

# Unlocking Business Success through Intercultural Trainings & Coaching

Enhancing Cultural Awareness and Communication for Effective  
Collaboration with Chinese Stakeholders

# Challenges and Questions of Doing Business in China

China Insights & Solutions

德国  
飞睿

MFC

## Different Work Styles

Structured / solid workflows in Germany vs. flexible / flowing work processes in China

## Non-Verbal Communication

The same body language can be interpreted differently.

## Long-Term Relationships

How to build trust and strong, lasting relationship?

## Special Business Etiquette

How to behave properly during your first meeting?

MFC trains and supports clients to tackle the challenges of intercultural communication.

MFC offers trainings and coaching tailored to your project's needs.

1

## Executive Coaching



- ✓ Handle challenges in international cooperation and facilitate efficient communication with partners at the highest management level.

2

## Working in Intercultural Contexts



- ✓ Support collaboration between different working styles and enhance communication within diverse work environments.

3

## International Stakeholder Management



- ✓ Improve effectiveness in working with local stakeholders by minimizing cultural misunderstandings.

4

## Intercultural Team Building



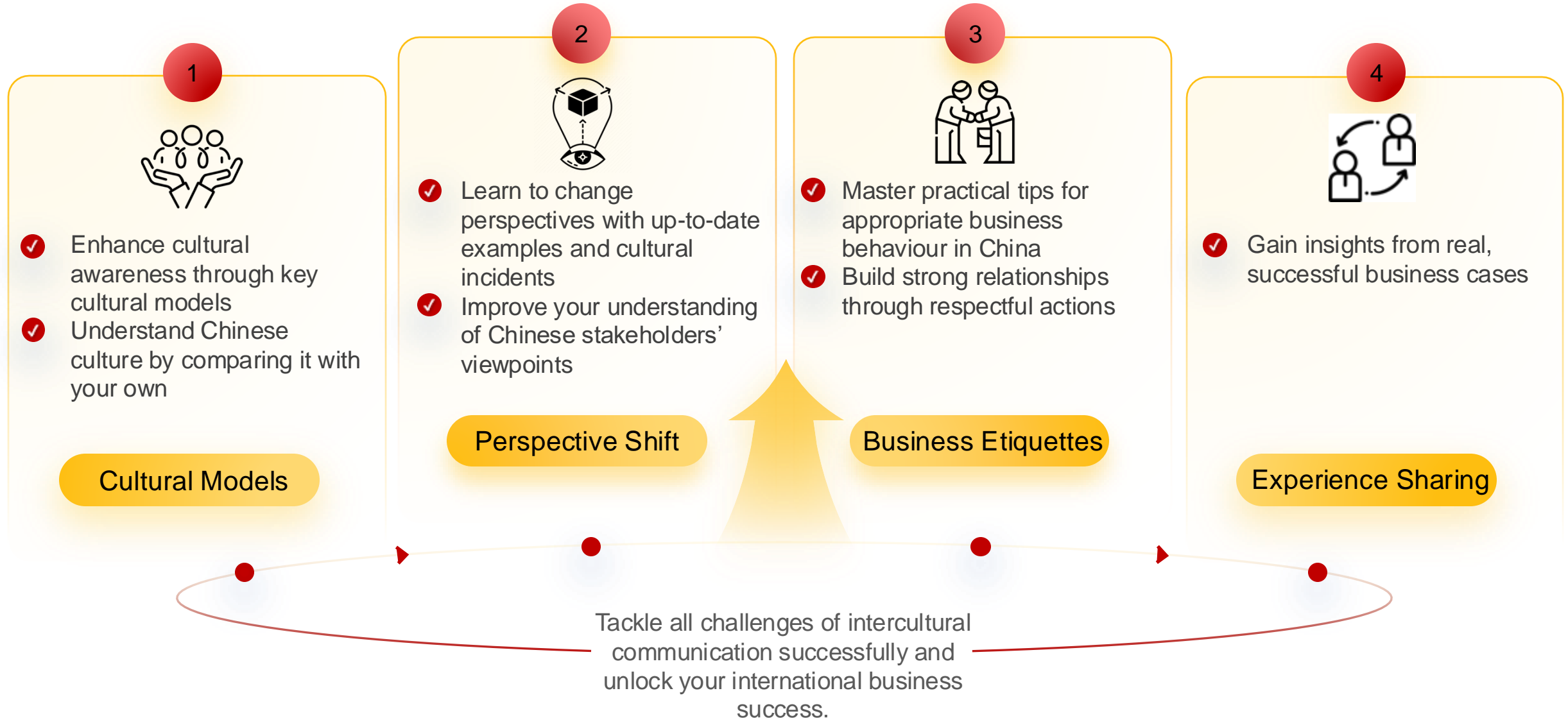
- ✓ Establish effective communication channels, streamline processes, and promote cross-cultural understanding.

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## Bridging the Gap between German HQ and Local Teams



- ✓ Foster clear communication and trust-building and facilitate efficient and meaningful exchange and interaction.



## Preparing German Executives for Business Meetings in China

### Executive Coaching / Intercultural Training

#### Objectives:

Embarking on business trips to China and engaging with Chinese business partners requires careful preparation, particularly when unfamiliar with China and its intricate business customs. The primary objectives in this scenario were to

- successfully achieve the outlined goals of business meetings, despite potential intercultural obstacles such as diverse negotiation styles and distinct customs and
- establish strong and positive relations with Chinese counterparts.

#### Results:

- The detailed planning significantly contributed to the success of the German delegation's business meetings in China.
- A nuanced understanding of Chinese business practices facilitated smooth negotiations.
- The successful outcomes reinforced and strengthened business ties between the German delegation and their Chinese counterparts.

#### Process:

MFC provided cultural sensitivity training and briefing on Chinese business etiquette as well as coaching to prepare the German delegation for their specific endeavour. MFC also accompanies clients during business meetings to serve as intermediary and facilitator and to provide language support.



### Workshop Chinese Business Etiquette

#### Chinese Cultural Imprints – Philosophy and Thoughts

- 关系(Guānxi)**
  - Interpersonal relationships that can also bring benefits to individuals.
  - Emotional attachment & usability of relationship.
- 和(Hé)**
  - The consideration of *Mianzi*, good *Guānxi* and *Rénqing* promotes harmony.
- 面子(Miànzi)**
  - Honor, recognition and social status.
  - Impression management.
- 人情(Rénqing)**
  - A medium of social exchange.

### Workshop Chinese Business Etiquette

#### Business Dinner – Platform for Building Relationships

- Seating arrangement:**
  - The host sits in the middle, facing the door.
  - The main guest sits next to the host.
  - The assistant host sits opposite, with their back to the door.
  - Other guests are seated according to their position or rank.
- Toasting:**
  - When toasting, one rises from their seat, holds the glass lower than others, and empties it completely.
  - “**Gan Bei!**” means “**Cheers!**” and implies emptying the glass.
- Note:**
  - Do not pour a drink for yourself.
  - Keep your neighbours’ cups full.