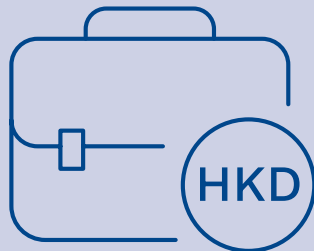


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



HONG KONG

FOUNDATION LEVEL

INTRODUCTION TO

Doing Business in Hong Kong



Introduction to Doing Business in Hong Kong

Hong Kong's proximity to China and other major trading partners makes it an attractive hub for businesses seeking to reach the region's expanding middle class. Due to its proximity to the global manufacturing and financial centre of the Pearl River Delta in southern China, Hong Kong is one of the fastest-growing regions in the world.

Australian companies looking to expand in Hong Kong must gain knowledge of the region's unique business environment and best practices.

This program helps participants develop the understanding and abilities necessary to conduct business in Hong Kong. It builds knowledge of local business styles and how to respond.

Who should attend?

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

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



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

Key takeaways



Raise awareness of the key cultural drivers that impact the way business is conducted in Hong Kong.



Build understanding of Hong Kong business styles and how to respond.



Introduce the skills needed to effectively influence business outcomes and strengthen relationships when working in and with Hong Kong.

Topics covered

1.

Understanding Hong Kong business culture through exploring Hong Kong society, context, and culture.

2.

Hong Kong key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Hong Kong stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Hong Kong.
- **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.

This is a Credly certified Asialink Business Academy Program

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



academy.asialinkbusiness.com.au



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