



China Workshop

Exploring Guanxi: Relationships for successful business in China

Wednesday 23 July 2008, 0930-1200 hrs
The Atrium Conference Centre
Derby University, Kedleston Road, Derby

Organised in partnership with:



EAST MIDLANDS - CHINA
BUSINESS BUREAU
英国中东部地区中国商务局

EXPLORING GUANXI: RELATIONSHIPS FOR SUCCESSFUL BUSINESS IN CHINA

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If you have been to China on business, you are sure to have heard of the term *guanxi* (or special relationship). Having good *guanxi* is seen as being essential to doing business in China. How to get *guanxi* and knowing when you have got it, however, is not well understood by non-Chinese.

For Chinese people, *guanxi* is not just for business but is a way of life. Some *guanxi* comes naturally through family connections, class mates or other shared experiences. Other *guanxi* is cultivated as a rational decision to ensure a particular outcome. Access to scarce products or services in China, such as places for one's children at quality schools or specialist medical care, often has to be pursued through a deliberate *guanxi* strategy or through one's *guanxi* network (a 'friend of a friend').

'Exploring Guanxi' is an interactive session for business people who have encountered the term but do not fully understand its implications. Drawing briefly on theoretical frameworks to set the scene, the workshop will first draw on the personal views of Chinese people on what constitutes *guanxi* and how to work it, before asking delegates to recount examples of *guanxi* they think they may have and why. *Guanxi* which delegates would like to have will be discussed, as will those *guanxi* strategies that can be pursued to ensure a greater likelihood of successful business. The workshop is organised by China-Britain Business Council (CBBC) in cooperation with the East Midlands China Business Bureau (EMCBB).

Programme

- 0930 Registration and coffee
- 1000 Welcome and introductions: Presenters and Facilitators
- 1005 An introduction to the term *guanxi*
- 1025 *Guanxi* and Me 1: A personal perspective from Chinese participants*
- 1050 *Guanxi* and Me 2: A Company Case Study: Mr Alan Clements, MD of Metafocus
- 1115 Break
- 1130 *Guanxi* Strategy: How can I improve existing *guanxi*?
 How can I get new *guanxi*?
 How can I get what I want, using *guanxi*?
- 1200 Conclusions
 Followed by sandwich lunch

* using a facilitator

About CBBC

The China-Britain Business Council is the UK's leading source of China business information, advice, consultancy and services for UK industry. As an independent, business-led organisation, CBBC supports British companies of all sizes via its extensive office network in the UK and China, providing Business Services, Practical In-Market Assistance and Industry Initiatives. For further details see www.cbcc.org.

About EMCBB

The East Midlands China Business Bureau (EMCBB) is the Regional response to the opportunities presented by the growth in China's economy. EMCBB provides practical advice and support to regional SMEs, education institutions and to Chinese investors looking to set up in the East Midlands. EMCBB runs regional seminars, briefing sessions and Market visits to priority locations in China. For further information on our exciting programmes see www.eastmids-china.co.uk

