

Doing Business in the Changing China

(Course for Nordic Students)

The Nordic Centre,
Fudan University, Shanghai 8-13 April 2007



“Doing Business in the Changing China”

Teacher: Dr Tony Fang, (PhD in International Business, Linköping University, Sweden), Associate Professor at Stockholm University and Visiting Associate Professor, Copenhagen Business School.

Literature: To be announced

Place: Nordic Centre, Fudan University, Shanghai

This course is intended for university students registered in a Nordic Centre Member university, irrespective of their areas of specialization. The course is free of charge but the participants will need to cover travel, accommodation and teaching materials.

Students should have a profound interest in and some knowledge about China prior to taking this course.

Maximum number of participants: 30

Application deadline: 20 February 2007

Wish to attend?

Please send the application form to info@nordiccentre.org before 20 February 2007. Participants will be selected based on their motivation, educational background and experience. There will be kept a balance between the Nordic countries and our 23 Nordic member universities.

See also www.nordiccentre.org



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Preliminary Programme:

Sunday 8 April

Afternoon: Welcoming Meeting

Presentation of course objective and participants' background and motivation

Introductory lecture
18:00- Welcome dinner

Monday 9 April

Keynote speech: Chinese politics, economy, and societal development from a regional perspective

The hidden logic of Chinese politics and economy

Why is the world's largest capitalism taking place in the world's largest communism?

The coming collapse of China?

Foreign direct investment (FDI) in China

Potential risks

China at the crossroads

China: "The Industrial Hollywood"

Chinese economy: Historical reflections

The founding of "The New China"

"Made in China": From low-cost sourcing to R&D sourcing. Regional differences, buying behavior and behavioral traits

Special business conditions in China

Philosophical foundation of Chinese thinking

Decoding the black box of Chinese business behaviour

A practical model of Chinese business culture

The PRC condition, Confucianism and Chinese stratagems: *Guanxi*, *mianzi*, *xinren*, and *bianhua*

Discussions

Tuesday 10 April

The branding revolution in China

"Made in China": Chinese brands

Case studies

Chinese firms go global

Intellectual property rights (IPRs) in China

Theoretical framework

Anti-counterfeit strategy and tactics

Implications for Scandinavian firms in China

Company Visit

Wednesday 11 April

Company Visits

Mid-Course Dinner



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Thursday 12 April

Negotiating with the Chinese

The “3-in-1” model

Four behavioral roles of the Chinese negotiator

Purchasing vs. sales negotiation

Let the Chinese party gain!

How to deal with re-negotiation

How to avoid corruption

Drinking as a strategy to build up trust!

The changing success and failure factors in negotiating business in China. Case study: “If you honor me a foot, I will honor you ten feet in return.”

Communicating with the Chinese

Business etiquette and taboos in China

How to say “No” to the Chinese

How to thank the Chinese depending on situations

Gender issues

Human resources management (HRM) in China

The consequences of rapid expansions

Personnel turnover of Nordic firms in China

Developing corporate culture and leadership in your local Chinese organization

Corporate training

The changing China and new lifestyles

The new values in today’s Chinese society

The declining importance of guanxi?

Branding and communication

A small business perspective

IKEA in China: How not to be shattered by cultural differences!

Corporate social responsibility in China

Why CSR in China? Human rights, labor standard and corporate code of behavior in production lines in China. Suggestions for improvement

Discussions: “Sourcing ethically in China?”

Friday 13 April

Time for self-study

Panel discussions: Critical issues in doing business in today’s China

Summing up and farewell dinner

Practical issues:

Accommodation will be arranged close to Fudan University, in single room sharing a bathroom (RMB 76) or single room w/private bathroom (RMB 134).

Participation in extra-curricular activities and meals will be charged RMB 400 per person.



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Comments from some of the participants in the course “Doing Business in the Changing China” at the Nordic Centre, Fudan University, Shanghai, March 26 – April 1, 2006

“Doing Business in the Changing China” is a perfect introduction to how to do business in China, the opportunities as well as obstacles. Personally, I have gained a very valuable insight into the Chinese market. I highly recommend the course to anyone who is interested in China!

Mette Knudsen mkn@di.dk Market Development Advisor, Dansk Industri, Denmark

The course has provided valuable information about Chinese business practices at theoretical and practical level in the

Chinese context. Most importantly, Tony Fang has profound knowledge about cultural issues, which is very helpful in understanding Chinese business environment.

Timo Pykäläinen timo.pykalainen@mac.com PhD Candidate, Department of Business and Economics, University of Joensuu, Finland

As a social scientist I was pleased to discover that the course is very relevant for me as well.

Inga Fritzen Buan ingafbuan@hotmail.com University of Oslo, Center for Development and the Environment, Norway

Many western reporters write a lot about China, but few care to present a “Chinese voice”. This course has given me a new perspective, a great experience and many “wow’s”. Tony Fang is a person with an ideal background for providing new insights about China. I really recommend this course.

Oliver Bekkevold obekkevold@gmail.com Sales Manager in IEC-HUS AS, Norway



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Application Form
"Doing Business in the Changing
China"

Course for Nordic Students at the Nordic Centre,
Fudan University, Shanghai 8-13 April 2006

Deadline for applications: 20 February 2007

Participants will be contacted before 25 February 2007 in due time for visa application and flight booking.

Please fax or e-mail the application form to:
Nordic Centre
Fudan University
Att: Gry-Irene Skorstad
E-mail: info@nordiccentre.org
Fax: 021-6564 8633

NB: Please fill in the form electronically!

Yes, I am interested in attending the course!

Name:
Male: () Female: ()
DOB:
Postal address:
Nationality:
University:
Degree/ pursued degree:

Tel:
Email:

Short introduction of background and motivation for attending the workshop (please attach your CV)



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