

The China Business Executive Workshop



Strategies for a Successful Launch in China
Regional Handbook and Mapping the Chinese Business Landscape
Essential Knowledge of Chinese Customs and Cultural Norms
Relationship Management Strategies

Seminar Agenda

China is an extremely complex, rapidly evolving marketplace for business opportunity and growth. Whether your organization currently operates, outsources or is looking to enter the business environment in China, **The China Business Executive Workshop** will provide timely information designed to help you incorporate best practices for doing business in China.

Global Access: **The China Business Executive Workshop** is a comprehensive and interactive educational resource that delivers essential market information. This training seminar caters to organizations that need to further develop their employee, management and decision-maker knowledge of the evolving business landscape in China for superior planning and execution.

Developed and delivered by on-the-ground expert practitioners, this forum is an in depth offering that will prepare you for doing business in China. A combination of lecture, strategy planning exercises and case studies will enhance attendees' learning experience.



DAY ONE – Monday, December 6th The Chinese Business Landscape

8:30 am **Registration**

9:00 am **Getting Started in China**
Strategies for successfully planning an approach for doing business in China

12:00 pm **Lunch**

1:00 pm **Regional Handbook**
An insider's look into regional opportunities and threats related to your business

4:00 pm **Adjourn**

DAY TWO – Tuesday, December 7th The Chinese Way of Business

8:30 am **Reconvene**

9:00 am **Cultural Guide**
Essential knowledge of customs, politics and historical influences on business

12:00 pm **Lunch**

1:00 pm **Relationship Management**
The people side to doing business in China

4:00 pm **Adjourn**

Day One

The Chinese Business Landscape



9:00 am:

Getting Started In China

Strategies for successfully planning an approach for doing business in China

- Learn barriers to entry and market opportunities
- Uncover core strategic principles for organizational success in China
- Apply classic SWOT analysis to organizational plan
- Develop a roadmap for strategic integration
- Create a strategy map for execution

1:00 pm:

Regional Handbook

An insider's look into regional opportunities and threats related to your business

- Geographical analysis by industry
- "Hot spots" for opportunity, incentives and alignment
- Demographic breakdown by region
- Map of manufacturing regions
- Framework for regional selection

*China is undoubtedly the most intriguing and rapidly evolving marketplace on the planet. With such a dynamic environment, **The Chinese Business Landscape** is the foundation for essential business knowledge to China.*

*Day One of **The China Business Executive Workshop** will provide you with key learning objectives, core operating knowledge and a comprehensive understanding to Chinese business. In addition, this introductory session will analyze business strategy, regional opportunities and specific operational essentials. The objective is to provide a learning experience that will lay the framework for effective strategic planning and execution in a challenging market.*



Day Two

The Chinese Way of Business

9:00 am:

Cultural Guide

Essential knowledge of customs, politics and historical influences on business

- Fundamentals for a westerner doing business in China
- Mandatory customary guidelines to follow
- Easy steps to bridging the cultural gap
- Business meeting and negotiation etiquette
- The future of Chinese customs in a business setting

1:00 pm:

Relationship Management

The people side of doing business in China

- Essentials to creating and maintaining strong relationships
- Manage relationships through a Chinese lens
- Utilize strategic partnerships to maximize resources
- Supplier, customer and employee management
- Address specific organizational constituencies

*Success in China is dependent on mastering key business drivers and essential rules. Navigating this complex web is difficult. **The Chinese Way of Doing Business** is a comprehensive resource for achieving results in China.*

*Day two of **The China Business Executive Workshop** will advance your knowledge of business in China by looking through the lens of a business person with their feet on the ground. These sections will provide you with a highly specific set of skills for doing business in China by way of a better cultural understanding and human interaction.*

In addition, Day Two will prepare you for developing relationships, understanding the nuances of Chinese business, getting business accomplished and performing at a high level.

San Francisco

Area, Venue & Travel Information



Earn CPEs

CPE Credits: 12

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Program Level: Basic
Delivery Method: Group-Live
Prerequisites: None
Advanced Preparation: None

Area – San Francisco, Union Square

Located a short two blocks from San Francisco’s historic Union Square, our venue is located in the heart of the city’s shopping, restaurant, accommodation and entertainment epicenter. Altamont Group has on-the-ground knowledge of the area’s best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

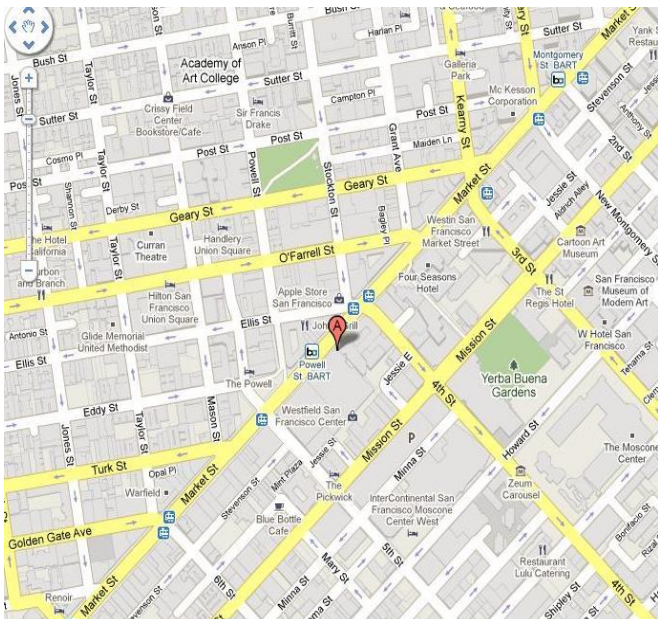
Our venue’s prime location offers dozens of choices of accommodations from boutique to internationally recognized brands.

Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station. Use the accompanying map to walk or cab the 7 blocks to our venue

To view area map and venue location:

[Click Here](#)



Venue – San Francisco State University;

Graduate School of Business

San Francisco State University’s Graduate School of Business is located in San Francisco’s dynamic hub of transportation, commerce and industry. Just blocks from Union Square, this venue is situated in a recently renovated, landmark building on San Francisco’s historic Market Street. Facilities are well equipped with state-of-the-art technology and characterized by views of downtown San Francisco.

Venue Address:

**San Francisco State University
835 Market Street, San Francisco, CA 94103**



Registration & Contact Information

Registration Form

Name _____

Title _____ Organization _____

Street Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

Check/Purchase Order

Credit Card

Name on Card _____

Card Number _____

Expiration Date _____ CV2 (card verification number) _____

Billing Address _____

City/State/Zip _____

Cancellation/Rescheduling Policy

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

Fees ♦ Registration

Early Registration \$ 1,599.00

3 Attendee Group Rate \$ 3,999.00

Standard Registration \$ 1,799.00

Additional Attendee \$ 1,299.00

China Workshop DVD \$ 999.00
 Digital video of the entire workshop.
 (available to registered attendees)

For "Early Registration", register by June 30, 2010

Call
 510-984-3620

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 510-380-7377

Online
www.altamont-group.com

For group discounts, packages and local information please email Alex Smith:
asmith@gmi-solutions.com