



Market leading negotiating education

Cross Cultural Negotiation in China

This course offers an exciting learning environment to integrate and test various culture, communication and negotiation theories and approaches. The course is led by **Dr Tony Fang**, an internationally sought-after speaker and seminar leader in cross cultural negotiation and communication. The inspiring course is organized in terms of theory session, case studies, interactive excises and mini-plays to be conducted in a creative and fun-loving manner.

Negotiating in China

- Understanding chineseese business and culture
- Chinese negotiating behaviour and tactics
- Major mistakes often made by Scandinavian businesspeople
- How to work with the Chinese and with Chinese suppliers.



Cross Cultural Negotiation in China

The course improves the participants' negotiation and communication skills in a dynamic international business environment in the light of globalization and cultural change and cultural learning. Knowledge about how to negotiate business successfully in China provides important inspirations for understanding how to negotiate business successfully in many other emerging markets.

Content

- China and international business negotiations
- Culture, values, behaviour, and cultural change
- Cross cultural management
- Communication theory and concepts
- Cross cultural business negotiations
- Various dimensions of Chinese business culture
- Sourcing vs. sales negotiations
- Chinese negotiating tactics
- Humour, etiquettes, and taboos in cross cultural settings
- Decoding Chinese communication complex
- Globalization and cultural change and learning
- Group presentations and Mini plays

Who shall participate?

Purchasing, sourcing, sales and other business professionals wanting to improve their ability to negotiate successfully in China.

The course is carried out as a residential course over two days.



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