



CHINA

INTRODUCTION TO

Doing Business in China



Introduction to Doing Business in China

China is Australia's largest trading partner and the most populous country in the world. The rapidly rising middle class is expected to account for 70 percent of this market's population by 2030, representing a lucrative commercial opportunity. The China-Australia Free Trade Agreement (ChAFTA) has given Australian businesses unprecedented access to Chinese markets.

To enter this vast market, Australian enterprises must strengthen their capabilities and gain a deeper understanding of the local business climate.

This program helps participants develop skills to do business, have meaningful interactions, and maximise commercial results with Chinese stakeholders.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise awareness of the key cultural drivers that impact the way business is conducted in China.



Build understanding of Chinese business styles and how to respond.



Introduce the skills needed to effectively influence business outcomes and strengthen relationships when working in and with China.

Topics covered

1.

Understanding Chinese business culture through exploring Chinese society, context, and culture.

2.

Chinese key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Chinese stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for China.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

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