

# Business communication and etiquette: preparing for your China experience



The Village Hotel  
Brailsford Way  
Chilwell, Nottingham  
NG9 6DL

Wednesday 10 February 2010  
5.30 pm - 8.00 pm

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Venue: The Village Hotel  
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Programme	Speakers (continued)
17h30 <b>Registration and light refreshments</b>	<b>Elisa Kuang</b> is a Business Advisor at the East Midlands-China Business Bureau (EMCBB).
18h00 <b>Welcome and introduction</b>	<ul style="list-style-type: none"> <li>• Prior to joining EMCBB, Elisa has worked with multinational organisations in both the UK and China, specialising in the field of International Marketing and Procurement for over 15 years.</li> </ul>
18h10 <b>Business communication and etiquette: a Chinese and British perspective</b> <i>Claire Urry</i> , Executive Director, China-Britain Business Council	<ul style="list-style-type: none"> <li>• Elisa has been involved in facilitating UK companies' entry to the China market, primarily in setting up representative office, manufacturing facilities, formulating market entry, business development, international marketing and procurement strategies.</li> </ul>
18h40 <b>Business Chinese</b> <i>Elisa Kuang</i> , Business Advisor, East Midlands-China Business Bureau	<ul style="list-style-type: none"> <li>• Elisa's responsibilities in her previous post included project management of a multi-million pound Chinese procurement project for a central government Agency.</li> </ul>
19h05 <b>Working with your Chinese customer</b> <i>Min Rose</i> , Business Advisor, East Midlands-China Business Bureau	<p><b>Min Rose</b> is a Business Advisor at the East Midlands-China Business Bureau (EMCBB) and has held this position since 2006. Prior to this, she managed the Leicestershire-Sichuan Trade Bureau between 2004 and 2006.</p>
19h30 <b>Q&amp;A and discussion</b>	<ul style="list-style-type: none"> <li>• Before coming to the UK in pursuit of a Master Degree, Min worked for Sichuan Provincial Government in China for over 5 years acting as a project officer, coordinator, and chief interpreter to promote international civic, educational and business collaboration between Sichuan and European and American countries.</li> </ul>
19h45 <b>Close and networking buffet</b>	<ul style="list-style-type: none"> <li>• Min has 13 years experience in promoting international business via trade, investment and developing educational and cultural links.</li> <li>• Since 2004 she has worked with over 400 businesses in the East Midlands giving practical advice and support to help them develop market entry strategy, negotiate contracts and overcome barriers and deal with disputes with China.</li> </ul>
Speakers	<p><i>In association with</i></p>  <p>EAST MIDLANDS - CHINA BUSINESS BUREAU 英国中东部地区中国商务局</p>

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