

16<sup>th</sup> - 17<sup>th</sup> April 2012  
and  
3<sup>rd</sup> - 4<sup>th</sup> September 2012

## ➔ Intercultural Training for Specialists and Executives

### Doing business in China

The emerging Chinese market is attractive to many German companies and offers a lot of potentials. Huge multinationals as well as SMEs can be successful in China and realize outstanding returns on invest. But without substantial preparation for your engagement in China many problems can arise, because only half of all foreign companies are really profitable. Many companies fail because of the intransparent market situation and cultural differences. It is indispensable to prepare yourself and your team for a successful market entry.

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### ➔ Case study

European and Chinese Employees often have different expectations of one another. It is essential to understand situations at your workplace and different non verbal behaviors. Chinese employees think in a hierarchical way and there is little way for horizontal communication.

It is sometimes very difficult to understand what Chinese people really think. They smile politely and say yes, but don't do anything.

## ➔ Contents

Our intercultural training course Doing Business in China will give you an impression of the cultural, political, historical and economic background of the country. The following list serves as an example of topics that are of significance in any cooperation with Chinese partners, clients and employees and that will be handled in the course depending on the needs of the participants.

- Discussion topics, establishing and maintaining contact
- Approach to work
- Time management
- Hierarchical structures
- Personnel management
- Private life and professional life
- Special aspects of communication (taking part in meetings, performance interviews, conflict management, negotiations etc. using case studies)

Specific recommendations will be given during the training session as well as discussion and optimisation of behavioural strategies that have been used to date.

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**“The focus on the individual needs of the participants was excellent thanks to the use of questionnaires before the start of the seminar.”**

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Participant feedback

- Dates:  
**16<sup>th</sup> - 17<sup>th</sup> April 2012**  
**3<sup>rd</sup> - 4<sup>th</sup> September 2012**  
9 a.m. - 5 p.m. respectively
- Venue:  
**Beijing**
- Cost per person:  
**€ 1190,- VAT not included**  
(Inquire about reduced group rates)
- No. of participants:  
**3 - 12 persons**  
(If there will be only one or two applications, we can arrange for you an intensive one day training for the same price.)
- Training language:  
**English**
- Registration will be accepted until:  
**26<sup>th</sup> March 2012**  
**13<sup>th</sup> August 2012**

## ➔ Objective

The training course is intended to optimise the interaction between the participants and their partners in China. The objective is to prevent situations of conflict arising and to utilise the chances and synergy potential offered by cultural plurality.

## ➔ Trainer

### Sandra Retzer

Sandra Retzer is holding a diploma in Business Studies as well as a diploma in Chinese language studies. In the past 17 years, Sandra has been living in Germany and China working for different transnational companies, e.g. Deutsche Lufthansa AG where she has been responsible for the internal and external communications in the biggest infrastructure project at Munich Airport.



Sandra is a scholar at the department of strategic management of the University Eichstätt Ingolstadt (Germany) where she currently writes her PhD. At present she lives in Beijing. In China Sandra has been working as a Senior Consultant for GIZ (Gesellschaft für Internationale Zusammenarbeit GmbH) and other German companies. She has been in charge for the high-ranking leadership training program in the field of Climate Change and Environment in China as well as a Program that deals with economic and structural reforms and innovation policy in cooperation with NDRC and other bodies of the State Council in China.

Sandra is a qualified trainer and consultant and completes her coaching studies with the International Coach Academy. She integrates cutting-edge subjects and latest research results in her trainings. Her focus lies on leadership, teambuilding, conflict management, communication, project management and the monitoring of change processes. Sandra conducts her trainings in German, English and Chinese.

## ➔ About us

ti communication has been carrying out intercultural training programs of the highest standard that are tailored exactly to meet the needs of its international clientele since the year 2000. The outstanding features of our workshops lie in the competence of our trainers and our pragmatic approach, an approach that is adapted to the requirements and wishes of our global clientele. Our training sessions are aligned to the individual needs of the participants and incorporate their actual professional reality and experience.

We manage your specific project from our central office in Regensburg as well as our office in Vienna together with the support of numerous specialists located in many countries worldwide. We co-ordinate the individual training measures and recruit and brief the specialists that are best suited for your measures and who will also carry out your project on your own premises or at any venue of your choice.



We carry out in-house training measures in your own company. We would be glad to send you an offer for one-on-one coaching, seminars, workshops or project support programs.

## ➔ Contact

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Gemeinsam für Kinder

ti communication donates to the UNICEF-Program "Schools for Africa" for every training measure it carries out. The donation is received by an orphan as a half-year grant (incl. books, school materials and school uniform), thus allowing him/her to attend a school.