

My Experiences of Doing Business with China

Expect the unexpected? Challenges and tactics

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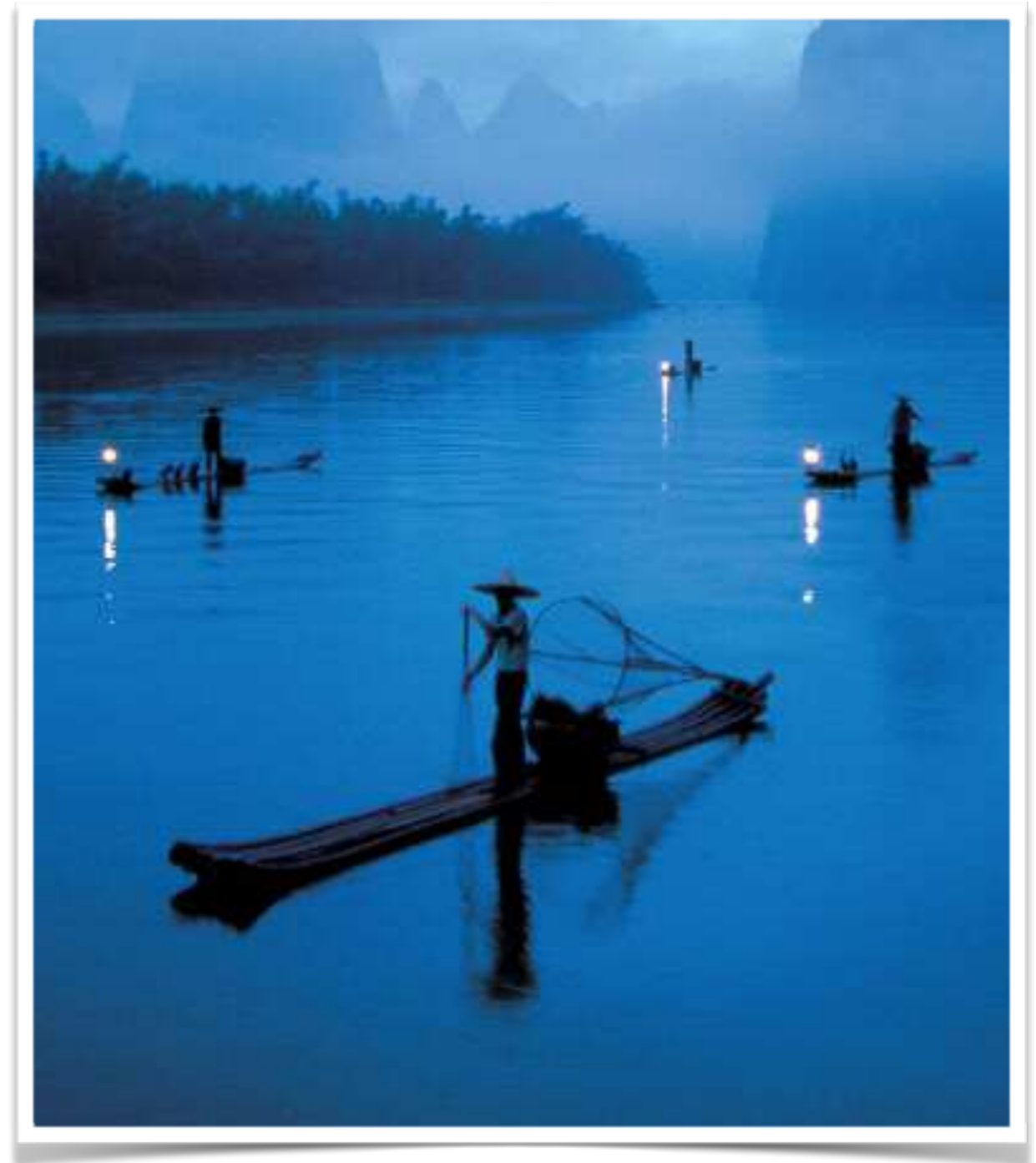
Deloitte	EAST WEST PR/ Brodeur Worldwide	Lighthouse	True Heart	London Business School	Kea Company
					
Global DDT marketing & communication team	Establish international analyst relations practice	Marketing communication for international high tech brands	Trustee of charity serving Chinese in Britain	Member of international advisory council	Helping Greater China firms to export and partner in Europe

Highlights

15 years experience of working with business people from Greater China

Aim for long-term success

- ❖ Be modest, patient and polite
 - ❖ Leave the jokes at home
 - ❖ Be formal and respectful
 - ❖ Be focussed and attentive
- ❖ “Quick wins” can be quick losses
 - ❖ Bureaucracy
 - ❖ Integrity
 - ❖ Case study: Cut and Paste



Harmony, or hell

- ❖ Saving face
 - ❖ “No” isn’t heard, or said
 - ❖ Under consideration
 - ❖ ‘British’ avoidance
- ❖ Confucian ideal is harmonious
 - ❖ Duty, loyalty, respectful
 - ❖ Lack of harmony can provoke the maximum resistance
 - ❖ War story: role plays



Relationships are the true capital

- ❖ Cultivating successful relationships is a vital, long-term activity.
- ❖ People want to know you, not just your product, before they trade
- ❖ Gaunxi - connections want mutually-beneficial business and socialising
 - ❖ War stories: case studies



Partners aren't agents

- ❖ Major tangible and intangible investments into partners
 - ❖ Extensive hospitality
 - ❖ "Homelandish" gifts
 - ❖ Do their favoured activity
 - ❖ Deals made socialising
 - ❖ Time, knowledge
 - ❖ War story: Door opening



Look forward

- ❖ Getting paid can be tricky
 - ❖ SAFE controls foreign exchange
 - ❖ Be very clear up front about when you need purchase orders and payments
 - ❖ A good bank can advise you on security of payment
 - ❖ War story: still not paid
 - ❖ War story: cash on delivery



Win-win networking

- ❖ Huge, growing opportunities expanding with your network
 - ❖ Invest in your partners
- ❖ Look for how you can facilitate, think “win-win” not just “sell”
 - ❖ Create value for others
- ❖ Focus
 - ❖ Regions
 - ❖ Small numbers of partners



Summary

China: Expect the unexpected?

- ❖ **Aim for long-term success**
- ❖ **Harmony, or hell**
- ❖ **Relationships are the true capital**
- ❖ **Partners aren't agents**
- ❖ **Look forward**
- ❖ **Win-win networking**
- ❖ More: <http://bit.ly/DuncanChina>



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