

Business Communication & Etiquette: China and UK perspective

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In our globalised world there is great danger if people of one country have a low understanding of the cultures of other countries such as China.

-- Chinese Premier Wen Jiabao, 31 Jan 2009

Misunderstanding & Conflict





Patient
Group Oriented
Complex decision-making
Large meetings
Hierarchical
Guanxi
Modest
Contract is not the end
Bonding through dinners
Focus on employment & technology
Acutely sensitive to face



Impatient
Individualistic
Delegation of authority
Small meetings
Egalitarian
Focus on transaction
Gladly accept compliments
Contract is binding
After hours entertainment
Focus on return on investment
Fair play, pride



Stressed
Selfish
Careless
Exclusive
Chaotic
Unfriendly
Arrogant
Inflexible
Unsociable
Avaricious
Disrespectful

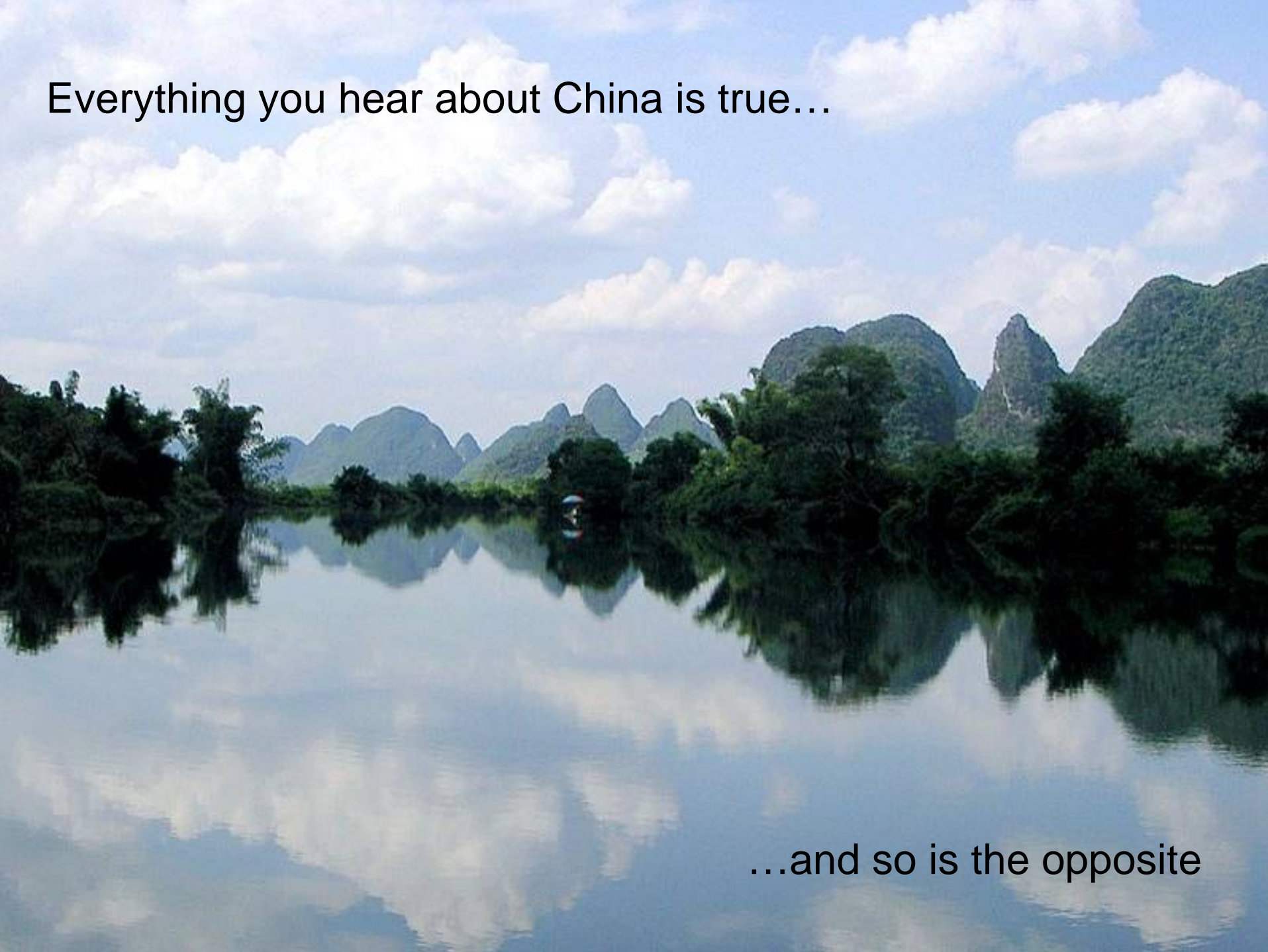
Knowing about culture helps us do business

- Allows us to better understand behaviour
- Enables us to behave in an acceptable way
- Avoids misunderstandings
- Aids communication
- A little knowledge is dangerous?
 - The danger of assumptions and stereotyping
 - Regional and sub-regional cultures



China in Context

Everything you hear about China is true...



...and so is the opposite





国情

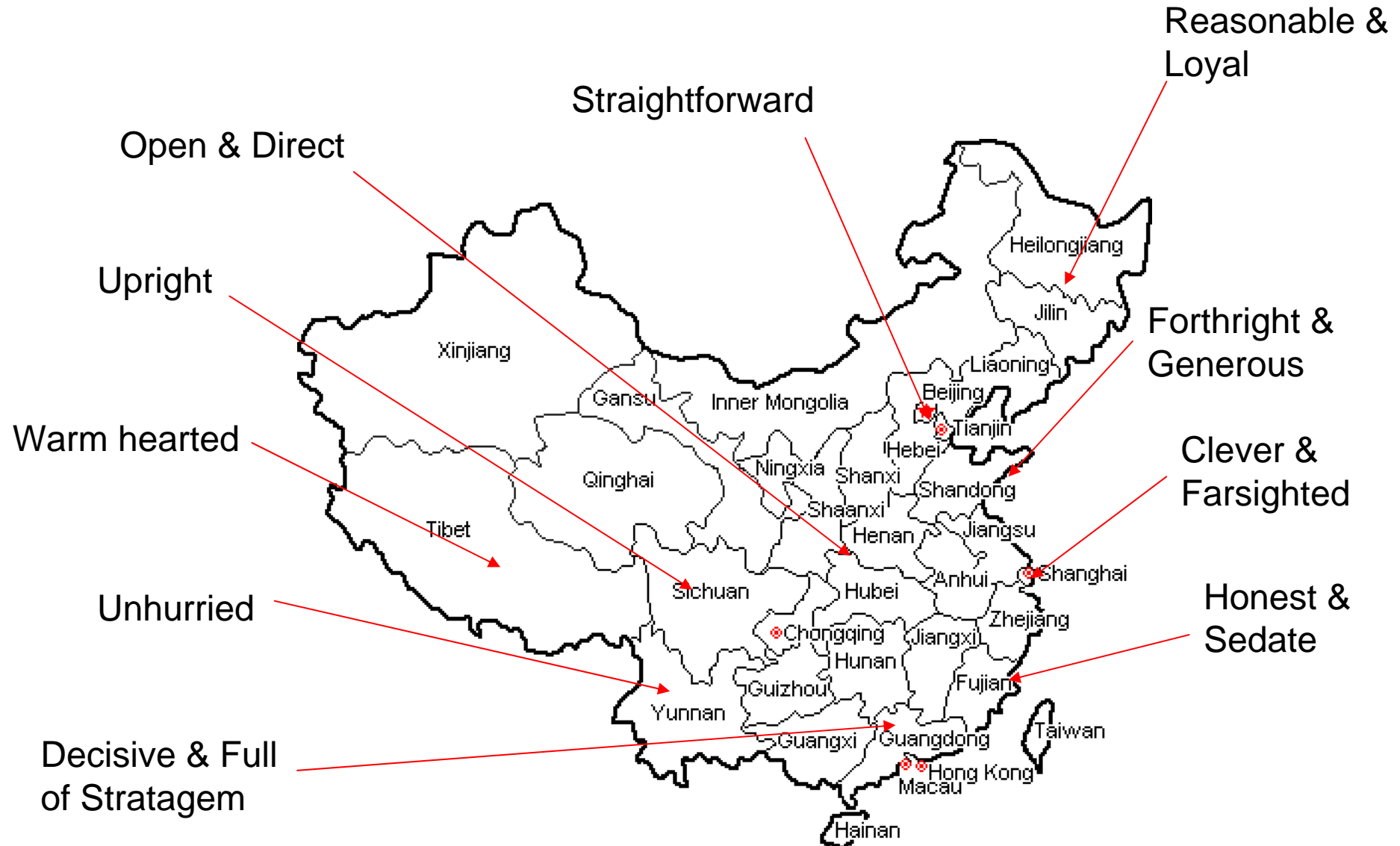
Chinese Characteristics

Chinese Characteristics

- Geographical Diversity
- History
- Current Economy & Politics
- Society - Young, Old, Living, Working



Diversity



Unity



National Sentiments - National Pride



Accurate valuation of pi
(429 - 500 AD)



Paper making
(50-121 AD)



Movable type & printing
(990-1051 AD)

China - the Middle Kingdom (Sense of cultural superiority)

Cultural Achievements

The Chinese also invented:

- Compass (202 BC - 220 AD)
- Gun powder (907-960 AD)
- First paper currency (960-1279 AD)



National Sentiments - The Century of Humiliation



1842-1949 - Successive, humiliating defeats to Western powers and to Japan.

Key events: Opium War, Unequal Treaties, Destruction of the Summer Palace, Japanese Occupation

Chinese sensitive to western critics in politics and business.

People's Republic of China

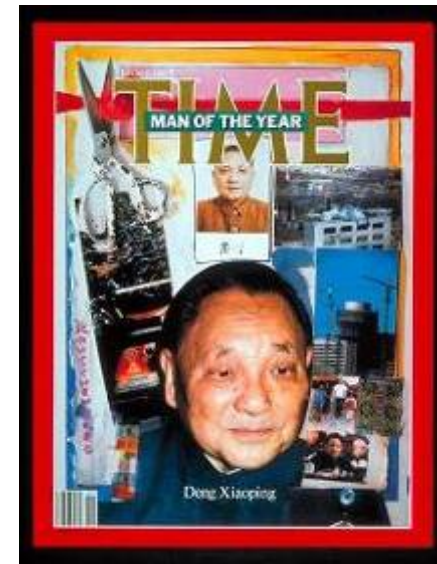
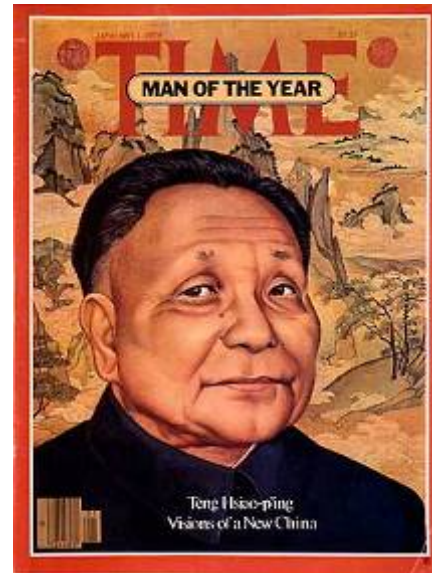
People's Republic established in 1st October, 1949

- Economic hardship and political suppression in living memory
- Planned soviet-style economics
- Unexpected policy changes that effect daily life, such as the Cultural Revolution



Reform & Opening-Up

- 1976 Raise of Deng Xiaoping
- 1988 Open-Up & Economic Reform
- Reshaped China
- Deng Xiaoping's legacy

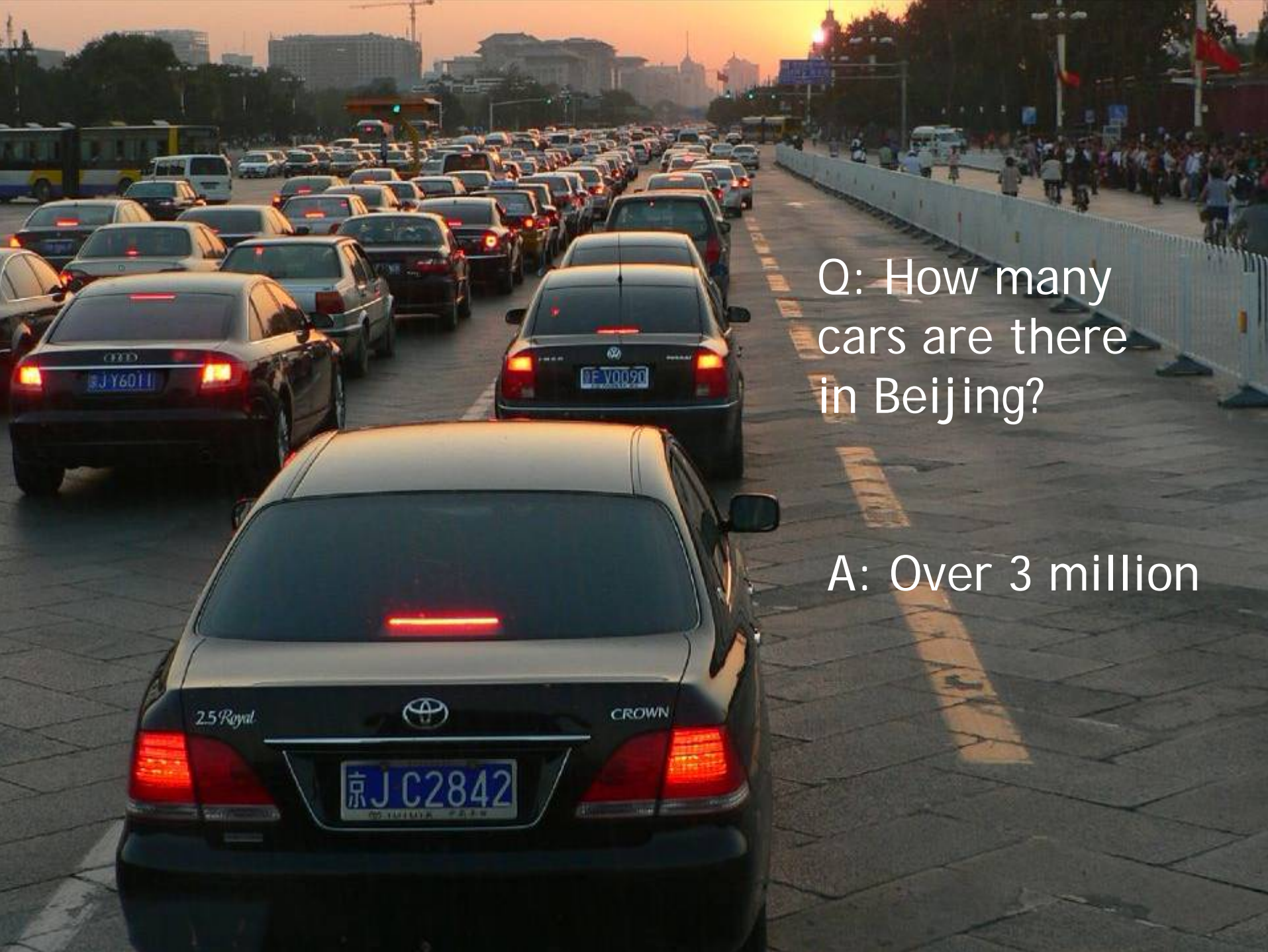




Socialism with Chinese Characteristics

- *It doesn't matter if a cat is black or white, so long as it catches mice.*
- *Poverty is not socialism. To be rich is glorious... Let some people get rich first.*

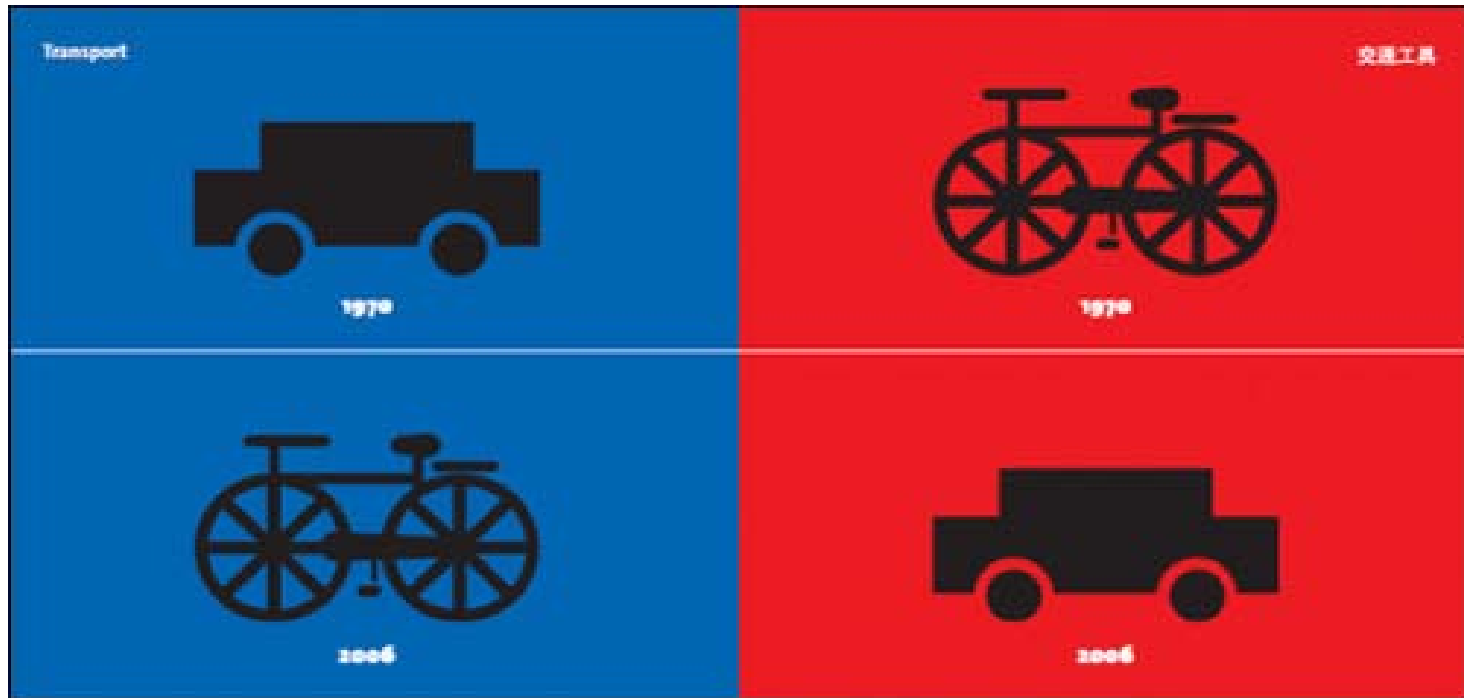
-- Deng Xiao Ping



Q: How many cars are there in Beijing?

A: Over 3 million

Means of transportation

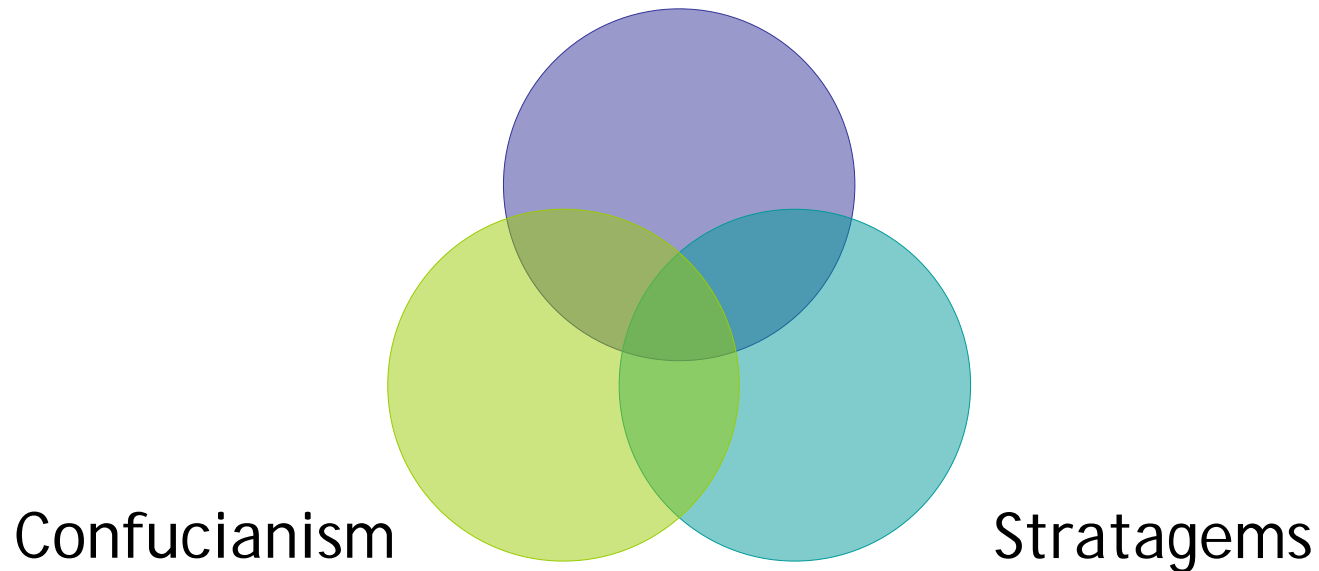




Chinese Business Culture

Fundamental Aspects of Chinese Business Culture

Chinese Characteristics



Confucianism

孔子



Confucianism - Key Values

Confucianism has a direct influence on

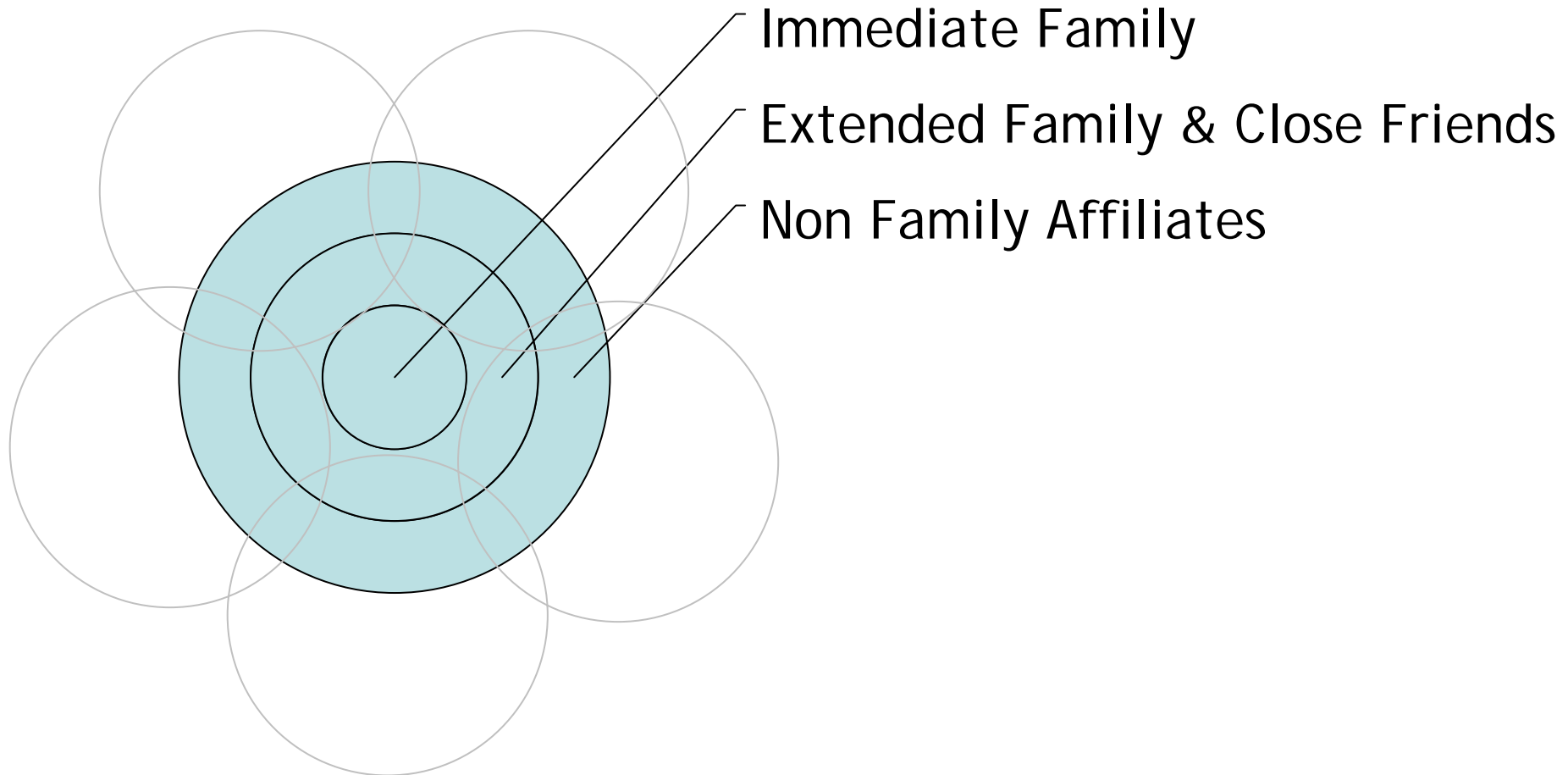
- Social philosophy
- Chinese characteristics
- Maintenance of everyday relationships



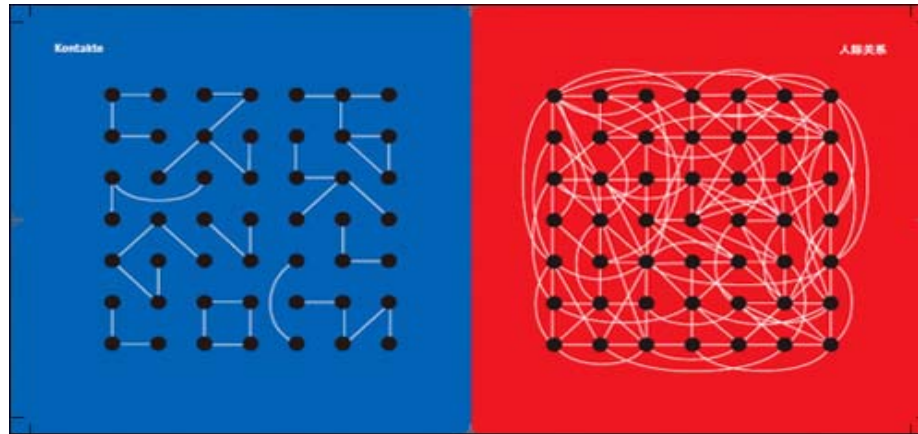
5 Cardinal Relationships

Relationship	Characteristic
Father & Son	Kindness & Obedience
Ruler & Subject	Benevolence & Loyalty
Husband & Wife	Righteousness & Obedience
Older & Younger Brother	Gentility & Respect, Humility
Friend & Friend	Faithfulness

Guanxi 关系



Relations



Renqing (Reciprocity)

人情



Ganqing (Affection)

感情



Face 面子



Aspects of Chinese culture that arise in Business Situations

- ❖ Giving and receiving business cards with both hands
- ❖ Gift giving, banqueting, toasting
- ❖ The fielding, entering, seating and addressing of Chinese delegations according to rank
- ❖ Avoidance of anger or conflict during negotiation
- ❖ Praising Chinese in front of superiors
- ❖ A reluctance to say No



Stratagems 计

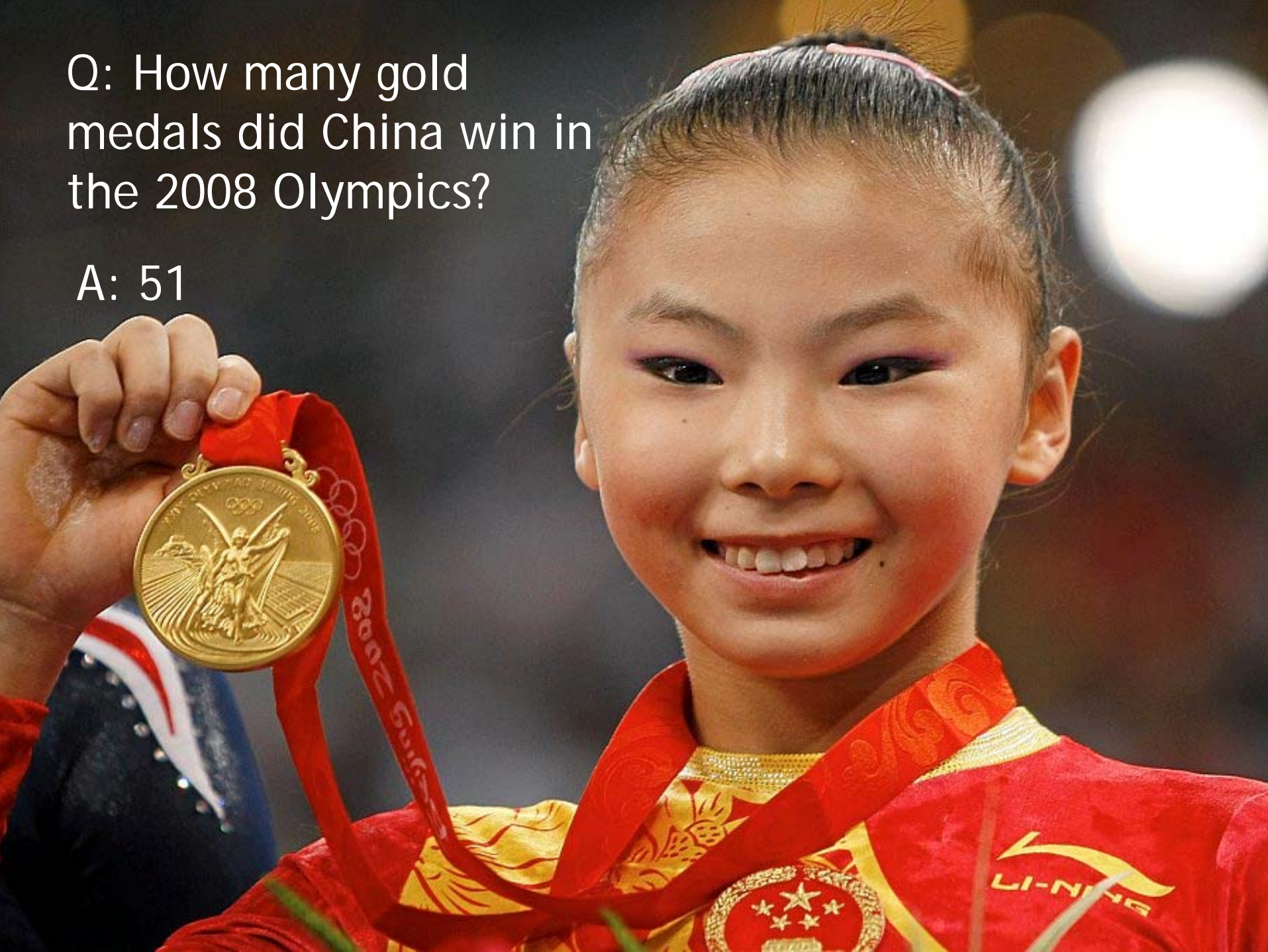


The 36 Stratagems

1. Stratagems when commanding superiority
2. Stratagems for confrontation
3. Stratagems for attacking
4. Stratagems for confused situations
5. Stratagems for gaining ground
6. Stratagems when being inferior

Q: How many gold medals did China win in the 2008 Olympics?

A: 51



Chinese people attach importance to particular symbols

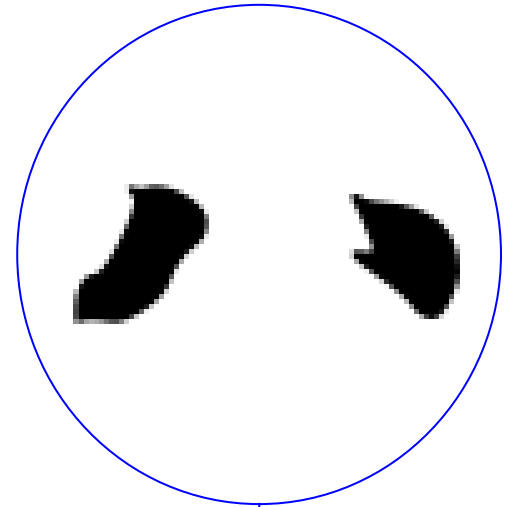
- ❖ Colours
- ❖ Numbers
- ❖ Gifts
- ❖ Fengshui



Which of the following numbers is lucky and which is unlucky?



4 is unlucky



8 is lucky

Chinese Idioms for Business

- ❖ Clapping with one hand makes no noise
- ❖ The first time people meet they are strangers, the second time, friends
- ❖ When you drink with an old friend a thousand glasses are too few
- ❖ Constant grinding turns an iron rod into a needle
- ❖ Same bed different dreams

