
COURSE DESCRIPTION

CHW055 – Intercultural Communication with Chinese Business Partners

Course goal

In this course, participants learn about history, politics, religion, and economics and their relevance to current business relations with their business partners from the other culture.

Main learning objectives

The participants will get an insight in

- The first-hand understanding of the concept of 'culture' and its implications on business
- Different cultural dimensions and practical applications of these into understanding the way Chinese do their business
- The key concepts which determine how the society works in China
- How to respond and act accordingly to different business protocols and etiquettes (including knowing how the Chinese use 'banquettes' as their business platform)
- How to communicate effectively with the Chinese.
- Communication style: Direct – Indirect
Does the Chinese 'yes' mean really 'yes'?
- The concept of 'face' and conflict resolution
- The concept of 'Guanxi' or creating/keeping/nurturing relationships
- Task management
How the Chinese manage 'time'
- Regional differences: New China vs. Old China
Knowing the differences amongst Mainland Chinese, Taiwanese, Hong Kong Chinese and other overseas Chinese
- General criteria in business dealings
- Topics on social etiquettes and body languages

Participant profile

Anyone who is dealing with, or who plans to have contact with, Chinese business partners.

Prerequisites

Readiness to be positively inspired from their current or future Chinese business partners and to interact effectively with them.

Topics

- Culture and Perception
- European Culture - Chinese Culture
- Overview: What made China 'China'?
- Confucianism, Daoism, and Communism:
How they are programmed in the daily life of the Chinese
- Impact of hierarchy: Decision making process
- Collectivism – Individualism

Course type

This is a face-to-face class room training with min. 6 and max. 12 participants.

Learning methods and tools

After sensitizing the participants on their cultural perception and its impact on thinking and communication styles, the training will focus specifically on China and on how to develop successful business relationships with the Chinese. The seminar itself will be a balanced mixture of interactive exercises, guided discussion and lectures using authentic and up-to-date case studies and relevant critical incidents.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

1 day