learn your world china

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from your peers who've been there - literally.

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Chinese people can be very indirect in expressing what they want. When you offer your Chinese guests tea, it is not unusual that they say no in the first instance and agree to have some when you ask them the second time. Indirect expressions also occur in business negotiations. It is important to figure out your Chinese partners' true implications (i.e., the words behind the words) based on what they have said.

Chinese companies, especially state-owned enterprises, sometimes have complex internal approving procedures. You will need to understand as early as possible your Chinese partners' internal approving procedures and who the decision-maker is. It is not rare that a foreign company has gone through a few rounds of negotiations with its Chinese partner before finally meeting with the decisionmaker who can have a second thought on what has previously been agreed on. At business events, when you toast someone who is more senior than you, either in age or position, you may want to lower your glass so it will be at a slightly lower position when the glasses meet to show your humility and respect. When you are not sure if someone is more senior than you, it is best to lower your glass.

In China, people are not as comfortable showing their affections in public as Westerners. People do not often hug and kiss to greet each other. Shaking hands is more widely accepted. Do not be surprised if your hug and kiss are not as well received in China as in some other countries.

Do not give a clock as a gift to Chinese people. In Mandarin, clock (Chinese character "钟") has the same pronunciation as the end of life (Chinese character "终"). Giving a clock (Chinese character "送钟") has the same pronunciation as attending one's funeral and will be considered bad luck in China.

> LILI JIAN China general counsel Ferrero

Economy GDP (current US\$) \$9.182 trillion

Population

1,350,695,000 (2012 estimate)

Corruption

According to Transparency International's "2013 Corruption Perception Index," China is the 80th "cleanest" (i.e., least corrupt) country out of the 177 that were scored.

Additional Resources

China Daily, an Englishlanguage daily newspaper www.chinadaily.com.cn

China Tourism Guide www.cnto.org Practice

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