

Why China?

China is a large country with over 1.3 billion people, a rich and deep cultural history, a business, economic and social environment which is currently experiencing transformational change, and an ambition to resume its place as one of the world's most prosperous nations.

China's relationship with Australia is now critical to both countries for many reasons:

- Over 250,000 Australian residents were born in China (or Hong Kong and Taiwan), a figure which is increasing by over 12,000 new migrants per annum
- China has become Australia's second largest trading partner with bilateral trade maintaining an annual growth rate of over 30%, and exports growing at 46%
- There are no fundamental conflicts between the two countries and a healthy mutual respect and trust exists at all levels of business and Government
- China is now the world's fastest-growing major economy, accounting for a quarter of the world's economic growth over the last two years, and projected to overtake America as the world's largest economy within the next 40 years.

For all of the above reasons, and others, Australian entrepreneurs, investors and companies of all sizes must engage with the Chinese, whether to grow their business, protect their market share or diversify their interests. This requires a commitment at all levels to understand the China market and respect and appreciate the differences in culture, history, education, language and business practices. Much of this can only be done by experiencing China at first hand.

Think Global Consulting designs, develops and delivers tailored programs for Australian business leaders to immerse themselves in China, enabling Australian companies, their leaders and staff to engage with the Chinese with confidence, knowledge and understanding

