

How to Succeed in doing Business in the People's Republic of China

China's growing prominence in the global market has prompted companies to invest, negotiate contracts and/or expand business in China. These organizations require preparation, awareness and cultural knowledge. **PALS INTERNATIONAL** offers a cross-cultural program with two experts as an accelerated experience designed to help the participants see, hear and observe the differences in both cultures. Our program helps the participants learn how to build trust and establish effective business relationships.

Statistics show China is one of the countries in which many organizations fail. Americans have expressed fears and concerns in doing business with China; they do not trust the Chinese because they do not understand the Chinese culture and language. In contrast, the Chinese view the Americans as the rich and powerful from whom they have the right to exploit. Although most people do not have the time to invest in learning to speak Chinese, they can learn about the culture and business practices that will assist them in being successful in China.

PALS INTERNATIONAL offers a cross-cultural program that will provide the tools necessary for success in China. We provide two highly qualified experts, a Chinese and an American that address your business fears and concerns. Our American expert is a lawyer who not only speaks Chinese, but also has lived in China. During his graduate studies in Chinese Language and Philosophy, he taught at Hong Kong University and the Chinese University of Hong Kong. He has experience with the automotive industry and has offered lectures on comparative legal systems and business practices in Asia and the United States. Our Chinese expert grew up in Shanghai, China where he received a degree in English Literature. He holds graduate degrees in both Education and Telecommunication from the Republic of Singapore and the United States respectively. He was responsible for the successful adaptation and migration of North American management, train-the-trainer, leadership and joint venture team building programs to the Greater China region and other Asian countries.

Together these experts bring the richness and depth of their own culture, with an understanding of the opposite culture. During the 8-hour program, the participants will:

- Experience and observe an American and a Chinese native working together as a team;
- Learn that before there can be trust between the two cultures, a relationship needs to be established.
- Observe and understand the cultural styles of communication, and how one can misinterpret behaviors, body language, and gestures;

PALS INTERNATIONAL takes pride in the personal attention and quality of the services it provides. In order to tailor your program, PALS acts as a liaison between you and the experts to make sure you receive the highest quality training possible. Both the Account Manager and/or the President are available to talk with you as needed. In addition, we prepare the necessary manuals and materials and one of our staff is present during the entire program. After the training is presented, we provide assessments to the participants and share the information with you to assist in the evaluation of our programs. **PALS INTERNATIONAL** is committed to your organization and your success in China.



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