



The Chinese School, Nicosia, Cyprus

塞浦路斯尼科西亚中文学校

Meet the Chinese Investors

With China's economy growing by leaps and bounds, there are endless business opportunities from China. The key question is how can business capitalize on these opportunities. By taking this course, you will learn the essentials of how to attract, negotiate and cater Chinese investors:

- **The key cultural values affecting business practice**
- **Enhance your communication skills to reduce misunderstanding**
- **Discover important social and business etiquette**
- **How to get investment from China**
- **The Secrets of Negotiation with Chinese partners**
- **How to adapt your communication strategy to the Chinese market**
- **How to market your business in China on a shoestring**
- **Learn how to treat and cater Chinese investors**
- **And much more**

Contents:

Section 1: Introduction to China

- Country and population overview
- Geography
- Population
- Language and ethnic groups
- Administrative Divisions
- Infrastructure and communications
- Political system
- International trade

Section 2: China is changing and why should you care about China

- Rapid urbanisation and growing number of middle class consumers
- Environmental issues
- Educational and medical systems
- The internet and social media

Section 3: China-Europe culture training

- Highlights on what do we think about China and what China actually is



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- Comparison of Chinese and European way of thinking in business and social environment.
- Overview of what is important for you could mislead your Chinese partner and vice versa things offered by your Chinese partner can sound strange for you.

Section 4: Who are the Chinese investors?

- A country of diversities
- Investor segmentation
- Perceptions and expectations

Section 5: How to get investment from China?

- Myth and facts about investment from China
- Specificity of approaches to investments from China
- Practical advice

Section 6: Market Realities

- Opportunities and challenges: product, place, price and promotion
- Doing business with the Chinese
- The Chinese media and tools for promotion
- Current prospects

Section 7: Advertising and communications channels

- Background and methodology
- Developing a China marketing strategy

Section 8: The Secrets of Negotiation with Chinese partners

- Chinese Negotiating Behaviour
- Negotiating with the Chinese
- Manage Guanxi strategically
- The Face: an essential concept
- Negotiating Style with Chinese partners
- China Business Communication

Section 9: How to adapt your communication strategy to the Chinese market

- A very different communication environment
- Huge media landscape
- A giant intranet
- Where should you start?



- Practical advice

Section 10: How to market your business in China on a shoestring?

- Strategic principles
- Implementation

Section 11: How to treat Chinese investors

- Preparation: make sure you are ready to receive the Chinese tourists, language, etiquette, food and other services
- Market intelligence: get a lot of information available, the development of business plans
- Prepare information for visitors: visa and related materials

Section 12: Learn Chinese to cater Chinese investors

- How Chinese characters are made?
- How to pronounce Chinese words?
- First words
- Welcome!
- How do you do?
- What's your name
- Chinese names
- How to address Chinese people?
- Chinese food: various styles
- Place settings
- Chopstick usage
- Table manners for inviting guests
- Etiquette
- Shopping and hobbies
- Feng shui
- Check-list for property purchases based on Feng shui
- Feng shui and interior design
- Useful phrases