



Successful Business Relations with the Chinese

Understanding the Chinese way of thinking and communicating

Zurich, June 22, 2005
Basel, June 23, 2005
Lugano, June 24, 2005

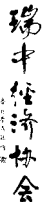
**The intercultural workshop
with Greg Bissky!**

In Co-operation with:

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Schweizerischer Verband für
Materialwirtschaft und Einkauf



Successful Business Relations with the Chinese

«China is unique. The world's largest population. The world's fastest growing economy. With its entry into the WTO (World Trade Organization) it won't be long until China is the world's largest economy. The opportunities for buying from, selling to or doing business in China are huge. Every company needs a China strategy.

Great opportunity often comes with great risk. Doing business in China and/or with the Chinese is no exception. The cause is culture: no two cultures are more different than Switzerland's (i.e. the West's) and China's. Business success in China depends upon two things: having a good product or service at a good price and the way you do business with the Chinese. Do you know the Rules of Chinese business or of Chinese communication? Do you know what a «business relationship» is to the Chinese, and do you know how to make one?

Do you know what the Chinese think a signed contract is for? Do you have to give gifts? When do you negotiate? How do anticipate problems, and solve any that do happen?

Don't be afraid. As long as you have patience and are willing to compromise, learning Chinese cultural rules is not that difficult. The key to success is being able to 'see' things the way Chinese see them, i.e. to wear Chinese glasses. Cultural glasses like these come from experience, a nice way of saying from making mistakes.

You can gain this experience two ways:

- the hard way, by making your own mistakes
- the easy way, by learning from someone's else's (my) mistakes

And learning from my mistakes is a LOT cheaper than learning from (and paying for) your own.»

(Greg Bissky, December 2004)

The goal of the workshop «Successful Business Relations with the Chinese» is to give to the participants a pair of Chinese glasses and experience using them.

How? By studying practical cases, analysing mistakes and learning from them. The methodologies used involve active participation. The workshop is designed to make participants use the principles, rules and steps in active ways in real-life case studies.

Objectives of the workshop

- To prepare participants psychologically to manage, deal and communicate with the Chinese
- To use real-life case-studies to illustrate how and why Chinese and Westerners differ in the way they communicate and in their approach to business
- To help participants to have realistic expectations of what it will take, how long they must work and what changes they must make to be understood and become successful in Chinese Asia

Who will benefit

Employees at all levels and areas (general management, production, sales, finance, engineering, support staff) who have or will soon have business contacts of any type, size or complexity, with Chinese individuals, companies or organizations world-wide.

Lecturer

Greg Bissky, Managing Director, Treasure Mountain Consultants, Victoria, Canada,

Shanghai and Taipei. Greg Bissky is Canadian, 50. Education: MA, University of British Columbia (modern Chinese politics), BA, University of Victoria (Chinese studies and modern Chinese politics). In Taiwan from 1985 to 1998, in 1990 Greg Bissky founded a management consulting and training firm that is currently active throughout the region. Strengths are sales and marketing, project and team leadership, cross-cultural understanding and communication, product and service development. He conducts speeches, seminars and workshops for both Western and Chinese managers (in English or Chinese). He also is active leading Chinese teams in major reengineering and performance management projects for Western and Chinese firms.

Programme

- 09.00 To understand and appreciate your Chinese partner influence on today's business life of Chinese history and philosophical tradition – how the Chinese react to western individuals and companies – their thinking on business goals, relationships, problem solving, etc. – why patience is not a virtue but a necessity
- 10.30 Coffee break
- 10.50 **«Rules of Communication»** between Western and Chinese Society. The roots of Western and Chinese «Rules of Communication» – difference in time and negotiation – how to understand a Chinese message and to be understood by the Chinese in return – a model of cross-cultural communication
- 12.00 Lunch
- 13.30 **Real-life case** studies examining aspects of establishing and maintaining relationships with Chinese individuals and companies. What it will take, how long one must work and what changes one must make to develop a business relationship:
How can you ask me to lose money?
– Chinese vs. Western ideas about what a «business relationship» is
– Chinese vs. Western ideas of the importance of a contract
Should we dismiss him?
– Chinese ideas of personal responsibility for actions
– How actions are measured
– Chinese ideas of the «group» vs. the «individual»
How the Chinese say no ... without saying «no»
– Part 1: «Didn't we already decide that?»
– Part 2: «But you didn't answer my question.»
– Part 3: «What a strange answer!»
- 15.00 Coffee break
- 15.15 I agreed to what?
Chinese vs. Western invitations
Why didn't the Chinese tell me their real opinion?
How to have productive discussions / meetings with the Chinese
We don't do it that way in my country
How to be polite to Chinese officials
- 17.00 End of workshop

Information for Participants

Language	English	
Venue	Zurich (June 22, 2005) Hotel Krone Unterstrass Schaffhauserstrasse 1 CH-8006 Zürich	Phone 0041 (0)44 360 56 56 Fax 0041 (0)44 360 56 00
	Basel (June 23, 2005) Hotel Victoria Centralbahnplatz 3–4, CH-4002 Basel	Phone 0041 (0)61 270 78 40 Fax 0041 (0)61 270 70 79
	Lugano (June 24, 2005) Camera di commercio del cantone Ticino Corso Elvezia 16, CH-6901 Lugano	Phone 0041 (0)91 911 51 11 Fax 0041 (0)91 911 51 12
Information	Rolf Lüthi, School for International Business	Phone 0041 (0)43 243 75 32
Registration	Sylvia Zbinden School for International Business Sonneggstrasse 30 8033 CH-Zürich	szbinden@eiab.ch Phone 0041 (0)43 243 75 33 Fax 0041 (0)43 243 75 31
Cooperation with:	Osec, Camera di commercio del cantone Ticino, HAW, SCCC, STTG, SVME, Swissmem, Zürcher Handelskammer	
Participation fee:	Members cooperation partners: Non-members	CHF 780.– CHF 920.–



Registration form

Please send to: Sylvia Zbinden, School for International Business,
Sonneggstrasse 30, CH-8033 Zürich
or by e-mail: mail@eiab.ch
or online: www.eiab.ch or by fax: 0041 (0)43 243 75 31

Workshop «Successful Business Relations with the Chinese»

Zurich, June 22, 2005 Basel, June 23, 2005 Lugano, June 24, 2005

Company _____

Family Name _____

First Name _____

e-mail _____

Street _____

City _____

Phone _____

Fax _____

Date _____

Signature _____

Member of Partners: Osec Ccia-Ti HAW SCCC
 STTG SVME Swissmem ZHK