



In-company training

Chinese Culture Awareness – 1

What are Chinese and Chinese cultures people commonly refer to?
Where do Chinese start with communicating?
How does the Chinese language affect/contribute to the communication?
How to make your contact/business with Chinese more successful?
How do you feel if you put the Chinese shoes on?

For whom:

- Employees of Multinational Company
- Students in trade, marketing, design, communication, philosophy
- People who intend or just start to do business with China
- Product designers for Asian market
- Secretaries, office managers
- Chinese culture enthusiasts

Content:

This training session focuses on various communication aspects with Chinese. The following aspects will be covered:

- An overview of China and its people
- China business etiquette or social rituals
- The key points of Chinese communication practice
 - Chinese symbols, non verbal
 - making phone call
 - e-mail communication
 - meeting, visiting and hosting
 - gift giving
- Business practice: Guanxi (network) and Mianzi (faces)
- Roll playing
- Cultural quiz

Language:

- Dutch, English or Chinese



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Cross-cultural Awareness Training – 2

Why Chinese culture is the longest and the only continuous culture in the human history?

How do the Chinese managers manage their people?

Why Chinese sometimes do not answer your mail?

Why do Chinese pay much attention to the verbs?

Will China be a threat to the world?

For whom:

- Managers of Multinational Company
- School teachers and management team
- People who have experience in China business
- Employee of international business consultancy
- Social and policy maker

Content:

This training session focuses on various communication, education and management aspects of Chinese culture. The following aspects will be covered:

-- Analyses and overview:

Chinese philosophy, history, rituals and intercultural communication

- The key points of Chinese communication practice
- Chinese stratagem and the influence of educational/cultural root
- China and the world
- Hot topics: statements and discussion

Language:

- Dutch, English or Chinese