Managing Business Relationships and Risks in China

Academic research matched by practical business experience

A symposium for organisations engaging in business in China and academies wanting an update on the latest China based research

Jointly organised by

New Zealand China Trade Association and New Zealand Contemporary China Research Centre

with generous support from

New Zealand Trade and Enterprise, Victoria University, AUT University, FRST and Cathay Pacific

Keynote speakers:

- Professor Willem Burgers, China Europe International Business School,Shanghai
- Professor Richard Fletcher of the University of Western Sydney
- Stephen Le Febvre, Biovittoria, Guangxi, China
- Peter Moore, Fonterra International Farms, China
- Ben Shipley, Hill and Knowlton, Sydney
- Amy Adams, Occam, Shanghai

On: **Friday 3 December 2010**
At: **AUT University, North Shore Campus, 90 Akoranga Drive, Northcote**
Time: **Registration from 8.00 a.m., starts 8.15 a.m., concludes at 4.00 p.m. with refreshments;**
Parking: **Pay and display in-campus car park available**

Cost: **Members of NZCTA/ENZ and NZCCRC: $175, Non members $195, Full time students $70 – all incl gst.**

for the **symposium brief** click here (below)

for the **symposium programme** click here (below)

to **register** click here (cushla.matheson@aut.ac.nz)

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VICTORIA UNIVERSITY OF WELLINGTON | NEW ZEALAND CONTEMPORARY CHINA RESEARCH CENTRE

Briefing Paper
Managing Business Relationships and Risks in China
A national business symposium on 3 December 2010, Auckland

Organisers:
New Zealand China Trade Association Inc and the New Zealand Contemporary Research Centre.

Purpose:
The symposium will match recent academic research on the topic with practical business experience, thus will provide exporters and potential exporters to China the opportunity to benefit from the research and seek to apply it in their business dealings in China. It will benefit the academic sector by testing the validity of their research and assumptions with the actual experiences and outcomes of NZ Exporters.

Format:
The topics will be explored in turn by academic and practical speakers, with substantial time allocated for panel discussion, debate and questions. Networking opportunities will be maximised during breaks, lunch and post-event refreshments. (for programme click here)

Targets:
The prime targets are exporters and potential exporters to China and academics and students wishing to extend their knowledge of China. The event will also attract others with a general interest in China or doing business with China.

Speakers:
The keynote speakers include Professor Willem Burgers from the China Europe International Business School in Shanghai, Amy Adams from Occam, human resource practitioners in Shanghai, Ben Shipley of Hill and Knowlton, Sydney, who introduced 42 Below to China, Peter Moore of Fonterra International Farms, Stephen Le Febvre of Award winning Biovittoria who grow fruit in China and export to USA and Professor Richard Fletcher of the University of Western Sydney, complemented by other experienced China hands from the academic and business sector.

Trade Minister Hon Tim Groser has been invited to give his thoughts on the direction of our relationship with China post- FTA and a senior NZTE Manager will cover NZTE's latest China research.

Venue:
AUT North Shore Campus with AUT Events Management. A brand new venue with superb facilities.

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Symposium programme

Chairman: Stuart Ferguson, Chairman NZCTA and Board Member NZ Contemporary China Research Centre.

8:00 Registration

8:20 **Welcome**, housekeeping, backgrounder and introduction: Stuart Ferguson

8:30 **Cross-border Relationship Management**

8:30 Cross-border relationship management: the framework and principles
Professor Richard Fletcher, University of Western Sydney

9:00 Immersing your business in the China way: a practical case-study
Stephen Le Febvre, Director Sales & Marketing, Asia Pacific Biovittoria

9.30 **Managing cross-cultural employer-employee relationships in China**

9.30 Romie Littrell, Associate Professor, AUT University

9.50 Amy Adams, Programme Director, Occam Cross Cultural Training, Shanghai.

10.10 Morning tea

10.30 **Philosophy of guanxi management – a gatekeeping perspective**

10.30 Guanxi gatekeepers – an overlooked party in intercultural business relationships Dr Hongzhi Gao, Victoria University, Wellington

10.50 Benefitting from a sound guanxi - a practical case study:
Richard Mannell, Managing Director, Vindico Negociants

11.10 **Panel Discussion** and questions from morning session moderated by Stuart Ferguson
Panel: Morning's speakers

11.55 Lunch break

12.35 **Risk Management in China**

12.35 Managing risk for foreign firms in trading with and investing in China

Key note: Professor Willem Burgers, China Europe International Business School, Shanghai

1.15 Safeguarding your I.P.
Paul Davies, Senior Associate, EverEdge IP

1.35 Brand management in China – 42 Below,a practical case study
Ben Shipley, Creative Director, Hill and Knowlton, Sydney

1.55 Survival strategies for NZ businesses in China – post entry challenges
Val Lindsay, Associate Professor, Victoria University

2.15 Practical risk management strategies in China
Peter Moore, Fonterra International Farming Ventures

2.35 Afternoon tea break

2.50 **An NZTE perspective of China**
NZTE presentation

3.10 **The inter-governmental relationship in the post FTA era and future Initiatives** (speaker to be confirmed)

3:30 **Panel and audience discussions** moderated by Stuart Ferguson
Panel: Afternoon's speakers

3:55 **Conclusions and future action :** Stuart Ferguson

4:00 **Networking and refreshments** until 4:45 pm

We acknowledge with grateful thanks the support of New Zealand Trade and Enreprise, Victoria University, AUT University, FRST and Cathay Pacific