

PROGRAMME
China Business Culture Training
WEDNESDAY 8 MAY 2019

LOCATION

Wageningen Campus – Lumen building
Meeting room: Lumen 1 and 2
Droevendaalsesteeg 3
Wageningen
The Netherlands

Contact person: dr. Xiaoyong Zhang
Tel: +31(0)613.171.124



Morning Session: Outside In

- 08.30-08.45 *Walk in with coffee and tea*
- 08.45-09.00 *Word of Welcome*
 » Xiaoyong Zhang, China Coordinator
- 09.00-10.00 *China culture: what are the demographic and cultural differences inside China and how does these differences influence behaviour?*
 » Yanmin Tao, Yanmin Training & Consultancy
- 10.00-10.30 *Coffee break*
- 10.30-12.00 *Business culture differences between the Chinese and the Dutch (not Chinese vs. western in general)*
 - the role of contracting;
 - relations and trust;
 - decision making process;
 - negotiation styles;
 - how to ensure both sides understand what they really mean.
 » Ardi Bouwers, China Circle
- 12.00-14.00 *Lunch incl. Taiji exercise*

Afternoon Session: Inside Out

- 14.00-15.00 *Lessons learned from WUR cases*
 » Ding Shenglin, Director China Office
- 15.00-15.30 *Reputation Risk Assessment*
 » Fans Pinggen, WUR Compliance Officer
- 15.30-16:00 *WUR Guidelines for doing business in China*
 » Xiaoyong Zhang, China coordinator
- 16.00-17.00 *Q&A session incl. discussion, feedback*
 » Xiaoyong Zhang, China coordinator
 » Marco Otte, Sr. Advisor Relation Management & Account Management

There are no costs associated with this training. Registration for the training is mandatory - click [here](#) to register.