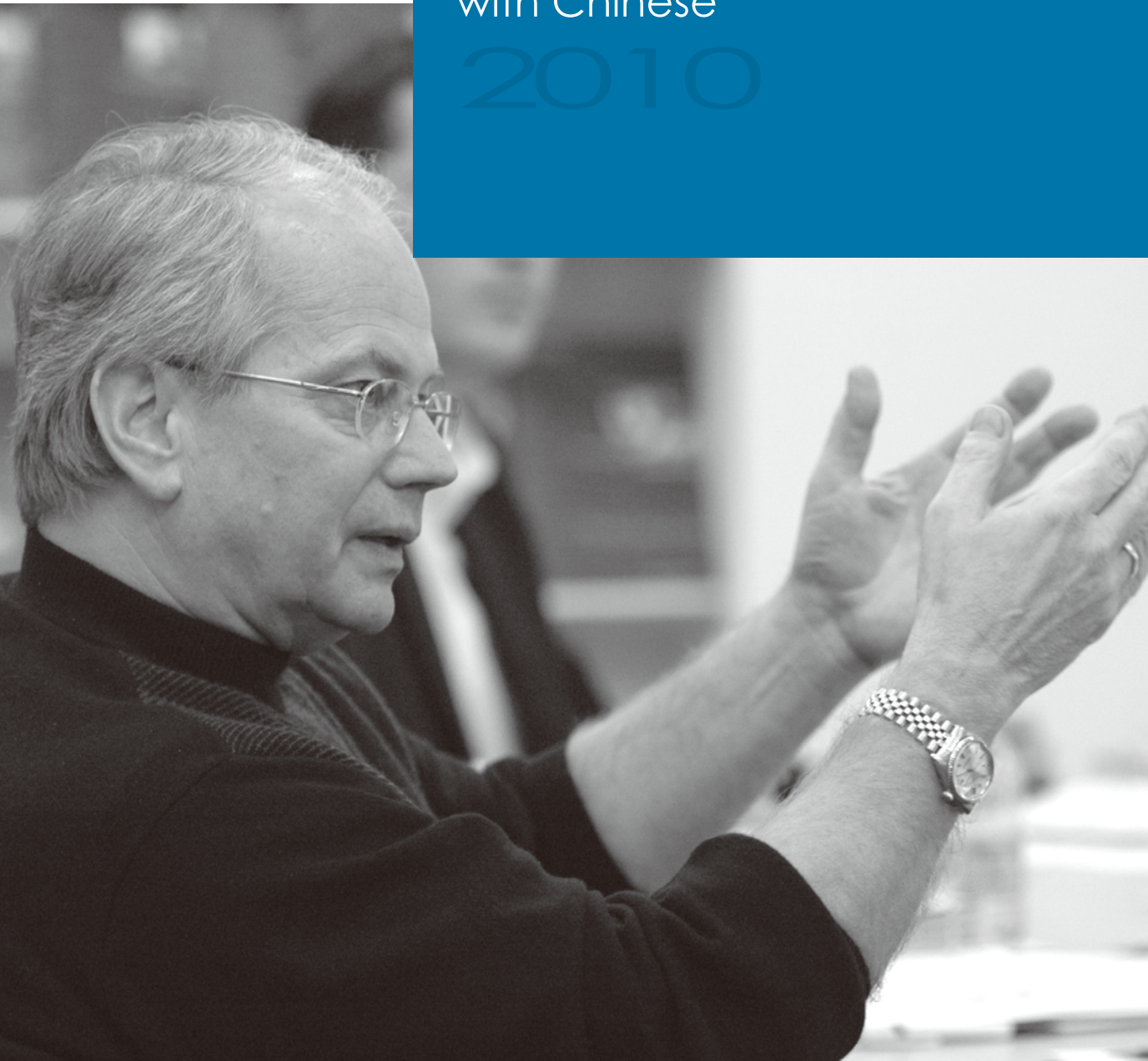


CEIBS Executive Education: Top 20 Worldwide--*Financial Times*

Negotiating Effectively with Chinese

2010



Negotiating Effectively with Chinese

Date/Language/Venue: May 7-8, 2010 / English / Shanghai **Fee:** 25,800

For more information, please visit <http://exed.ceibs.edu>

Working in China offers both opportunities and challenges for companies and also for executives. In the booming activity China faces, one of the most difficult challenges is to interact effectively and develop a productive synergy between foreign executives and their Chinese counterparts. It is a key issue for foreign companies who want to establish themselves in China and/or secure a larger part of their market.

Objective

This programme aims to provide new expatriates in China with knowledge about how to be effective with Chinese when negotiating. It provides insights about the changing values of Chinese business people who are caught in a complex web of traditional and modern approaches to problems and tasks.

Who Should Attend

The programme is recommended for executives who are taking on new responsibilities in China but also for foreigners who have already been working in China for some time and want to go beyond their current experiences.

Programme Benefits

This programme will provide participants with:

- >> Better adaptation to a fast changing cultural environment
- >> An increased knowledge of views and needs of their Chinese counterparts
- >> In-depth understanding of new values emerging in the modern business environment
- >> Enhanced ability to analyse negotiation situations
- >> Key elements to identify pitfalls in negotiating
- >> Techniques to be effective in negotiating with Chinese counterparts
- >> Ability to handle difficult situations

Programme Coverage

- >> Introducing Chinese culture and market
- >> The Chinese mindset
- >> Profiles of Chinese negotiators
- >> Chinese perceptions of Western negotiators
- >> Chinese negotiating strategies
- >> Tactics and tricks
- >> Unethical practices
- >> The role of the interpreter
- >> Communicating effectively
- >> Effective strategies in various types of negotiations
- >> Practicing negotiation with a Chinese counterpart
- >> The characteristics of a good agreement
- >> The effective negotiator in China

Programme Schedule

Day 1

- morning **Introducing Chinese Culture and Market**
>> Basic traditional values
>> Current changing values
Articles from G.O. Faure
>> Chinese Society and Its New Emerging Culture
>> Negotiating with the Chinese: The Cultural Dimension
The Chinese mindset
>> Chinese thinking
>> Paradoxes
>> Balance concept
Case Study
- afternoon **Chinese Profiles of Negotiators**
According to
>> Region
>> Profession
>> Age group
Article from G.O. Faure and D. Chen
>> Chinese Perceptions of Western Negotiators
Chinese Negotiating Strategies
>> The negotiation concept
>> The mobile warfare
>> The joint project
Article from G.O. Faure
>> Tactics and Tricks
Case Study
>> Negotiating with the foreign devils: a Chinese point of view

Day 2

- morning **Unethical Practices**
The Role of the Interpreter
Communicating Effectively
Effective Strategies in Various Types of Negotiations
>> Buying; selling; setting up a joint venture; transferring technology; operating a joint venture
>> Cooperative/competitive/conflicting situations
Articles (2) from G.O. Faure
Chapters in Books (2) from G.O. Faure
- afternoon **Practicing Negotiation with a Chinese Counterpart**
>> Simulations with a Chinese negotiator
The Characteristics of a Good Agreement
The Effective Negotiator in China

Date/Language/Venue

May 7-8, 2010 / English / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applicants can apply for the programme in either form:

- >> Online application: Please visit the CEIBS Executive Education website, select the programme you want to take, and click "**Apply Now**" to apply for the programme; or
- >> Submit application by fax, email or mail: Please visit the CEIBS Executive Education website, select the programme you want to take, click "**Application Form**" to download the form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail. You are also welcome to call the CEIBS Customer Service Team for a printed Application Form.

CEIBS Executive Education website:
<http://exed.ceibs.edu>

Applications are requested 20 working days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB25,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 working days before the start of the programme. Applications made within 15 working days of the start of a programme require immediate payment.

Cancellations

Cancellations or changes of a programme registration may be made without penalty at least 15 working days before the start of the programme. If a confirmed booking is cancelled within 15 working days of the start of the programme, or if the applicant fails to attend the programme, a cancellation fee equaling to 20 percent of the total programme fee will be charged. When a request to substitute participant(s) for the same programme is made less than 15 working days before the start of the programme, the seat(s) will not be guaranteed. If an applicant is unable to attend the programme, the applicant may transfer to a different session of the same programme or another CEIBS Executive Education programme within the same calendar year, but must pay any differences in fees between the two programmes. All changes and cancellations are subject to the final confirmation of CEIBS.

** CEIBS reserves the right to amend information on this programme including price, date, location, faculty, daily schedule and other details.*



Programme Director

Guy Olivier Faure

Visiting Professor, CEIBS
Professor of Sociology, The Sorbonne University, Paris

EDUCATIONAL BACKGROUND:

Ph.D. in Sociology, the Sorbonne University, Paris, France

TEACHING/RESEARCH INTERESTS:

Professor Faure is Professor of Sociology at the Sorbonne University, Paris, where he teaches International Negotiation, Conflict Resolution, and Strategic Thinking and Action. His major research interests are in business and diplomatic negotiations, especially with China, focusing on strategies and cultural issues. He also is concerned with developing interdisciplinary approaches in such domains as terrorism, and engages in consulting and training activities with enterprises, multinational companies, governments and international organisations. Among them: UNESCO, The European Union, The World Trade Organisation. He is referenced in the Diplomat's Dictionary published by the United States Peace Press, Washington, 1997. He is also quoted as one of the "2000 outstanding Scholars of the 21st Century" by the International Biographical Centre, Cambridge, U.K. He has lectured in a number of renowned universities and institutions such as Harvard Law School, New York University and Johns Hopkins University etc.

ACADEMIC ACHIEVEMENTS:

Professor Faure is a member of the editorial board of the three major international journals dealing with negotiation theory and practice: *International Negotiation*, *Negotiation Journal*, and *Group Decision and Negotiation*. Professor Faure has authored, co-authored and edited 15 books and over 80 articles. Among his most recent publications are *How People Negotiate*, *Escalation and Negotiation* with William Zartman, and *La négociation décloisonnée*. Together with the late Jeffrey Z. Rubin, he published *Culture and Negotiation*. His works have been published in twelve different languages. Two of his books have been published in Chinese.

CORPORATE EXPERIENCE:

Among the major companies Professor Faure worked with in China or on Chinese issues are: Générale des Eaux, Framatome, Thomson-CSF, Spotimage, Alcatel, Dassault, Lafarge, GEC-Alsthom, SNECMA, Air Liquide, Cegelec, Carrefour, Chargeurs, Camaïeu, L'Oréal, Chanel, Schlumberger, Schneider Electric, Thalès, Bongrain, Auchan, Nestlé, ICI, General Electric, Bayer, Philips, AT&T, Siemens, Henkel, General Motors, Lucent Technologies, Gillette, TCL, CNOOC-Shell.

This programme is well fitted to our requirements when negotiating with locals in China. We can learn a lot about Chinese culture and rituals, and then better understand hidden practices and real behaviours. Furthermore the professor was really value added when sharing his long experience in China, both with business wise and social wise. I would strongly recommend this programme to those who want to have a successful relationship with Chinese people.

Philippe Lacoste
Vice President Asia-Pacific
Corenso United Oy Ltd.

For more information on CEIBS Executive Education Programmes listed below, please:
Tick the box(es) next to the brochure(s) you are requesting

MULTINATIONAL MANAGEMENT

- Negotiating Effectively with Chinese
- China Expatriate Programme

ADVANCED MANAGEMENT

- Chief Marketing Officer (CMO) Programme: A New Perspective of Marketing (Modular) ^{New}
- CEIBS-Harvard Business School-IESE Business School Joint Global CEO Programme (Modular)
- Mergers and Acquisitions
- Advanced Management Programme (Modular)
- CFO Programme (Modular)
- CEIBS-Harvard Business School-TSEM Joint Senior Executive Programme (Modular)

CORPORATE GOVERNANCE

- CEIBS-Wharton Joint Programme: Corporate Governance and Board of Directors

GENERAL MANAGEMENT

- Leadership Development Programme for Hospital Executives (Modular) ^{New}
- Diploma in Management Programme (Modular)
- CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme (Modular)
- Management Development Programme (Modular)

STRATEGY

- Game Theory in Practice
- Building Organisational Capability for Strategic Implementation
- Developing Competitive Strategy
- Strategy Execution

LEADERSHIP

- Emotionally Intelligent Leadership ^{New}
- Leadership and Coaching
- High Performance and Sustainable Leadership
- Strategic Leadership
- Leadership and Change Management
- Leadership Programme for High Potentials
- Women in Leadership Programme

NEGOTIATION & DECISION-MAKING

- Strategic Negotiation Programme
- Management of Negotiation and Decision-making

ORGANISATION & MANAGEMENT

- New Perspective of HRM: Psychology, Human Nature and Culture ^{New}
- EVA and Performance Management ^{New}
- Becoming a Learning Organisation
- Organisational Development and Change
- Human Resources Management

MARKETING & SALES

- Retailing Management ^{New}
- Creating a Customer-Centric Organisation
- Managing Effective Pricing
- Building and Managing Brands
- Integrated Marketing Communication
- CEIBS-Columbia Business School Joint Advanced Marketing Management Programme
- Key Account Management
- Management of Innovation and New Product Development
- Marketing Strategy and Planning
- Strategic Sales Forces Management

FINANCE

- Managing Strategic Investment Decisions ^{New}
- Finance for Non-financial Executives
- Financial Statements Interpretation for Decision-makers
- Managerial Accounting for Decision-makers

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