
COURSE DESCRIPTION

CHW078 – Intercultural Negotiation with Chinese Business Partners

Course goal

When executives and high-level personnel need to undertake business negotiations with Chinese business partners, this workshop offers to develop and implement negotiation strategies to achieve a successful result and smooth completion of your business projects in China. The course trains your negotiation skills for doing business in the Chinese world by mainly role plays using the real contents of your current projects.

Main learning objectives

- To have deeper and more comprehensive understanding of Chinese Business Culture
- To analyse and work on solutions for currently existing difficulties in working with Chinese Partners, and be able to draw conclusions for their future work practice
- To build competencies in tackling conflicting business situations with Chinese Partners

Participant profile

Anyone who has attended the first course “Intercultural Communication with Chinese Business Partners”, persons who have profound experience in cooperating with Chinese, anyone who would like to have the arena to discuss more deeply their business situations in working with Chinese.

Prerequisites

Participants are required to write a study which will be presented, analyzed and worked upon during the workshop.

Topics

- Structure of Chinese Business Culture – important concepts in negotiating with the Chinese
- Communication: different view points – West vs. East
- Negotiation
Preparing yourself for an optimal start
What are the Chinese goals and expectations?

Different stages of negotiation

What are their tactics? – Sun Zi “The Art of War”

What would be the effective strategies in Chinese negotiations?

Different strategies – individual-level negotiation vs. corporate-level negotiation

Different approaches – Old China vs. New China

Role of the government and its significance

- Conflict – analysing and handling difficult negotiation situations
How to avoid it – how to solve it
- Case study – analysis and discussion

Course type

This is a face-to-face class room training with min. 7 and max. 12 participants.

Learning methods and tools

The workshop will be interactive, based on a few presentations, discussions, simulations and group exercises. Working on their real cases, the participants shall be able to understand, and solve the current difficulties concerning their daily work with Chinese Business Partners, customers and/or colleagues.

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

Duration

1 day