



DOING BUSINESS IN CHINA

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Managers tend to be directive

Close relationships between senior management and local party officials



In return for loyalty, boss expected to show consideration and interest in all aspects of subordinates' life

Confucian concepts of hierarchical nature of society

MANAGEMENT



🇨🇳 The business card is the 'man'

🇨🇳 Formally exchange at beginning of meeting



🇨🇳 Handshake tends to be light and lingering

🇨🇳 Customary to look down, lowering eyes as mark of respect

BUSINESS CARDS



- ★ Age
- ★ Seniority
- ★ Educational Background
- ★ People comfortable building relationships with honourable people who show respect to those to whom respect is due



RESPECT



- 🇨🇳 Personal relationships are VITAL
- 🇨🇳 Do not underestimate importance of relationship building process
- 🇨🇳 Interested in long-term commitment

GUANXI

- Meetings are about 'relationship-building'
- Aim is to move relationship forward rather than specific task
- Often long and seemingly without objectives
- Patience essential – can take several long meetings before tangible progress made



MEETINGS

- 🇨🇳 An everyday part of Chinese business culture
- 🇨🇳 Giving/receiving gifts helps cement relationships
- 🇨🇳 Take gifts with you when visiting
- 🇨🇳 Put thought and effort into gift selection process



GIFT GIVING



- Cultural emphasis on group orientation
- Standing out from crowd viewed as negative
- People tend to do as asked
- Anything beyond seen as possible insubordination

TEAMS AND COMMUNICATION

- ➡ Communication can be laborious, fraught with misunderstanding and mistranslation
- ➡ Do not assume comprehension
- ➡ Useful to go over same point several times from different angles



EFFECTIVE COMMUNICATION



- Difficult for Chinese to say 'no' directly
- Anything other than direct 'yes' could mean 'no'
- Be circumspect – reflect on seeming agreements reached
- **Has an agreement actually been reached?**

COMMUNICATION



- 🇨🇳 Difficult to read body language – somewhat muted in China
- 🇨🇳 Be alive to any changes of posture, animation, etc.

BODY LANGUAGE

🇨🇳 Chinese dress code

🇨🇳 Successful entertaining in China



ENTERTAINING

THANK YOU

QUESTIONS