

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

Welcome!

Firstly, we would like to thank you for your interest in our seminar aimed to educate the Chinese about German business culture.

### **Germany**

Germany is highly appreciated in China due to its innovative technical products and investments in China.

German enterprises also need Chinese managers and employees who are able to integrate themselves into German corporate culture. At the same time Chinese enterprises also want to do business with German companies. However, they often do not know how they to treat Germans in the right way.

### **Intercultural competence**

Many problems that the Chinese experience with Germans come about because both sides know little about each other's business culture. Some German companies have indeed already suffered due to many intercultural problems with Chinese employees. They are often surprised when Chinese employees, who had appeared to be happy, suddenly terminate their employment contract. On the other hand, Chinese people, who have already lived for a long time in Germany, are also often surprised about German business behaviour. Therefore, the chance of one side behaving in inappropriately in the other's culture is high.

With our intercultural seminar, we would like to prepare Chinese people for such problems; because if you understand the way of thinking and the behaviour of your German business partners, as a Chinese you can also adapt your behaviour to them and proceed more successfully.

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

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

**For a more detailed itinerary of the seminar please inquiry to us.**

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

- Which cultural basis knowledge I should have and why this is necessary if I only want to make deals?
- Why are Germans 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 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 German 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 German direct way of speaking?
- What should I do in cases of conflict?
- How do I motivate my German staff to perform better?
- How do I handle German colleagues and my supervisors correctly?
- How do I ensure my safe return to China?
- How I avoid problems with my wife or husband?
- How do I manage a project correctly?
- How do I conduct negotiations with Germans correctly?
- Why do Germans 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 right 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 things should be different than expected.

### **Participants:**

- Chinese employees of German companies
- Chinese employees of Chinese enterprises who want to work in Germany for long periods or have to do business with Germans in China or Germany
- Chinese managers and traders who frequently do business with Germans

### **Methods:**

Lectures  
Group discussions

Practice examples  
Role-plays  
Culture assimilator  
Videos

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

**Language:**

The seminar and documents are in English, but can also be given in Chinese or German on request.

**Certificate:**

All participants receive an English certificate (or Chinese and German as required) about this seminar.

**Seminar duration:**

8.30 a.m. - 5.00 p.m.

**Your benefits:**

**1) 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 German culture. Therefore, you will be able to react in the right way.

**2) To understand the modern Germans**

It is not our aim for you to understand the poets and thinkers like Schiller and Goethe, who lived around 500 years ago, as you have to understand the Germans of today. Therefore, we always relate history to current business life.

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

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

**4) German-Chinese coach tandem**

Our seminars are always led by a German-Chinese team (2 coaches) since German coaches do not know the problems of Chinese in Germany and Chinese coaches cannot delve as deeply into German questions as a native could.

### **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 is Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue German and 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.
- 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.
- with 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. 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 comprehensive knowledge of the Chinese culture, the management consulting for China and in Chinese law and tax law.