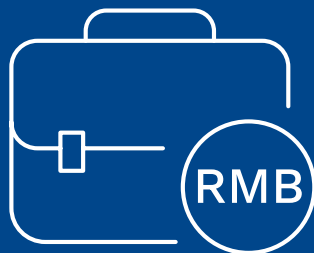


**ASIALINK  
BUSINESS  
ACADEMY**

DOING BUSINESS SERIES



**CHINA**

ADVANCED LEVEL

ACCELERATE YOUR

# **Business in China**



# Accelerate Your Business in China

China is Australia's top trade partner, export market, and foreign direct investment source. A global shipping hub, China is the world's second-biggest economy and is predicted to overtake the United States in the coming decades. Despite some headwinds in the Australia-China relationship and trade restrictions on some Australian exports, there are still opportunities for businesses.

To successfully navigate this enormous market, a deeper understanding of China's economic and geopolitical environment and the skills to navigate these are necessary.

This program helps you do business, communicate more effectively, and maximise commercial results with Chinese stakeholders.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



8 hours

### FORMAT

This program is available in two formats:



**Online**  
in modular  
format



**Onsite**  
in an intensive  
1 day format

### PRICE



Programs are designed for groups.  
Please contact us for program price.

## Key takeaways



**Build critical capabilities for long-term interaction** with your Chinese stakeholders.



**Develop and apply tools and approaches** that aid in the development of trust and relationships with your Chinese stakeholders in both face-to-face and virtual working contexts.



**Improve your communication skills and build a toolset** for working effectively with Chinese stakeholders.



**Connect with local state and / or federal government** leads to continue your discussions about engaging with Chinese stakeholders.

## Topics covered

1.

### Understanding Chinese business culture

- Intercultural perspectives on Chinese society, context, and culture.
- Chinese key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Chinese stakeholders.

2.

### Building trust and relationships with Chinese stakeholders

- Managing challenges when engaging Chinese stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

### Enhancing communication and collaboration with your Chinese stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Chinese stakeholders.

4.

### Strategies for success in China

- Understanding the critical success factors for advancing your China strategy.

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for China.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us



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