



Cross the Bridge between Eastern and Western Doing Business with Chinese

Presented By Ellen Sun

Culture Differences

- Perception / Thinking Pattern
- Connections between Government in Business
- Direct & Indirect
- Quality Standard
- Food Culture



Case Study

Case 1: Thinking Pattern

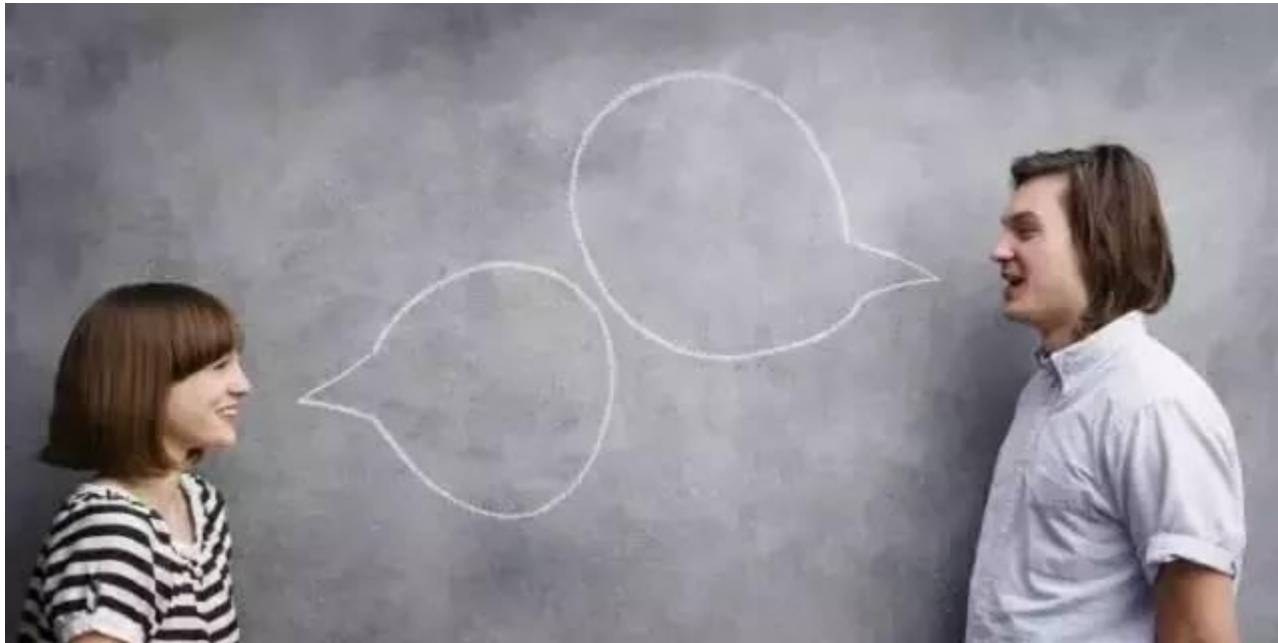
Hospital inside the factory? Lots of accidents?!



Case Study

Case 2: Communication Style

Direct & Indirect



Case Study

Case 3:

Plate on the table



Adopting Culture

Playing Critical roles in the success of Doing business in China

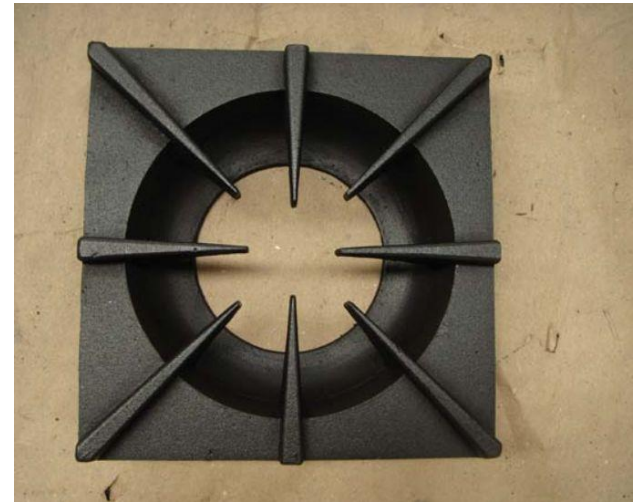
- Learning the Languages
- Join the expats club or network
- Importance of Relationship
- Food Culture
- Get support from Local Government

SUCCESS

About My Business

- 32-year Trader for foundry product and Ceramic product for restaurant
- Export to North America and South America

My Products





Questions

Thank you

Ellen Sun

E-mail: fenghuametalbj@gmail.com

Tel #: +86 139-0127-8045