

# NZTE China Business training

**China Business Training** is a set of eight business training courses provided by New Zealand Trade and Enterprise (NZTE) to help companies learn how to do business with China.

Training is largely subsidised by NZTE, so will cost you just NZ\$50 per person, per day. NZTE runs two half-day modules per day. Training is delivered by Occam Consulting Limited experts in cross-cultural business training.

#### **MODULE 1 - CHINA NEED TO KNOW**

Market Overview, Business Ethics & Values, Relationship Building, Intro to Marketing, Branding and Sales in China.

#### **MODULE 2 - MARKET ENTRY STRATEGY**

Agents, Distributors, Entity overview; China's Future, Negotiating, Decision Making, Meeting Protocol.

#### **MODULE 3**

Human Resources, Communication & Management, Manufacturing, R&D.

#### **MODULE 4**

Finance, Banking, Legal, Risks, Intellectual Property Management, Strategic Planning.

#### **MODULE 5**

Marketing/Branding/Media/e-commerce.

#### **MODULE 6 - ENTRY MODES**

Setting up a company in China.

#### **MODULE 9 - SERVICES FOR CHINESE**

Marketing, selling and providing services: Education, Tourism and Other services.

#### **MODULE 10 - VISITING & HOSTING CHINESE**

Planning, Logistics, Protocol and expectations.



**NEW ZEALAND  
TRADE & ENTERPRISE**

#### **AUCKLAND**

**Module 1 & 2** December 2 2013

**Module 3 & 4** December 3 2013

**Module 5 & 6** December 5 2013

**Module 9 & 10** December 6 2013

→ **BOOK ONLINE AT:**  
[www.nzte.govt.nz/chinabusinessstraining](http://www.nzte.govt.nz/chinabusinessstraining)