

Building Successful Business Relationships in China

A workshop for companies interested in improving business relationships with China and the Chinese.

On: Monday 28 February 2011

Time: 8.30 a.m. to 3.00 p.m.

At: The Boardroom,
Ernst & Young,
41 Shortland Street,
Auckland CBD

Lunch: A light lunch will be served
courtesy of Ernst & Young

Fee: For NZCTA and Export New
Zealand Members: \$85 plus gst
(\$97.75)
Non members: \$115 plus gst
(\$132.25)

RSVP: By Thur. 24 February 2011

Successful China Business Relationships

This practical workshop is designed for any company or business person wanting to improve business relationships with China and the Chinese. It covers common relationship issues and the reasons behind them, as well as specific relationship types and strategies for success when working with Chinese.

Occam and NZCTA acknowledge with grateful thanks NZCTA Gold sponsor, Ernst & Young, for their material assistance in the organisation of this workshop.

 **ERNST & YOUNG**

Seminar Outline:

Differences & similarities; business situations; guanxi; face; protocol; establishing credibility; relationships within the company; working with customers, suppliers and government ... and much, much more !

Facilitator: Amy Adams, Program Director, Occam Consulting, Shanghai.

Amy hugely impressed her first New Zealand audience at NZCTA's well received pre-Christmas seminar bringing academic minds together with practical China hands. Amy gave a highly practical presentation laced with insight and good humour.

Now Amy is back to elaborate on the essential relationship issues which will make or break your business with the Chinese and/or in China

Amy has worked with over 50 multinational companies & governments in China. Clients include Air New Zealand, Alstom, General Motors and the NZ & UK Governments.

Satisfied clients have come from over 30 countries and a variety of sectors.

Amy provides a unique opportunity to experience practical training based on a thorough understanding of business with China and the Chinese.

**For more information and
to register, please contact:
director@nzcta.co.nz**