



Cross China (USA), Inc.
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Conducting Business Effectively in China -- A cross-cultural management workshop

WORKSHOP TOPICS

Chinese Business Environment

- Market conditions
- Government and business
- The Legal system and role of WTO
- Company types and behavioral patterns
- Business opportunities and challenges

Country Profile - Presentation of key historical and sociopolitical factors that have shaped present-day China and its business environment. Topics include:

- History
- Language / Ethnic groups
- Geography and regionalism
- Transportation
- Economic

Cultural Context - This is an interactive presentation of key Chinese values. These values are: "guanxi" (Relationship building), "renqing" (Duty and Obligation) and "mianzi" (Face giving and face saving). This forms the core of Chinese cultural values that applies in both daily living and business situations.

- Mutual dependence (*guanxi*)
- Hierarchy (*mianzi*)
- Trust and affection (*renqing*)
- Formality factors
- Key Chinese cultural factors influencing business

Cross-Cultural Interactions - Discussion of key business skills important in establishing, maintaining and expanding business relationships in China. Topics include:

- Important communication techniques
- Initial contact
- Business meeting
- Business entertaining and social etiquette
- Business gift giving
- Problem solving
- Conflict resolution
- Managing people



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Negotiation - Negotiation is an important part of almost any business dealing with China and poses a range of challenges for American firms due to various cultural differences and communication styles. Discussion and case studies illustrate various approaches to negotiation through topics including:

- Negotiation Style Differences Between Americans and Chinese
- Negotiation Techniques
- Schedule and Pacing Negotiations
- Negotiation Protocol and Etiquette
- Role playing*

Developing Business Relationships

- Make/Buy/Ally (MBA) in China
- Case studies*
- Selecting Chinese suppliers *
- Working with Chinese alliance partners and acquisition targets *
- Serving Chinese customers *
- Managing China operations: Leadership, motivation and communication

People Management -From the Chinese values to organizational behaviors of the Chinese companies in comparison to the American companies, we will study the key areas of organizational structure, policies and procedures, execution of policies, identification and retention of key contributors, as well as managing conflicts. Case studies analyze the issues occurred in China subsidiaries of multi-national companies, such as Coke Cola, Nabisco, ABB, Bausch & Lomb, and etc.

Managing China Sourcing Business - Topics will be covered with case demonstrations:

- Understanding the Chinese industrial structure in order to locate suppliers
- The approaches of supplier searching
- Assessments on Chinese suppliers
- Managing trial runs, such as APQP, PPAP, and etc.
- Quality assurance and auditing in mass production

CUSTOMIZATION OF TRAINING

Topics can be selected and customized. If necessary, training needs assessment will be conducted by interviewing with key managers who have concerns/questions of doing business in China.



April 20, 2006

To Whom It May Concern:

As President of Lapp (Shanghai) Insulators, LLC, I highly recommend Cross China's training program as an enjoyable and cost effective solution for any company desiring to learn more about conducting business in China.

Prior to my session with CCI, I did not have any formal training except a crash course from a friend and independent reading on my own. CCI not only confirmed what I had seen and experienced while in China, they also answered many questions that I had not thought of. Their training deepened my understanding of the Chinese culture and customs and provided me with invaluable tools to use in a variety of business situations.

CCI is comprised of business professionals who are rich in experience working with both American and Chinese companies. Furthermore, CCI has expertise across a variety of functions ranging from sourcing to business development. I am confident that CCI's training programs will help your organization prepare for developing business in China.

Regards,

MATTHEW S. BAILEY

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May 8th, 2006

To Whom It May Concern:

The purpose of this letter is to share with you Gleason's recent experiences with Cross China, Inc. First and foremost, I highly recommend Cross China's training program as an informative and cost effective approach for any company desiring to learn more about conducting business in China.

Our organization had limited experience with the history and current business practices in China. Through the efforts of Cross China and their comprehensive training materials, our team now has the tools and confidence to further our efforts in the Far East.

Cross China is professional and experienced. They are knowledgeable in working between American and Chinese companies. Their many years of hands-on experience working in China are shared in a valuable and easy to understand manner. Cross China's expertise including human resources, sourcing, and business development is outstanding and has helped us in our learning and moving forward. If you are looking for help in developing business in China, Cross China's training program is a real winner.

Regards,



William J. Simpson
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