

KINAKONSULENTEN
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China Business Trip - 4-days experiential trip The fastest Way to Understand the real China

Reading books and listening to lectures are only preliminary steps to understanding the real China. Real learning is gained only by engaging the market first-hand under the guidance of experts.

Who is the program designed for?

The China Business program is designed to accommodate groups of varying size - from Executive boards to Industry and Professional Associations.

What are the Benefits?

- Make key contacts and gain essential insights into the market that would otherwise require three, four, or more costly trips if pursued independently
- Avoid costly mistakes by learning first-hand from successful business people operating in China
- Identify unforeseen opportunities that can only come from first-hand exposure
- Learn to develop respect and trust with local Chinese to increase your effectiveness during negotiations

- Maximize and save on the use of professional services by following the advice of experienced locals
- Uncover the hidden dangers caused by from cultural misconceptions that can severely undermine your business

How is the program designed?

This unique, interactive and experiential 4-day program is designed to give participants maximum exposure to what really goes on in the Chinese market. The program focuses on three main areas:

- *Building a strong China Business Network*
- *Uncovering the Chinese Mindset*
- *Understanding the Chinese Business Environment*

Building a strong China Business Network

Participants in our China program will be introduced to a wide network of experienced China Business people. You will meet and learn from so-called 'Old China hands' who have lived and operated successfully in China for an extensive number of years and who are well-versed in your specific area of Business and line of interest. Our Shanghai counterpart has a vast network built up through 15 years in China. We will share this network with you.

Uncovering the Chinese Mindset

Understanding the Chinese mindset is key to success in China. To effectively lead, manage, and negotiate with Chinese, a deeper understanding of their roots, motivations and aspirations will increase your chances of success. We believe that a true understanding of the Chinese Mindset comes only through real experiential learning and first-hand exposure. Participants will learn through the following activities:

Visiting real Chinese homes and interacting with locals of different income level

Simulated negotiation sessions will provide participants with a toolbox of strategies and techniques learned from sparring with locals in carefully planned scenarios. Real time analysis will be provided to identify and respond to different negotiation styles.

Learning Coaches will help interpret and point out important cultural business issues throughout the trip

Banquets with real Chinese government officials where participants will learn proven approaches to conducting oneself

Chinese Hospitality: participants will experience the most common forms of Chinese business practice in a relaxed setting, where business dealings and relationships can advance greatly. Participants learn how to handle themselves with Chinese hostesses, manage drinking situations, and maintain composure while at the same time enhancing respect and trust

The pre-departure ½-day program in Copenhagen will prepare participants on how to get maximum learning from the program in China.

Understanding the Chinese Business Environment

The China Business program can be customized in terms of time, site visits and activities in order to meet the needs of special interest groups, trade missions or individual companies. The final program is developed in close cooperation with the client. Program modules and possible tracks could be:

- ***Sourcing***
- ***Consumer/Retail***
- ***Manufacturing***
- ***Assessing Risk***
- ***Financial and regulatory trends***
- ***Mergers & Acquisitions***
- ***Research and Development***
- ***IP & Trademark protection***
- ***Real Estate***
- ***Government Relations***
- ***High Tech***
- ***HR***
- ***CSR***

Accompanying Spouse program

Please inquire about our specially designed program

About the Organizers

KINAKONSULENTEN and our Chinese Business partner have a vast network of China experts and Business Professionals who have been operating successfully in China for an extensive number of years. Together we create a Business tour that fits the need and Business objective of all of our clients.

Contact us for more information

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