

# MEETING CULTURAL CHALLENGES IN DOING BUSINESS IN CHINA

17 FEBRUARY 2006, 4 PM – 6 PM

11 COLLYER QUAY #06-02 THE ARCADE SINGAPORE 049317

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Event



## WHO MUST ATTEND:

1. Anyone already working in China or in cross-border relationships with Chinese parties.
2. Anyone planning to work in or do business with China.
3. Anyone who has encountered real cross-cultural challenges in China for which you are seeking a solution

Especially suited for:

- ☒ Country managers
- ☒ Business development & sales managers
- ☒ professional services providers
- ☒ entrepreneurs
- ☒ business owners

## WHY YOU SHOULD LEARN WITH US:

1. Intellitrain is a specialist training enabler that conceptualises, organises and delivers high quality training programmes which transform how you live and work.
2. We believe in delivering excellent value-for-money programmes so you and your organisation will learn with us, again and again.

## ABOUT THIS WORKSHOP

China is now offering us a world of opportunities. At the same time, it presents us with loads of challenges. As widely acknowledged nowadays, cultural differences are among the most severe challenges in doing business in China. Many experiences confirm that unless fully prepared and equipped to undertake these cultural challenges, you can not succeed there no matter how sound and enticing your business plans are.

At the end of this Workshop, you will:

1. Have gained an in-depth understanding of the general theoretical cultural considerations of doing business in China
2. Learn specific aspects concerning successful business operations in China
3. Apply practical guidelines to meet confidently and overcome effectively the major cultural challenges
4. Have had an exciting opportunity to share with the speaker from China your experience and questions

## WORKSHOP OUTLINE

This program will highlight the following cultural issues in doing business in China:

### I: Understanding the Business Culture in China

- ☒ "Essential Principles" You Must Know
- ☒ Knowing the Differences between Yourself and the Chinese
- ☒ "Cultural Competence" You Must Have

### II: Meeting the Cultural Challenges in Doing Business in China

- ☒ The Government You Need to Deal With
- ☒ The Business Considerations You Need to Include
- ☒ The General Public You Need to be Familiar With
- ☒ The Management Issues You Need to Cover
- ☒ The Employees You Need to Learn About
- ☒ The Customers You Need to Know About

### III: Q & A

## ABOUT YOUR TRAINER

### Ms Xiao-Hua Shen - WayStone Beijing, Ltd.

Ms. Xiao-Hua Shen (Zhou) is an expert trainer and consultant. She is a Chinese American who grew up in China, but lived in Europe and the USA for nearly 20 years. In the past two decades, she has provided consulting and training services in the areas of cross-cultural communication, language and business communications to many prestigious companies and organizations including: *Lloyds of London, AT&T, GTE, Thomson Group, 3M, Chanel, Microsoft, London University, Exeter University of England, The Management Forum in England, British Foreign Office, American Chamber of Commerce, Danish Chamber of Commerce, UNESCO and the World Bank.*



In 1990s, she held various management positions in public relations, publishing, training and consulting in a number of US companies and organizations including Columbia University, Columbia Press and Time Warner, Inc. Before she founded WayStone, Ltd. in 2003, she was an Acting Education Officer, Program Officer and

International Consultant respectively with UNESCO's Cluster Office for North Korea, Japan, Mongolia, China and South Korea.

She holds both an MA in Teaching English as a Foreign Language from Exeter University, UK and a Master of Education from Teachers College, Columbia University. She was among the first group of university scholarship students sent by the Chinese Government to study in the UK in 1978 after the Cultural Revolution.

#### REGISTRATION, CANCELLATION & REFUND POLICY

- Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- The Organisers will send email confirmations to all registrants whose payments have been received at least 5 working days before the event date.
- The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
- Substitute delegates are welcomed, subject to the Organisers being notified at least 2 working days before the course of the details of the substitute delegate
- The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
- The Organisers will not entertain any request for a refund of fees made within 48 hours of course commencement. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.

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#### REGISTRATION FORM

##### 1<sup>st</sup> Delegate:

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

##### 2<sup>nd</sup> Delegate:

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

##### 3<sup>rd</sup> Delegate:

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

*As all registrations will be confirmed only by email, please provide email addresses at which you can be reached directly during office hours. If you have no email address, please indicate N/A so we can fax your confirmation.*

**Payment** (please circle as appropriate):

	NORMAL RATES	GROUP DISCOUNTS (for 3 or more registrants from same organisation)
Members of Law Society, SCCA, SCL, CIMA	\$40.00	\$30.00 each
Intellitrain Preferred Clients	\$40.00	\$30.00 each
Others	\$50.00	\$40.00 each

Mode: Company cheque/Personal cheque.

Fees include refreshments and seminar handouts.

**Cheque payments should be made payable to "INTELLITRAIN PTE LTD" & arrive at 11 COLLYER QUAY #06-02 THE ARCADE SINGAPORE 049317 with your completed registration form by the closing date, Friday, 10 February 2006.**

#### FOR QUERIES, CONTACT JUNE AT:

Tel: 65572750

Fax: 65572751

Email: [customerservice@intellitrain.biz](mailto:customerservice@intellitrain.biz)

#### INTERESTED IN CONDUCTING THIS PROGRAMME INHOUSE?

Are you facing specific issues in your organization? Or are certain aspects of this workshop more relevant to you than others? Are there real scenarios that you wish to learn how to manage? We can design a session just for your staff or team and conduct it in the comfort and privacy of your workplace. Contact June or Gabriel at 65572750 or email [customerservice@intellitrain.biz](mailto:customerservice@intellitrain.biz) for a no-obligation discussion now!