Doing Business in China

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Abstract:

Despite the increasing media coverage on the global stage in recent years, China still remains as a mysterious country for many business professionals.

Most of us may agree with the golden rule: “treat other people the way you want to be treated by them”. However, this rule may be misleading in the intercultural world. Values and norms are often perceived differently in different cultures. National cultural characteristics do not always apply to individual characteristics, a list of Dos and Don’ts can be extremely confusing. Therefore, the ability to navigate the complexities of cultural differences plays a key role in today’s business success.

The aim of this thirty-minute presentation is to provide you a brief overview of the current business climate in China. Important issues like intellectual property protection will be explained with examples. Moreover, cultural misunderstandings with Chinese business people in realistic business scenarios will be analyzed with practical tips given.