore, each participant can bring along their partner free of charge.

### **The seminar coaches:**

**René C. Steininger** studied Business Management specializing in International and Intercultural Management related to China, Management Consulting and Finance, including Insurance Management and has further qualifications, such as Human Resource Management. Mr. Steininger Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue of German and he grew up together with Chinese people in Germany.

Mr. Steininger has spent several years in China and was Managing Director of a management consulting firm in Hong Kong. He worked in the financial services sector for more than 10 years prior to that. Extensive research stays and discussions with famous Chinese people like:

- Dr. Stan Shih, founder and Chief Executive Officer of the computer company Acer Inc. in Taiwan, China.
- Prof. Dr. Teh Cheng Kong, head of the family and direct descendant of Confucius in the 77th generation, consultant for the constituent meeting of China, Senior Adviser to the President and former President of the Examination Yuan of China.
- with representatives of the central government of the People's Republic of China.
- as well as members of the family of the former Chinese Emperor Pu Yi.

**Jia LI**, Chinese lawyer, Managing Director of China Expert Consulting, Germany, studied Chinese and German Law at elite universities in China and Heidelberg/Germany. He is a Bachelor of Law and a Master of Law (LL.B and LL.M) and undertook additional university studies in German tax law. He has worked as a lawyer in China and as Management Consultant for a large German consulting company previously and is also a doctoral candidate of law.

Mr Li speaks fluent Chinese, English and German. He has a comprehensive knowledge of Chinese culture, management consulting in China and in Chinese law and tax law.