

CHINA READY TO EXPORT PROGRAM



Understanding China - Culture, Traditions, Language

Date - April 8th 2016 FRIDAY

Time - 10:00am to 2:00pm

Address - CWA Hall 70 Murray Street,
Tanunda, 5352

WORKSHOP TOPICS:



- Chinese mindset and cultural values
- Hierarchy
- Written and unwritten rules: the 'yes' that may mean 'no'
- 36 Stratagems as a reflection of Chinese negotiating culture
- Business meeting etiquette
- Some essential Chinese words

Leonie McKeon has extensive experience with China. She helps organisations do business with China using her understanding of Chinese thinking, strategy and negotiation. Leonie advises on developing business strategies within companies planning to, or who are already doing business with China.