

# Doing Business in China

A Continuing Education Course at the  
ZHW School of Management



Building Competence. Crossing Borders.



## Conception

For several years the economic growth of China has been tremendous. If a company ignores this development it could run the risk of forfeiting its market position. Especially for small and medium-sized Swiss companies an involvement in the Chinese market could be very profitable indeed. The continuing education course “Doing Business in China” prepares specialists and executives directly for possible involvement with China.

*Attendees are eligible to take part in a ZHW study trip to China in 2008.*

## Educational Objectives

As a graduate of this course you will:

- know China’s position among emerging markets and BRIC-countries (Brasil, Russia, India, China)

- understand the real relevance of the Chinese market for your company
- understand aspects of Chinese culture that are relevant to business
- know the opportunities and threats
- benefit from the experience of others
- know the legal situation; protect your intellectual property
- be familiar with key support organisations

## Target Group

The course is designed for executives, managers and specialists from small and medium-sized companies which plan to have an involvement in the Chinese market. The course is also for employees of companies already working in that market.

## Certificate

All participants will receive a certificate.

# Structure

## **Course 1: New Markets - The Potential of Emerging Markets and BRIC-Countries**

(8 lectures)

Friday, 2<sup>nd</sup> November 2007

Introduction to the aspects of emerging markets and the BRIC-countries (Brasil, Russia, India, China).

## **Course 2: 1.3 Billion Customers - Why the Chinese Market is so Important**

(8 lectures)

Saturday, 3<sup>rd</sup> November 2007

Core topics include how to penetrate China as a selling market, how to set up production locations in China, and how to establish a brand there.

## **Course 3: Cultural Competence for Success**

(8 lectures)

Friday, 16<sup>th</sup> November 2007

Cultural, historical and religious background and their present implications.

## **Course 4: Expensive Blunders - Business Nitty-Gritty**

(8 lectures)

Saturday, 17<sup>th</sup> November 2007

How to negotiate with Chinese and avoid the faux pas which ruins your careful plans.

## **Course 5: Proceed Carefully - Legal Aspects**

(8 lectures)

Friday, 23<sup>rd</sup> November 2007

Starting your business, protecting intellectual property and employing nationals and expatriates.

## **Course 6: Enter and Survive - Support Organisations**

(8 lectures)

Saturday, 24<sup>th</sup> November 2007

Step by step concept for a successful entry into the large and diverse Chinese market. Overview of governmental agencies and experts on the spot.



### Schedule

Friday, 13.00 – 20.30

Saturday, 08.00 – 16.30

### Admission Fee

Each course: CHF 590.--

All courses: CHF 3000.--

### Further Information and Administration

ZHW School of Management

Centre for Strategic Management

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E-Mail: [info-zsm@zhwin.ch](mailto:info-zsm@zhwin.ch)

[www.zsm.zhwin.ch](http://www.zsm.zhwin.ch)

# Registration Form: Doing Business in China

Name \_\_\_\_\_ Surname \_\_\_\_\_

Company \_\_\_\_\_ Occupation \_\_\_\_\_

Street \_\_\_\_\_

Zipcode/City \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

I would like to register for

- Whole course «Doing Business in China» CHF 3000.-
- Course 1 CHF 590.-                       Course 4 CHF 590.-
- Course 2 CHF 590.-                       Course 5 CHF 590.-
- Course 3 CHF 590.-                       Course 6 CHF 590.-

Date \_\_\_\_\_

Signature \_\_\_\_\_

# Organisation

## Course Leader

Prof. Dr. René Rüttimann

## Presenters

Dr. Petra Barthelmes

Ms. Chaorong Tang Fricker  
and others

## Disclaimer

We reserve the right to cancel the course in the event of insufficient interest.

## General Conditions

[www.som.zhwin.ch/weiterbildung/allg\\_info.php](http://www.som.zhwin.ch/weiterbildung/allg_info.php)



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