



CROSS CULTURAL TRAINING

Doing Business with the Chinese



Think Global is a business committed to global business development and networking.

In order to succeed in any new market, or serve the needs of businesses, clients and customers from any offshore market, it is critical to have an appreciation and understanding of the relevant cross-cultural issues, including the different attitudes, behaviours and mindsets that are brought to any new business or personal relationship.

Think Global facilitates cross-cultural training, experiences and knowledge via a wide range of diverse activities:

- Immersing large and small groups into new markets by leading study tours and business delegations to selected countries.
- Working with the leaders of large and small organisations to enter a new market, including assisting with strategy, business matching, capital raising and execution.
- Hosting foreign business leaders, speakers, commentators and trainers on visits to Australia.
- Conducting cross-cultural training sessions for individuals and large organizations.

China is a large and proud country with over 1.3 billion people, a long history of over 2,500 years, a business and social environment that is currently experiencing transformational change, and an ambition to resume its place as one of the world's great 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). This figure is increasing by approx. 12,000 new migrants per annum.
- The volume of bilateral trade between China and Australia has maintained an annual growth rate of over 30%. China has become the third largest trade partner and the second largest export market of Australia.
- There are no fundamental conflicts between the two countries and a healthy mutual respect and trust exists at all levels of business and Government.
- Both countries are in the early stages of negotiating a Free Trade Agreement.
- 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.

For all of the above reasons, and others, Australian companies of all sizes need to engage with the Chinese, whether to grow their business, protect their market share or diversify their interests. This requires a commitment at all levels of an organisation to understand the China market and respect the differences in:

- cultural background, history and diversity
- education
- language
- regional backgrounds
- approaching personal and business relationships
- the business environment
- attitudes and behaviours
- diplomatic engagement
- leadership styles
- the do's and don'ts of business life and customer relationships

Think Global designs, develops and delivers programs designed to cover all or some of these issues, enabling Australian companies, their leaders and staff to engage with the Chinese with confidence, knowledge and understanding.

For more information, please contact:

Think Global Consulting
Suite 1408, Level 14, 109 Pitt Street
Sydney NSW 2000

p: 02 9223 7867 f: 02 9475 4357 e: support@thinkglobal.com.au