

TONKIN'S

Effective Business Practices with China MASTERCLASS

Key strategies to
negotiate best outcomes and
excel in business dealings
with Chinese
cultures

5th - 6th December 2012

:: ADELAIDE

11th - 12th December 2012

:: SYDNEY

30th - 31st January 2013

:: BRISBANE

6th - 7th February 2013

:: MELBOURNE

13th - 14th February 2013

:: PERTH

China is the fastest growing economy in the world. Yet the benefits of dealing with this progressive market can only be unlocked by overcoming cultural barriers and mitigating risks.

Knowing Chinese cultural nuances can be the difference between a successful and unsuccessful deal.

Do you know how to negotiate best outcomes with Chinese businesses for your organisation?

Are you taking full advantage of the world's fastest growing economy?

Excel in your business dealings with China at Tonkin Academy's **Effective Business Practices with China Masterclass**.

Often perceived by Australians as a difficult, risky market to operate in, China is a country of unique etiquette and tradition. Only through a comprehensive understanding of Chinese business, culture and ethics can an organisation conduct successful dealings in today's progressive China.

This two day course will provide you with the tools to effectively operate in Chinese markets and negotiate best outcomes with Chinese organisations. You will gain competitive advantage through a combination of in-depth background information, hands-on practical solutions and advanced relationship building and negotiation tactics.

Attend this workshop and you will walk away with key strategies on how to negotiate your next deal in China.

KEY LEARNING OUTCOMES:

- **UNDERSTAND** key drivers and frameworks for Chinese business and culture
- **CULTIVATE** and maintain harmonious working relationships
- **PREVENT** and recover from critical cultural 'faux-pass'
- **NEGOTIATE** best outcomes in business arrangements effectively
- **ESTABLISH** successful relationships with Chinese colleagues, clients and suppliers
- **OPERATE** negotiations inside common Chinese social activities

PLUS: Understand how the ancient military wisdom '36 Chinese Strategies' (the Art of War) can be used in business negotiation today.

WHO SHOULD ATTEND?

Company directors, business leaders, managers, exporters and importers whose job is to negotiate with Chinese organisations and decision makers, including:

- CEO
- CFO
- General Manager
- Business Development Manager
- Commercial Manager
- Regional Manager
- Supply Chain Manager

YOUR COURSE DIRECTOR:



Leonie McKeon,
Founder, Managing Director,
Chinese Language and Cultural
Advice (CLCA)

Leonie McKeon is the Founder, Managing Director and Principal Consultant of Chinese Language and Cultural Advice (CLCA). After several years of living in the Greater China Region, she has a good command of Mandarin and a deep understanding of Chinese culture. During that time Leonie lived and worked in the local Chinese community, and learnt a fundamental concept within Chinese culture which is everything is negotiable. Since that time Leonie has continued to build her knowledge and understanding of negotiating within the Chinese cultural context.

CLCA was formed in 1998 to provide cultural awareness training, Mandarin language tuition, translation and interpretation services to assist Australian business people understand how to deal with Chinese people.

Researched by:



8:30 Registration - 9:00 Start

DAY ONE

MORNING SESSION

Understanding the Chinese Negotiating Culture

- Negotiation preparation
- Confucianism and negotiation
- How Chinese politics influences negotiation

Understanding 'Guanxi' (Relationships) in Negotiations

- Understanding the difference between being relationship driven versus task driven
- Case studies of successful negotiations using 'guanxi'
- Developing and maintaining 'guanxi'

AFTERNOON SESSION

Understanding Hierarchy in Negotiations

- Hierarchy in the workplace
- 'Face' and negotiations
- The 'yes' that often means 'no'

36 Chinese Strategies

- Strategies 1 to 18 will be explained using examples of how they are used in negotiations

5:00 Close of Day One

9:00 Start

DAY TWO

MORNING SESSION

Preparing for Meetings during Negotiation

- Working with an interpreter
- Presenting to a Chinese audience
- The Chinese perception of time

Chinese Communication Styles and Negotiation

- The indirect nature of Chinese communication
- Non-verbal communication
- Process oriented versus goal oriented

AFTERNOON SESSION

Knowing Your Goals

- Sticking by your goals while keeping harmony
- What happens when things get sticky?
- How do you know if they are really interested?

36 Chinese Strategies

- Strategies 19 to 36 will be explained using examples of how they are used in negotiations

Participant Interaction

- Participants demonstrate how these 36 Strategies can be used in negotiations in their line of work

5:00 Close of Masterclass

Lunch, morning and afternoon tea will be provided

REGISTRATION FORM: TONKIN'S EFFECTIVE BUSINESS PRACTICES WITH CHINA - MAN80 VIP Code:

REGISTER BY: Phone: 61 2 9224 6055 Fax: 61 2 9224 6066 Email: training@TonkinCorporation.com Online: www.TonkinCorporation.com
Mail: Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

VENUES AND DATES

ADELAIDE

5th – 6th December 2012
 Rendezvous Hotel
 55 Waymouth Street
 Phone: 61 8 8115 8888

SYDNEY

11th – 12th December 2012
 The Grace Hotel
 Corner York & King Streets
Phone: 61 2 9272 6888

BRISBANE

30th – 31st January 2013
 Rendezvous Hotel
 255 Ann Street
 Phone: 61 7 3001 9888

MELBOURNE

6th – 7th February 2013
 Rendezvous Hotel
 328 Flinders Street
Phone: 61 3 9250 1888

PERTH

13th – 14th February 2013
 Medina Grand
 33 Mounts Bay Road
Phone: 61 8 9217 8000

YOUR INVESTMENT <i>(expressed in Australian dollars and including gst)</i>	EARLY BIRD DISCOUNTS				STANDARD RATE
	Register and pay by				
	14 Sep 2012	5 Oct 2012	26 Oct 2012	16 Nov 2012	
Two day training	\$2,198.90	\$2,308.90	\$2,418.90	\$2,528.90	\$2,638.90

Please indicate your selection: ADELAIDE SYDNEY BRISBANE MELBOURNE PERTH

SAVE! :Team Discount. Register and pay for 3 or more delegates from the same company, at the same time for the same event to achieve a 15% SAVING off the gst-inclusive Standard Rate. Registrations received without payment are ineligible for a Team Discount and will be charged at the Standard Rate. Register and pay simultaneously. Register and pay for a team! Registrants must choose between the most advantageous discount option. Only one discount is available at the time a registration is made.

YES, please register me for the above conference. To register multiple delegates please photocopy this form. Today's date / /

Name:

Job Title:

Company:

Postal Address:

City: State: Postcode:

Telephone: Facsimile:

Email:

PAYMENT METHODS ABN 72 092 933 894

- EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.
- CHEQUE: Please make out cheque to Tonkin Corporation Pty Limited. Please quote **MAN80** on the cheque or the eft.
- CREDIT CARD: Please charge my VISA DINERS* MASTERCARD AMEX*
 * A credit card fee of 2.5% will apply for Diners or Amex

in the amount of \$ _____

Card No.:

Expiry Date: /

Cardholder's Name:

Signature :

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$200 service charge (including GST), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.