

CALIFORNIA INSTITUTE OF TECHNOLOGY
INDUSTRIAL RELATIONS CENTER



Caltech



Growing Your Business in China

Successfully Manage Opportunities, Resources and
Operations

AN EXECUTIVE COURSE

Caltech Campus, Pasadena, CA

Course Leaders

David W. Everhart Li Weaver

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Growing Your Business in China

Comments From Past Participants

“I enjoyed the case studies and interactive discussion, and I thought the traditional Chinese banquet dinner was excellent and very informative. Because team work is so important to what I do, I will apply what I learned about building relationships with my Chinese counterparts.”

William A. Ramsey
*Global Marketing Manager
ExxonMobil Chemical*

“This course covers every major issue you need to know to grow your business in China. The instructors’ presentation is excellent – very clear and well-organized. I found the sections on intellectual property, improving communications, and building relationships especially valuable.”

Raymond F. Purinton
*Director, New Business Development,
Asia Pacific Region
MOOG*

“The instructors Li and David had a breadth and depth of experience as well as polished course materials and content. The traditional Chinese banquet dinner at the end of the first day was a highlight, as it provided an opportunity to continue learning in an informal environment.”

Eugene Zimmermann
*VP, Consumer Products
Tekni-plex, Inc.*

Business Issues Addressed

China represents staggering potential business opportunities for Western firms with its enormous population and expanding economy. Developing and implementing a successful business strategy for this Chinese market requires an accurate, pragmatic understanding of both the risks and rewards.

This fast-paced course follows a carefully planned sequence to develop a framework for understanding the Chinese business environment.

The course focuses on the specifics of:

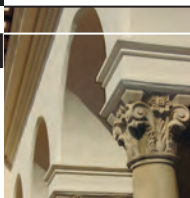
- Managing corporations in China
- Partnering with existing Chinese firms
- Protecting your intellectual property
- Building effective teams with Chinese colleagues
- Coping with the cultural distance barrier

Western executives will immediately use the information presented in this course. As a participant, you will come away with a solid, balanced understanding of Chinese business practices. You’ll be able to approach business relationships in a constructive and realistic manner. You’ll learn from other companies’ experiences in other industries.

Key Topics

Key questions addressed in this two-day executive course:

- How do I successfully manage Chinese operations?
- How can I establish a successful business presence in China?
- How can I protect my intellectual property in China?
- Where would the best location be in China for my firm’s operation?
- How do I know whether or not I can trust my Chinese partners?
- How do I set up sourcing operations in China?
- How can I make a good impression when I visit China?
- What is the best way to hire and develop Chinese nationals for my business?
- What role do women play in Chinese business?



Course Content

Chinese Business Culture

- Understanding what motivates Chinese business people
- Values influencing Chinese business behavior and communication style
- *Guanxi* and Chinese business behavior
- The concept of 'Face'
- Chinese corporate culture

The Chinese Economy

- Trade deficits, currency valuation
- Current economic profile
- Future economic outlook
- China's international relations and current issues

The Chinese Corporate System

- The state versus private-enterprise
- Investing in China: options for Western corporations
- Investing in China: legal and financial challenges
- Recruiting and developing leadership in China
- Managing human resources in China



Building and Maintaining Relationships With Chinese

- Understanding Chinese expectations of business relationships
- Maintaining consistent contact with key people
- American businesswomen and Chinese
- Business etiquette and protocol: general manners and gift-giving
- Participating in Chinese banquets
- Travel, health, and safety issues

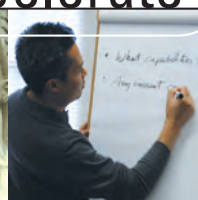
Chinese Business Systems

- Protecting your intellectual property rights in China
- Marketing to Chinese customers
- Sourcing manufactured goods in China
- Setting up a distribution channel in China
- Managing logistics in China

Meetings and Negotiations With Chinese

- Managing meetings and conference calls
- Chinese bargaining and negotiating tactics
- Win-win negotiating with Chinese
- Contract enforcement

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Communicating Effectively With Chinese Business People

- Understanding the Chinese framework for communication
- Coping with cultural barriers
- Overview of the Chinese language and regional differences

Increase your knowledge of Chinese business culture. Build effective relationships with Chinese colleagues and better manage Chinese operations.

Earn up to 16 CPE's



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**EXECUTIVE
EDUCATION
LEADER**



Bring This Course To **Your** Company

All courses offered by the Caltech Industrial Relations Center can be customized to meet the specific needs of your organization and offered at significant cost savings at your facility.

Customized courses address important company issues in a confidential environment, build a team with a common language, and save travel time and costs for participants.

Among the wide selection of courses which can be customized to your company's requirements, are the following:

- **Growing Your Business in China**
- **Doing Business With India: Key Success Factors**
- **Competing and Partnering With Japanese Business**
- **Successful Global Business Operations**
- **Strategic Alliances**
- **Understanding American Business: A Program for Asian Executives**

For complete details regarding customized courses, please call 626.395.2348 or email cstprg@caltech.edu.

Special Features

A dinner is held at a fine Chinese restaurant in traditional Chinese banquet style. Our instructors lead attendees through customs and practices followed at these events.

Since Chinese banquets are an important part of building business relationships, we urge you to attend.



Register Online

See this course and others at our website:
www.irc.caltech.edu

Course Leaders

David W. Everhart is a Senior Client Partner for Korn/Ferry International. Mr. Everhart is the general manager for the firm's Leadership Development Solutions business for Asia. From 1993 to 2005, Mr. Everhart was the owner and executive director of Ionis International Inc., a provider of business communications training, consulting, and coaching services to organizations operating in the Pacific Rim. Earlier, Mr. Everhart was president of Pacific Vision, a Japanese-owned firm that designed and managed corporate training to prepare Japanese executives for working with Americans.

Mr. Everhart has over 20 years experience working with both Western and Asian managers to develop and implement effective business strategies and communication across cultures. He has consulted with and conducted training programs throughout the United States and in Asia for American, Japanese, and Chinese executives from Agilent, Amgen, Boeing, Conoco, Corning, Daiichi Pharma, Fuji Heavy Industries, Fujitsu, Hewlett-Packard, Honeywell, LSI Logic, Miller Brewing, Mitsubishi Electric, Nomura Securities, Olympus, Pfizer, Sankyo Pharma, Sharp, Sony, Tektronix, Wal-Mart, Weyerhaeuser, and Yamaha.

Mr. Everhart holds an MA in Asian Studies from the University of Michigan and a BA from Cornell University. Mr. Everhart lives in Shanghai, China; travels extensively throughout Asia, India, and around the globe; and speaks Japanese.

Li Weaver is a co-founder of J C Business Group, Inc., an international business development firm based in the U.S. with an office in Beijing, China. She consults with both Chinese and American firms and provides a cultural native's insights on working, negotiating, and communicating with Chinese business people. Ms. Weaver serves as the chief representative in China for the State of Tennessee promoting government, culture, and business exchanges between the State and China.

Ms. Weaver assists Western firms in developing and implementing business strategies in the Greater China region. She has consulted with and trained executives from Agilent Technology, Arrow International, Boeing, Cisco Systems, Disney Imagineering, Electrolux Home Products, Fortune Brands, Heinz, IBM, ITW, Perdue Farms, Rayovac, Thomas Nelson Publishing, Tyco International, and other global companies.

She previously worked as a sourcing manager for a multinational outdoor power equipment company. She developed global sourcing strategies and established supply bases in China. As one of the key project leaders, she built a U.S.-China cross-cultural work team linking American and Chinese business practices. In the early 1990's, she co-founded a trading company representing China National Automotive Company and distributed automotive components and consumer products in North America.

Born in China, Ms. Weaver earned a BA in English and international business in Beijing, and received an MBA in the United States. She speaks fluent Chinese and English.



Earn Certificate Credit

Growing Your Business in China is eligible for credit in the **Engineering Management Certificate Program**. See our website for details, www.irc.caltech.edu, or call us at 626.395.4043.

Caltech stands for **world leadership** in **teaching**, **research**, and **technological innovation**.

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Registrants will immediately receive a fax acknowledging enrollment. Approximately one month prior to the course, participants will receive a confirmation letter containing further details regarding the course schedule.

CPE Credit Information

Field of Study: Communications, Finance

Program Level: Overview.

No prerequisites or advance preparation is required.

Instructional Method: Group-Live offering

Continuing Professional Education (CPE) credits: 16

Course hours: 14, Continuing Education Units (CEUs): 1.4

Customer Satisfaction Policy: For information regarding course satisfaction guarantee, please contact Gaylord Nichols, Director, at 626.395.4049.

Transfers/Cancellations: We offer the registrant an opportunity to either:

- 1) send a substitute to the original course or
- 2) transfer **once** to a later session.

Please notify us at least 11 business days prior to the course date to receive a full refund. If a cancellation is made within 10 business days prior to the course date, one-half of the course fee will be refunded. **Refunds cannot be granted for cancellations made the day of the course or following a transfer.**

Growing Your Business in China

Name (Mr./Ms./Dr.) _____
Title _____ Function _____
Company _____
Address _____ Mail Code _____
City _____ State _____ ZIP + 4 _____
Telephone _____ Fax _____
Email _____

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