



A three-day course

Managing, Growing and Supporting your China Operations

21-23 November 2017

Purpose

For well over a decade, China has been a powerful engine of the global economy, regularly posting high single-figure or even double-digit annual increases in GDP. For a long time, Chinese companies had the reputation for being shameless copycats of Western products. Today China is pushing the frontiers of innovation. The nation invests more in R&D than the United States does – investments that commercialise products and create jobs. For international businesses interested in the Chinese market, the biggest difficulty is **how to address the complex dynamics between cultural, social, political and economic factors**. Not understanding the market is the most common reason why Western businesses fail to capitalize on the huge potential in China. One has to understand the culture, how to manage people and relationships, how to communicate, how the government operates and the political system works and how to delegate and negotiate, to mention a few aspects. This training is designed for management in businesses with operations in China. The purpose is to provide a profound understanding of the dynamic, diverse and challenging Chinese market in order to better develop, manage, control and support Chinese operations.

Why you should participate?

You will obtain new knowledge and a deeper understanding, as well as a broader perspective, of both opportunities and challenges presented by the Chinese market today. Our intention is that participants should be inspired and challenged to discuss and address real challenges that their companies have encountered or are likely to encounter in relation to managing their China initiatives.

How?

3 days of highly interactive lectures in combination with discussions and breakout sessions.

From the content

- **China Today in Broad Strokes** – why China is such an attractive and strategically important market today and in the future, and why it is difficult for Western companies to navigate in China
- **Challenges and Opportunities of China today** – economic, political and societal factors
- **Legal Dilemmas and Disputes** – understanding the challenges and reaching acceptable resolutions
- **Daily Operations** – managing people and relationships, effective communication, delegation and motivation
- **How to Negotiate with Chinese Counterparts** – achieving mutually positive outcomes

For whom?

This executive course in managing and supporting your China operations is targeted towards managers who are fully or partly responsible for the growth and development of the company's China operations, including

- Managers who are already in China or shortly to be sent out there.
- Managers who are based in Sweden (or other Nordic countries), but have senior line responsibility for Chinese operations or are the people that report to such senior people and conduct day-to-day business with the Chinese branch or subsidiary and partner companies with which they are involved.
- Sweden-based members of the boards of Chinese subsidiaries who have another full-time job at headquarters, e.g. the CFO of the parent, who travels to China four times a year to attend board meetings).

Who will you learn from?

The faculty is carefully selected and includes a number of international professors from leading universities in the U.K, the U.S and China. We also have business professionals with long and extensive hands-on experience from running large and smaller companies in China. On top of this, we also have lecturers with extensive experience in negotiation, recruitment and leadership development in China.

When?

21st Nov 2017, 09.00-22.00 CET
22nd Nov 2017, 09.00-22.00 CET
(Dinner in the evenings)
23rd Nov 2017, 09.00-17.00 CET

Where?

Villa Brevik – Lidingö, Sweden
www.villabrevik.se

Fee

SEK 55 000 (excl. VAT) which includes all course material documentation, dinner, lunches and coffees.

Application

Please fill in your application on
<http://kthexecutiveschool.se/kurser-grupper/managing-growing-and-supporting-your-china-operations/>

Small print

The course will only start if we have received applications from at least 15 participants on November 10, 2017.

The course fee will be invoiced as soon as the group has reached 15 participants.

Accommodation is not included in the price, but we have made a group booking – so if you need a room we will book it for you. The participant will then pay the conference centre on site.

Other important information:

This course builds on a unique collaboration between academics and business professionals from: KTH Executive School, Royal Institute of Technology in Sweden, Saïd Business School at University of Oxford in the UK, Guanghua School of Management, Peking University in China, Tuck School of Business at Dartmouth College in New Hampshire, USA, The Sweden-China Trade Council, TCA Limited, UK, and GoEast AB.

Course leader

Christina Petzäll
Associated Program Manager at KTH Executive School, is responsible for the course.

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Further information?

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KTH Executive School

KTH Executive School addresses technology- based enterprises needs of the specific know how, the broadened perspectives as well as the inspiration required to excel in developing and implementing new businesses, new strategies and new ways to operate.

KTH Executive School AB is owned by KTH Royal Institute of Technology – the oldest and largest university of technology in Sweden.