

When Cultures Collide

The China



The Third World for Westerners

- A backward nation in terms of crude technology, sparse infrastructure, appalling hygiene, rampant pollution
 - Underestimating and misunderstanding the power and the impact of the Chinese people on their neighbours
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Westerners for Chinese

- Foreigners in the eyes of Chinese are :
 - Inferior
 - Corrupt
 - Decadent
 - Disloyal
 - Volatile
 - Barbaric
 - Devils
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Superior Chinese values

- Modesty
 - Tolerance
 - Patience
 - Sincerity, loyalty, tradition
 - Tenacity, patriotism
 - Sense of duty
 - Friendships
 - Wisdom
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The five relationships basic

- Ruler / subject
 - Father / son
 - Older brother / younger brother
 - Husband / wife
 - Senior friend / junior friend
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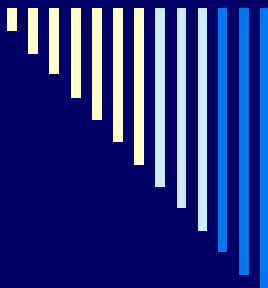
Basic teaching of Confucius

- The observance of the unequal relationships
 - The family is the prototype of all social organisation
 - One must behave in a virtuous manner towards others
 - Education and hard work must be prized
 - Should be moderate in all things : save, stay calm, avoid extremes, shun indulgence
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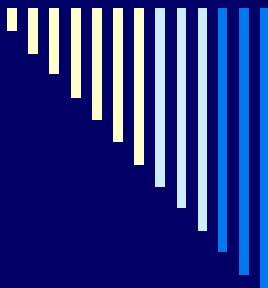
Several other factors

- Taoism
 - Buddhism
 - Ancestor worship
 - *Feng shui*
 - Herbal medicine and acupuncture
 - Animal years
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Keeping one's face... is hard work !

- Parents : filial and piety
 - Wife : dominance and kindness
 - Children : guidance and protection
 - Younger brother : superiority and guidance
 - Older brother : inferiority and obedience
 - Teacher : respect and obedience
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Keeping one's face... is hard work !

- Senior friends : show and respect
 - Junior friends : give and advice
 - China : loyalty and patriotism
 - Strangers : politeness and hospitality
 - Foreigners : correctness, hospitality and reserve
 - Self : moderation and humility
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Chinese behaviour at meetings and negotiations

- Prefer meetings to be formal
 - The deputy is often the decision maker
 - The real decisions will be made outside the meeting
 - The pace will be slow and repetitious
 - Politeness, collectivist culture
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Chinese behaviour at meetings and negotiations

- Chinese rarely say “no”
 - They negotiate step by step in an unhurried manner
 - Looking beyond the deal, prioritise mutual trust in the long term
 - Thrifty, cautious, patient
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Conclusion

- ❑ Chinese place values and principles above money and expediency
 - ❑ You should study Buddhist and Confucian
 - ❑ Be extremely deferential at all times
 - ❑ Combine courtesy with firmness
 - ❑ Show humility and respect for age and rank
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Conclusion

- ❑ Don't overdo the logic
 - ❑ Prepare your meetings in detail
 - ❑ Don't speak in a loud voice or rush them
 - ❑ Always keep your calm
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