



# NZTE China Business Training – JUNE 2013

## WELLINGTON

NZTE would like to invite you to 'China Business Training' taking place in Wellington in June.

The training is designed to help New Zealand businesses and business people to:

- Understand the market, and how the government and business in China operates
- Navigate language barriers, cultural difference and regional variations
- Build and maintain business relationships
- Work within the Chinese legal, financial and management structures

### About the Training:

China Business Training is delivered in a four day programme consisting of eight half day modules which can be completed together, or individually.

Training is subsidised by NZTE and will only cost you or your business *NZ\$50 per person, per day*. Cancellations with less than 24hrs notice incur full fee.

[Occam Consulting Limited](#) has been contracted by NZTE to deliver this China Business Training.

### June Training Details

#### **Tuesday, 4 June 2013 – [Sign-up here](#)**

Module 1 (China Readiness)  
Module 2 (Market Entry Strategy)

**Location:** BNZ Partners Centre, 60 Waterloo Quay, Pipitea

#### **Wednesday, 5 June 2013 – [Sign-up here](#)**

Module 3 (Operations 1)  
Module 4 (Operations 2)

**Location:** KPMG, Level 9, 10 Customhouse Quay, Wellington

#### **Thursday, 6 June 2013 – [Sign-up here](#)**

Module 5 (Marketing/Branding/Media)  
Module 6 (Entry Mode)

**Location:** KPMG, Level 9, 10 Customhouse Quay, Wellington

#### **Friday, 7 June 2013 – [Sign-up here](#)**

Module 7 (Human Resources)  
Module 8 (Governance)

**Location:** BNZ Partners Centre, 60 Waterloo Quay, Pipitea

**Info & registration:** [www.nzte.govt.nz/chinabusinessstraining](http://www.nzte.govt.nz/chinabusinessstraining)

**Training calendar:** [www.prclive.com/china\\_training/cbt\\_calendar](http://www.prclive.com/china_training/cbt_calendar)





## More about the Modules:

- **Module 1: China Readiness – Market dynamics, culture, demographics, political environment**

Why go to China? This module helps you make the China decision with insights in to market dynamics, culture, demographics and the political environment. It covers how to go about researching the market, adapting products and services, brand management and sales and marketing in China.

- **Module 2: Market Entry Strategy – Business structures, agents/ distributors, negotiation**

Having decided to enter the China market, learn about the different modes of entry (including via Hong Kong and Taiwan), legal and management structures, China's government priorities, business negotiation and meeting protocol.

- **Module 3: Operations – HR, manufacturing, research and development**

This module covers Human Resources essentials: recruitment, remuneration, labour law, performance management, manufacturing in China, and conducting R&D in China.

- **Module 4: Operations – Finance, legal, risk, planning**

Module 4 focuses on China's legal, financial and tax system as well as business risk in China. How they are developing, how you can prepare your company, and what to expect on the ground in China. The risk section includes the ever-popular intellectual property (IP) risks, and the steps you can take to protect your IP.

- **Module 5: Marketing / branding / media**

What type of Marketing/Branding/Media works for my business in China? This module helps you understand the China market and how you can use marketing, branding and the media to be successful there.

- **Module 6: Entry mode**

What type of legal entity in China is best for my business? This module helps you decide whether you need a Representative Office (RO), Wholly Owned Foreign Enterprise (WOFE), a Foreign Invested Commercial Enterprise (FICE), Joint Venture (JV) or agent/distributor arrangement.

- **Module 7: Human resources**

What are the Human Resource issues we need to consider in China? This module helps you understand the Human Resource complexities in China from the Expat or Local hire decision, to tax and social benefits costs.

- **Module 8: Governance**

What are the Governance issues surrounding my business in China & how can I address them? This module helps you understand the complexities of governance issues in China and how to handle them.

**Info & registration: [www.nzte.govt.nz/chinabusinessstraining](http://www.nzte.govt.nz/chinabusinessstraining)**

