



China Market Mindset Training

BUSINESS DEVELOPMENT IN CHINA



Cross-cultural perspective

BUSINESS DEVELOPMENT IN CHINA

China is an important market for Swiss companies. There has been a growing demand for innovative and high-quality products amplified by the size of the market, rapid economic growth, and the rising affluence of the Chinese society. Moreover, China is emerging as a global innovation leader in areas such as robotics, biotech, clean-energy cars, and artificial intelligence.

The policies launched by the Chinese government, such as “Belt and Road Initiative” and “Made in China 2025”, are reshaping the international business environment and are creating opportunities for innovative foreign firms. In addition, Switzerland and China have a long-standing relationship that was further strengthened with the free-trade agreement between the two countries. In this context, China has emerged as one of the key markets for Swiss companies.

Grasping opportunities as well as overcoming challenges requires developing the China Market Mindset. How successful a foreign company is exploiting opportunities and tackling the challenges depends on their capacity to gain and use the China market knowledge. Developing a China Market Mindset is one of the central assets required for building such a capacity. It provides the lens through which we observe and interpret the Chinese market. Our research shows that foreign companies in China fall into four categories: Fearful Curious, Foreign Internationals, China Passionates, Foreign Insiders. Each category has distinctive characteristics in the market exploration and penetration phases.



China Market Mindset

TRAINING OBJECTIVES

This training aims to provide insights into:

- Why China Market Mindset matters for business development?
- How culture matters for doing business in China?
- What managers and companies can do to cultivate their China Market Mindset?

LEARNING OUTCOMES

After successfully completing the training, the participants will be able to:

- Assess their China Market Mindset and design an appropriate China market entry strategy
- Decipher the communication and behaviours of the Chinese stakeholders (investors, clients, government)
- Improve decision-making to successfully plan, organize and manage Sino-Swiss projects
- Adapt communication approach by making use of the three behavioural pillars of collaborations in cross-cultural context: respect, reciprocity and trust
- Adjust their style in negotiating with the Chinese counterparts

CONTACT US

For more information on cross-cultural perspectives to business development contact our Intercultural Management Team – at the Institut Interdisciplinaire du Développement de l'Entreprise (IIDE) HEIG-VD.

Address:
HEIG-VD
School of Engineering and Management
Avenue des Sports 20
1401 Yverdon-les-Bains, Switzerland



PROF. DR. ANNA LUPINA-WEGENER

Anna Lupina-Wegener is a Full Professor at the IIDE within HEIG-VD and she is head of the Intercultural Management Team. Anna built her expertise on enabling effective cross-cultural collaborations over 20 years. She provides guidance and advice to managers and executives based on the insights she gathered through multiple projects looking into collaborations of European managers and managers in economies in transition: Brazil, China, Mexico, Poland and Russia.

E-mail: Anna.lupina-wegener@heig-vd.ch
Mobile: +41(0)76 811 16 53
WeChat: aluweg



DR. GÜLDEM KARAMUSTAFA

Güldem Karamustafa is a Senior researcher at the IIDE within HEIG-VD. Güldem specializes on the process of learning and adaptation and focuses on how individuals, groups and organizations can learn and grow through diverse experience. As a member of the Intercultural Management Team she is engaged in various research projects involving cross-cultural collaborations.

E-mail: guldem.karamustafa@heig-vd.ch
Mobile: +41(0)79 779 25 58
WeChat: guldemkaramustafa
Skype: Güldem Karamustafa



PROF. DR. GANGFENG ZHANG

Prof. Dr. Gangfeng Zhang is currently an Associate Professor in Cross-Cultural Management and International Business at School of Management, Zhejiang University. He received his doctoral degree in Sociology and Social Research from the University of Trento of Italy with a dissertation titled as “Cross-cultural Management – Experiences of Italian Invested Firms in China”. He did his post-doc research in the School of International Service of the American University as a faculty Fellow. From 2011, he has been invited by the University of Trento in Italy, Kyushu University Business School in Japan, and Technische Hochschule Nürnberg Georg Simon Ohm in Germany to teach course “Doing Business with China - A Cultural Perspective” to their Master students and MBA students. His research focuses on Chinese cultural elements which may impact business and management, internationalization of Chinese firms and their international M&A, corporate culture creation, as well as SMEs, Industrial Agglomeration and local development.

He teaches Cross-Cultural Management, International Business, Corporate Culture to both undergraduate and MBA students. Prof. Dr. Gangfeng Zhang had been a free-lance consultant of International Survey Research PPL., Towers Perrin, and Towers-Watson for many years. All are American consulting companies. He provided consulting to both large Chinese companies such as ICBC, and prestigious multinational companies such as Coca Cola, Areva T&D, Shangri-La Hotel & Resorts, American Express, OMRON Automation, etc.

E-mail: gangfeng.zhang@zju.edu.cn

Mobile: +86(0)13 857 17 08 56

WeChat: wxid_s8zd6xffnh6p12

Agenda

CHINA MARKET MINDSET TRAINING

8:30-9:00 —> **Registration**

9:00-9:30 —> **Welcome and self-introduction**

9:30-12:00 —> **Why China Market Mindset matters for business development?**

In this part, the participants will learn:

- The Chinese business ecosystem, how to approach the market, how to adapt the products/ marketing strategy to the needs of the local customers
- The Chinese Market and characteristics of Chinese consumers
- The communication and negotiation styles of Chinese stakeholders

Lunch

13:00-15:30 —> **How culture matters for doing business in China?**

In this part, the participants will learn:

- Impact of culture on marketing
- The characteristics of the Chinese management practices: leadership, strategy, and HRM
- Success factors and key mistakes in Sino-European collaborations

15:30-17:00 —> **What managers and companies can do to cultivate their China Market Mindset?**

In this part, the participants will:

- Assess their actual and desired China Market Mindset
- Learn the symptoms of culture shock, strategies to anticipate and cope with differences