

CROSS-CULTURAL TRAINING WORKSHOP
Thursday, August 12, 2010 - 8:30 a.m. – 5:15 p.m.
55 West Monroe Street, 5th Floor, Chicago, Illinois 60603

Significance of the Workshop

- Highly condensed, comprehensive, unbiased, and tested workshop that will address various cultural issues of critical importance to successful business activities and meetings in connection with China
- Experienced instructors who are practitioners with on the ground experience in setting up, acquiring, negotiating, and managing businesses in China
- Special panel discussions featuring senior corporate executives who will share their first hand, non-scripted experience and address questions directly with attendees

Registration and Contact Information

By Mail: Please complete the attached registration form and return it along with a check payable to U.S.-China Chamber of Commerce with the appropriate fee or credit card information to:

U.S.-China Chamber of Commerce
Attention: Cross-Cultural Training Workshop
55 West Monroe Street, Suite 630
Chicago, IL 60603 USA

By Fax: Complete registration form with your credit card information and fax it to: (312) 368-9922.

By Phone: (312) 368-9911.

By E-Mail: E-mail registration form information to info@usccc.org.

Online: Access our web site at www.usccc.org. Click on "Upcoming Events" ... "Cross-Cultural Training" and complete the registration form.

Instructors

Siva Yam, CPA, CFA, President, U.S.-China Chamber of Commerce
Dr. Rick Mao, Dean, Elgin Community College
Andy Rice, Senior Vice President, International, The Jordan Company
Ed Wajda, Vice President, Briggs & Stratton Corporation

Fees (\$ in US)

\$395	Non-Members
\$295	Members of U.S.-China Chamber of Commerce

Registration Deadline

Enrollment is limited to between 20 and 30 participants in order to maximize the learning experience. Please register on or before Tuesday, August 10, 2010. If you are unable to attend but are interested in future cross-cultural training workshops, please contact our office.

Air Travel

The Cross-Cultural Training Program will be held in Downtown Chicago, IL. Chicago has two major regional airports, O'Hare and Midway, both of which are easily accessible from downtown Chicago.

Location

55 West Monroe Street, 5th Floor Conference Room, Chicago, IL 60603 · Phone: 312-368-9911

Accommodations

The Union League Club of Chicago has agreed to make a limited number of rooms available for workshop participants at a rate of about \$125 per night. Please contact The Union League Club of Chicago at 312-427-7800 or 1-800-443-0578 for further information. Please be sure to mention that you are attending the U.S.-China Chamber of Commerce cross-cultural training workshop.

Food and Training Manual

Training Manual, Breakfast; Coffee Break; and a *Chinese* lunch in Chinatown are included

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Thursday, August 12, 2010 – Morning Session

- 8:30 a.m. – 9:00 a.m.** **China: A Historical Perspective from the Xia Dynasty to the New Internet Age**
- Since China opened its door in the late 70s/early 80s, it has undergone dramatic changes, not just economically, but culturally and socially. The country is at the cross roads - the East meets the West; the old clashes with the new. While some of its traditional values and culture have evaporated, the country's tradition and religions continue to play a critical part in shaping the daily life and business practice of the people. An understanding of China's history with an emphasis on its business and social constraints will help to place cultural issues in perspective.
- 9:00 a.m. – 9:30 a.m.** **The Governmental Structure of the People's Republic of China**
- As China pursues a market economy with Chinese characteristics, government continues to play a critical part in the economy. An understanding of the structure of the government will give participants an edge in dealing with complex situations in China.
- 9:30 a.m. – 10:00 a.m.** **The Lay of the Land: Demographics and Geography**
- China is a vast land with a diversity of peoples, resources, and languages. The uneven economic development in China makes the theory: "if you sell one hamburger per person, your company will become a billion dollar business overnight" a fallacy. We will look at China's demographic makeup, including population, income levels, and consumption statistics. This session will also introduce China's various regions, including provincial organization, language differences, infrastructure, and terrain.
- 10:00 a.m. – 10:15 a.m.** **Coffee Break**
- 10:15 a.m. – 10:45 a.m.** **Executive Forum: First Experience in Doing Business in China**
- Three senior business executives will discuss what they saw and learned when they first went to China for business.
- 10:45 a.m. – 11:15 a.m.** **Understanding the Chinese Cultural Spectrum from Confucianism to Superstition**
- From ancient times to the present, many philosophical traditions have influenced the cultural scene - Confucianism, Buddhism, Daoism, and more recently Marxism. Along with these more philosophical traditions, the Chinese culture has been and continues to be heavily influenced by the folk religions.
- 11:15 a.m. – 12:00 a.m.** **Introduction to Chinese Language: Structure, Pronunciation, and *Putonghua***
- Participants will be introduced to *pinyin* Romanization, learn standard pronunciation and the basic language structure of modern Mandarin. Alternative Romanization systems will also be introduced.
- 12:00 p.m. – 2:00 p.m.** **Lunch – Chinese Style**

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Thursday, August 12, 2010 – Afternoon Session

2:00 a.m. – 2:45 p.m.

Learning to Read and Write Basic Chinese

This session will talk about the history of written Chinese, and the basic elements of reading and writing. Basic characters will be introduced to assist in reading commonly seen signage in China. Skills necessary to use dictionaries will also be taught.

2:45 p.m. – 3:15 p.m.

Gan Bei! Building General Conversation Skills and Use of English in China

Situational dialogues, conversation starters, greetings, farewells, forms of address and names will be discussed. Additionally, as many business travelers rely on English to communicate during their business dealings in China, this section will explain how to speak English that the Chinese will understand.

3:15 p.m. – 3:30 p.m.

Coffee Break

3:30 p.m. – 4:00 p.m.

Relationships and Face: Understanding *Guanxi* and *Mianzi*; Gift-Giving, Protocol, Meeting Arrangements, Negotiations, and Social Situations

Two of the most frequently discussed concepts in dealing with China are 'relationships' and 'face.' This section will look at the complexity of relationships in China and how to 'save face' for all parties involved in an encounter. It will look at Chinese customs, arranging meetings, different perceptions of time, and negotiations. In addition, we will look at social situations commonly encountered in China and how best to handle difficult questions.

4:00 p.m. – 4:45 p.m.

Executive Forum: Recruiting; Managing; Negotiating; Closing Deals, and Problem Solving – Case Studies

Three senior corporate executives and deal makers will use real life cases to discuss how foreign corporations recruit, manage, negotiate, close deals, and solve problems under different circumstances

4:45 p.m. – 5:15 p.m.

Pursuing an International Career: Opportunities; Types of Personalities; Risks and Rewards

Open discussion

5:15 p.m.

Adjourns

孙子曰：“知彼知己，百戰不殆；不知彼而知己，一勝一負；不知彼，不知己，每戰必殆 ...不忒者，其措必勝，勝已敗者也 ...”

“... If you know your enemies and know yourself, you will never be in danger in any battle. If you know yourself, but not your enemies, for every battle you win you will also suffer a defeat. If you know neither your enemies nor yourself, you will be in danger in every battle ... Making no mistakes is what establishes the certainty of victory, because you are fighting an enemy that has already been defeated.” The Art of War by Sun Tzu

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Registration Form

Check One Mr. Ms. Dr.

Name (First, Middle, Last) _____

Title _____

Company _____

Address _____

City _____ State/Province _____

Postal Code _____ Country _____

Telephone _____ Facsimile _____

E-mail Address _____

Type of Business /Organization _____

Additional Participant(s)

Name (First, Middle, Last) _____

Title _____

Telephone _____ Facsimile _____

E-mail Address _____

Name (First, Middle, Last) _____

Title _____

Telephone _____ Facsimile _____

E-mail Address _____

(Please photocopy form for additional registrants)

Registration Fee Worksheet

(1) Non-Member \$395 x _____

(2) U.S.-China Chamber of Commerce Member \$295 x _____

Total Fees \$ _____

Check enclosed for _____

Credit Card: Visa Mastercard American Express Discover

Name as It Appears on Credit Card _____

Credit Card Number _____ Expiration Date _____

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