
Doing Business in China

2 days

15 - 20 participants

Entrepreneurs, Professionals,
Managers, Business Owners
Workshop Price: US\$4899

Overview

This 2-day Workshop takes a practice oriented approach towards doing business in China. It examines the Chinese business environment from a historical as well as a philosophical and cultural perspective and relates these to the realities of doing business in China. It also looks at recent investment trends in China and looks at China's aspirations going forward in the context of the 12th Five-Year Plan and the 18th Communist Party Congress and examines some of the effects of the global financial crisis.

Objectives

Doing business in China is Participants will gain a clearer idea of how to identify such business opportunities at the same time doing good.

It will also be an opportunity to network and share ideas and experiences with other like-minded persons.

Coverage

This workshop will provide an introduction to China from a historical and cultural and philosophical perspective, trends in China's development and relate them to China's emergence as a significant player in the global economy. China's aspirations going forward will be presented.

One of the assumptions often taken for granted by Asian (especially the Chinese diaspora) businesses planning to expand into China is that as Asians they have built-in advantages due to common cultural and behavioral heritages. This workshop will examine some of these assumptions and also aspects of selection and retention of managers and suggest some key success factors based on the faculty's personal experiences and research.

Materials

Participants will be provided with the hard copy and on DVD/CD materials including PowerPoint presentations, cases and readings where relevant.

Lead Faculty

Dr SEET Lip Chai

Dr Seet was the Chief Medical Officer of the Singapore Armed Forces Medical Corps before joining the pharmaceutical industry in 1984 and has held senior management positions as Asia Region Head for Medical & Regulatory Affairs and Corporate Affairs with Ciba-Geigy (now part of Novartis) and as China Business Unit Head at SmithKline Beecham International and GlaxoWellcome (now GlaxoSmithKline).

In 1999 he joined the Nanyang Technological University, Singapore where he was Associate Professor in Entrepreneurship and Strategic Management in the Nanyang Business School and concurrently Deputy Director of The Nanyang Technopreneurship Center (NTC) and Managing Director of NTU Ventures Pte Ltd, the wholly-owned investment holding company of NTU. While at NTC he also launched the undergraduate Minor in Entrepreneurship program and entrepreneurship programs for the School of Biological Sciences and the

The United States, Europe, Israel, India and South Korea have witnessed the rapid development of their economies through innovation in the past 25 years which has bolstered GDP growth. In China, although GDP growth has been very impressive, innovation has played a relatively minor role.

However, China's market continues to be attractive. This workshop will discuss how opportunities may be identified illustrated by actual cases.

This workshop will provide an overview of China's rapidly changing retail environment, examine some generic distribution challenges that manufacturers face and examine some companies which have responded to these challenges in different ways with a view to discussing best practices which might be adopted.

Output

The program aims to help you better understand the people and environment in which you will be operating as well as help you identify opportunities for doing business in China

Consulting

One-to-one mentoring and consulting with experts can be arranged post workshop.

School of Physical and Mathematical Sciences. He also established and was the Founding Director of the highly regarded EMBA program conducted by Nanyang Technological University at Shanghai Jiaotong University. Dr Seet has also conducted seminars, taught or been a speaker in programs or seminars at MARDI, Universiti Sains Malaysia, University of Western Australia Graduate School of Management and the University of Adelaide School of Management.

Dr Seet was also Consultant to the NGOs – the World Toilet Organisation (WTO) www.worldtoilet.org, WTO College and Base of Pyramid Hub being established in Singapore.

Dr Seet has also been a Speaker at UNESCO-ISTIC Training Workshops on Technopreneurship for South Countries