Chinese Cultural Awareness

About the training

This training is a half-day training.

Who should attend?

Companies and sales staff likely to work and deal with Chinese contacts, especially in the following sectors:

- Luxury goods
- Tourism & related services
- Retail

Training approach

- Exercises and case studies based on the experience of participants
- Personalized action plan and cross-cultural strategies
- Group discussions to exchange knowledge, experiences and insights

Programme Outline

Goal: At the end of this training, you will be equipped with knowledge on:

Understand Chinese customers’ behaviors and mentalities

1st half:

1. Arrival, introduction and sharing of personal goals
2. General Introduction of China (history, geography, economic & cultural background)
3. Cultural differences: understand Chinese traditional values, the mentalities & philosophy
4. Pinpoint Chinese and European cultural differences

2nd half:

1. Evaluate the impact of Chinese culture on consumer behaviors
2. Analyze potential communication conflicts
3. Tips on dealing with Chinese consumers
4. Opportunities and challenge of language

The training is conducted in English.

Cost: €395/p.p (incl. btw)

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