



**KTH EXECUTIVE  
SCHOOL**

# Will the Chinese Dragon Strengthen Your Business or Eat You Alive?

*Understand the complex dynamics between cultural, social, political  
and economic factors dealing with Chinese companies*

*24<sup>th</sup>-26<sup>th</sup> of April 2018*



# In 2018 China is overtaking – get ready for new business opportunities

For a long time, Chinese companies had the reputation for being shameless copycats of Western products. Today China is pushing the frontiers of technical development and innovation. The nation invests more in R&D than the United States does – investments that commercialise products and create jobs. 2018 the Chinese gross domestic product will be the highest in the world, with the USA in a second place. Chinese direct investments in Sweden have tripled in recent years and are expected to increase further. However, Chinese ways can be challenging to comprehend due to the complex dynamics between cultural, social, political and economic factors. Not understanding the full context is the most common reason why Western businesses fail to capitalize on the huge potential in cooperating with Chinese companies.

### How will I learn?

The purpose of this executive development course is to provide the participants with a profound understanding of the dynamic, diverse and challenging Chinese influence when China becomes the most influential economy in the world.

By the end of this course you will be able to better manage, develop, grow, collaborate, control and support Chinese cooperation initiatives and business creation. The three-day course will consist of highly interactive lectures combined with discussions and breakout sessions.

### Why should I participate?

Whether you are an experienced manager already working with China or if you are thinking about starting collaborations with Chinese companies, you will obtain new knowledge and a deeper understanding. You will get a broader perspective, of both opportunities and challenges presented by making business with Chinese companies today. You will discuss and address real challenges that companies encounter when doing business with Chinese counterparts. You will better understand the complex dynamics between cultural, social, political and economic factors that drives Chinese business today.

## From the content

- **China Today in Broad Strokes** – why Chinese companies are attractive and strategically important to work with today and in the future, and why it is difficult for Western companies to navigate with China
- **Challenges and Opportunities of China today** – economic, political and societal factors
- **Daily Operations** – managing people and relationships, effective communication, delegation and motivation
- **What happens when things go wrong** – understanding the challenges and reaching acceptable resolutions
- **How to Negotiate with Chinese Counterparts** – achieving mutually positive outcomes

## Who will I learn from?

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**The teaching faculty comprises a rich mix of expertise of very strong academic and practical backgrounds in the U.K, the U.S and China. You will experience very engaging and interactive teaching.**

### **Frédéric Cho**



Frédéric is a **strategic advisor on China -related economic issues and corporate investments**, who has worked with China since the 1980`s, and lived and worked for altogether 18 years in China, Hong Kong and Taiwan. He is now running his own Advisory Business focusing on cross-border M&A and strategic investment advisory between the Nordic region and China. He is the Vice Chairman of Sweden-China Trade Council and the Author of "China according to Cho – a new phase" as well as "China's capital market."

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### **Tim Cullen**



Tim Cullen MBE is an **Associate Fellow at Saïd Business School, University of Oxford**, Director of the Oxford Programme on Negotiation which he created in 2003 and visiting professor at Lingnan (University) College in Guangzhou, China. He has taught negotiation programmes in 26 different countries, worked for 21 years at the **World Bank** and been an advisor to the Asian Development Bank and the United Nations Secretariat. He was the founder of the Small Countries Financial Management Centre (SCFMC).

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### **Giles Chance**



Giles Chance is a **visiting professor at the Tuck School of Business at Dartmouth College** in the United States, at the **Guanghua School of Management at Peking University** in Beijing, and at **Lingnan (University) College in Guangzhou, China**. Giles co-founded a successful advisory business which assisted British multinationals to enter the China market, and enabled over 70 technology transfers from Europe to China. In 2003 he co-founded a China-focused boutique investment bank and advised institutional investors in Europe and the US on the Chinese equity markets.

## Li Ma



Li Ma is an **Associate Professor in Organizational Behaviour at Guanghua School of Management, Peking University**, who focuses on Chinese cross-cultural negotiations. He is also an expert on different styles of management in China, Japan, and Western countries. He has taught full time at Tsinghua University, and part time at Washington University in St. Louis in the United States and Yonsei University in Korea. His research papers have been published in both Chinese and international academic journals.

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## Christina Petzäll



Christina has spent most of her professional career working as a **successful entrepreneur with business operations in Shanghai, Beijing and New Delhi** where she was the founder and Managing Director of Communication Consulting, specializing in Leadership Training, Business Development and Cross-Cultural Communication. Today Christina is mainly working with a SIDA financed program to help entrepreneurs to successfully grow their businesses African and East European.

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## Ning Wang



Ning Wang, a Swedish citizen, who grew up in China, is a **member of the Oxford Programme on Negotiation tutoring team at the Said Business School, University of Oxford**. She has completed cross-cultural training and has taught sessions on how to negotiate with Chinese counterparts in a number of executive programmes. Ning won a scholarship to pursue a Master's degree in Sweden and she conducted the research for her thesis at Oxford University. On completion of her degree, she worked for several years helping Swedish companies with their negotiations in China. She is now a **director of the negotiation consultancy, TCA Limited**.

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## Lennart Petzäll



Lennart lived and worked in China for 19 years. He **established the Purchasing office of H&M** and under his leadership, the H&M purchasing office grew from 3 staff members to become H&M's largest purchasing office in the world with 250 staff members. In 1995 he started **his own business**. The company assisted foreign companies to set up and expand their operations in China. Lennart is a frequently invited guest-speaker both in China and Europe on Cross-Cultural Communication issues and China business start-ups.

# Practical Information

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## For whom?

This executive course in managing and supporting your cooperation with Chinese companies is targeted towards managers who are fully or partly responsible for the growth and development of the company's China-related 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 cooperating with Chinese companies, 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).

## Application

Please fill in application on:

<https://goo.gl/eJKwJs> or  
[www.kthexecutiveschool.se](http://www.kthexecutiveschool.se).

## When?

24<sup>th</sup> of April 2018, 09.00-22.00 CET

25<sup>th</sup> of April 2018, 09.00-22.00 CET  
(dinner in the evenings)

26<sup>th</sup> of April 2018, 09.00-17.00 CET

## Where?

Villa Brevik, Lidingö (Sweden).

[www.villabrevik.se](http://www.villabrevik.se)

## Fee

The fee for the course is SEK 55 000 (excl. VAT) which includes all course material, documentation, dinner, lunches and coffees.

The course will only start if we have received applications from at least 15 participants on March 26, 2018.

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. You can pay the conference centre on site then.

For further information, please contact:



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## **KTH Executive School**

We ensure your capabilities to develop and implement new businesses, new strategies and new ways to operate.

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