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# HANDBOOK

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Chinses Business Culture





# COMMUNICATION

## *IMPORT LICENSES*

Chinese tree nursery entrepreneurs are not willing to show negative comments, such as “NO”.

For example, if you ask your Chinese business partner whether they have prepared import licenses for your plants. Chinese entrepreneurs may answer you “Yes” or “I will do it later”, but there is chance they haven’t finished it.

Therefore, if you need to make sure things, ask for some proves, such as some documents.

### DO’S

Always as ask for proof during transaction:

- Documents
- Pictures
- Chatting records
- Transfer records

### DON'TS

Don’t believe in oral promise.



# NEGOTIATION

Chinese tree nursery entrepreneurs are indirect when communicating.

For example, Chinese entrepreneurs will say “I will think about it” “I will buy it later” or “maybe next time” instead of “NO”.

Therefore, don’t believe “later”, “next time” or “maybe”. They 90% means “NO” in China.

Another example, Chinese entrepreneurs seldom speak opinions on things unless you push them.

Therefore, always ask further questions when communicating.

Also don’t show strong negative comments when communicating with Chinese, which will be rude in China.

Besides, it is important to stay calm during the negotiation in China. Don’t show embarrassment or show too much emotion during business negotiations.

## DO’S

1. Always ask further questions when communicating
2. Always stay calm during negotiation

## DON'TS

### 1. Don't believe:

- I will think about it
- Maybe
- Next time
- Later

90% means NO

### 2. Don't show strong negative comments in China

### 3. Don't show embarrassment or show too much emotion



## CONTRACT

Dutch entrepreneurs always take the contract and the deal very serious, while Chinese entrepreneurs like to change a lot. Chinese entrepreneurs always think the deal could be changed based on the situation.

For example, two sides sign the contract or make the deal by E-mail of 5000 plants. Chinese entrepreneurs may want to have 4500 plants few days later.

Therefore, it would be better to ask a legal person to witness the contract. Don't believe deal is the deal in China. It would always be changed.

### DO'S

Ask a legal person to witness the contract

### DON'TS

Don't believe deal is the deal in China. It would always be changed.



## COMMUNICATION TOOL

Though most of the Chinese entrepreneurs want to use English to communicate with the Dutch entrepreneurs, not every Chinese entrepreneur can speak English.

Therefore, download a translation App before going to China would be better. Google translation has been blocked in China. Choose another one.

Most of the Chinese entrepreneurs prefer to use WeChat (something like WhatsApp) and Email to communicate business. Give quick response when you receive the message from your business partners.

Therefore, download and sign up a WeChat account before going to China. Besides, Gmail & WhatsApp has been blocked in China. Remember to have an Email account which is not Gmail.

### DO'S

1. Download a translation App
2. Download and sign up a WeChat account before going to China.
3. Use WeChat and Email as the business communication tool

### DON'TS

You can't use:

- Google translation
- WhatsApp
- Google
- Gmail

They have been blocked in China.



## GIFTS

Gifts are welcomed in China.

Small gifts which can represent the Netherlands. Such as a small windmill.

Present and receive things with both hands. This is considered polite in Chinese culture.

When you receive a gift. Don't be too eager to unwrap your gift. Unless the person offering the gift insists. It's considered polite in Chinese culture to open gifts after you or your guests leave.

Don't gift some symbolic items. Such as clocks, green hats, umbrellas, sharp objectives. They have bad meanings in Chinese culture.

### DO'S

1. Gift small items
2. Present and receive things with both hands.

### DON'TS

1. Don't be too eager to unwrap your gift.
2. Don't gift some bad symbolic items:
  - Clocks
  - Green hats
  - Umbrella
  - Sharp objectives



## BUSINESS MEAL

Doing business in China is all about relationships and therefore you'll often need to attend a business lunch or dinner with your business partners.

Chinese dining is usually at a round table. There is a hierarchy regarding to the seats. Therefore, it is better to let your business partners sit first then you will know your seat.

Don't talk about business during the meal time, since it is the time for building personal relationship. Choose some topics related with personal life, such as interests, your hometown, weather, travel.

Proposing to share costs of the dinner is taboo in China. The inviting party always pays the bill.

A long discussion about what to order will be taken. It is necessary for everyone to agree, so be receptive. Drinking alcohol during the business meal is very common.

Besides, Chinese are known for sharing food. It is common that several dishes are ordered in a restaurant, which people eat together.

### DO'S

1. Attend business meal
2. Wait to be seated
3. Choose some topics related with personal life
4. Discuss about what to order
5. Sharing food with others

### DON'TS

1. Don't be late
2. Don't talk about business during the meal time
3. Don't share costs of the dinner.