



Seminar: Doing Business in China 1: Chinese Culture and Business Etiquette

Are you curious about dos and don'ts in Chinese culture? Do you have misunderstandings with your Chinese friends? Do you want to have much easier and more comfortable life in China? Are you interested in practical advice on how to do things in China/with Chinese? Please join us!

SilkkiLu's Seminar is tailor-made for a basic understanding of how to act in common everyday or business situations, how to present yourself, what Chinese appreciate etc. Warmly welcome you to build up your network in the workshop as well.

Friday, 25. February 2011, 13.00-16.00 Venue: Turku School of Economics (Rehtorinpellonkatu 3, TURKU) Room: Juhlasali

12.30 Registration

13.00 - 13.45 When Chinese Culture Meets Finnish Culture:

- Chinese culture vs. Finnish culture in general and in corporations

13.45 - 14.00 Coffee break

14.00 - 14.45 The Importance of Culture Awareness in Doing Business in China.

Kyösti Niemelä, Managing Director, PRONIKO OY

14.45 - 15.45 Doing Business in China : Culture Workshop

15.45 - 16.00 Announcements and Closing

Proniko Oy

Proniko is a manufacturer of the world's highest quality language labs (brands Tandberg Educational, Sanako). The company stands out from its competitors by being able to offer its customers a full service where the flexible production in small series is complemented by cost-efficient but high quality mass production in China. The Proniko factory has gained public attention from e.g. YLE Radio Suomi, YLE TV1 AamuTV, SR P7 Finska, SR P1 Efter tålv and a lot of visitors from other companies. Since 1990th, Proniko have already started to outsourcing manufacture in China. Mr. Niemelä, the owner of Proniko, is a well-experienced businessman in China, who knows quite well about dos and don'ts when dealing with Chinese. He is glad to share his know-how in the seminar. More info: <http://www.proniko.fi/>

Entrance Fee: 30€ (for non-students) , 5€ (for students). Registration (your name, title, organization name) to qing.cao@tse.fi by 23. 2.

Organized by **SilkkiLu**
Business Consulting



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