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## 1 March 2012: What you must know about "Saving Face in China"

by E K A T E R I N A on 5 E B R U A R Y T O , V A 2 0 1 2

Organized by EPWS & CanCham Shanghai  
with the support of the Spanish Chamber of Commerce and the Malaysian Chamber of Commerce

Speaker: Anne-Laure Monfret

Anyone who works in China has heard about the cultural importance of "saving face"—but what is "face" really about? Understanding this essential element of Chinese social codes and its deep implications in the business world can save lots of time and avoid faux pas.

Anne-Laure Monfret, author and journalist gave a lecture on "face" in Chinese culture. The presentation included with illustrations about the concept of face with examples and real life anecdotes between foreigners and Chinese.

A certain number of topics was discussed: the importance of keeping harmony, social hierarchy, public behavior, the different views about truth and face, how to give face and some aspects of Etiquette, all presented with a "face perspective."

Shanghai Tang Cafe

2-3/F, 333 Huangpi Nan Lu, near Taicang Lu 黄陂南路333号2-3楼近太閤路



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jueves, 01 de marzo de 2012 | Seminarios

## Saving face in China - Shanghai

Understanding this essential element of Chinese social codes and its deep implications in business can save lots of time and avoid faux pas.

The Spanish Chamber of Commerce in China, together with the Canadian Chamber of Commerce, is pleased to invite you to the seminar about

### Saving face in China

Thursday, March 1<sup>st</sup>, 2012, at 12:30 pm

"Saving face" and "not losing face" in China is paramount—but what is "face" really about?

Understanding this essential element of Chinese social codes and its deep implications in business can save lots of time and avoid faux pas.

Anne-Laure Monfret, author and journalist, will give a lecture on "face" in Chinese culture. The presentation will continue with illustrations of the concept of face with examples and real life anecdotes between foreigners and Chinese.

Under discussion will be a number of topics:

- What is "face" in China? What does it mean for the Chinese? Examples of the many nuances of the notion of "face."
- The importance of keeping harmony and its implications in work. Public behavior and social hierarchy.
- The different views about truth, one fundamental cultural difference that brings the most confusion between Chinese and foreigners.
- How to give face? (Welcoming properly, the dos and don'ts of eating and drinking, how to choose the right gifts)

#### About the Speaker

Anne-Laure Monfret is a management and human resource specialist who spent eight years in China. She is the author of the book "Saving Face in China- A First-Hand Guide For Any Traveller To China," first published in French in 2010 under the title "Comment ne pas faire perdre la face à un Chinois."

She has written numerous articles on Chinese culture and business in China. She has also lectured on the key cultural notion of "face" at the French, American and European Chambers of Commerce in China and at international business schools. She divides her time between journalism and the writing of a new book related to China. She currently lives in New York.

#### Event Details:

Fecha/Date: **Jueves, 1 de marzo de 2012/Thursday, March 1<sup>st</sup>, 2012**

Hora/Time: 12:30 - 14:00 hrs

Lugar/Venue: Shanghai Tang Café

2-3/F, 333 South Huangpi Road, near Taicang Road  
黄陂南路333号2-3楼近太仓路

Tel.: 021- 63773333

Precio/Cost: **RMB 110 para socios/RMB 110 for members**  
**RMB 150 para no socios/150 RMB for non-**



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En caso de estar interesado en asistir, le rogamos nos confirme su asistencia vía e-mail / Should you be interested in the event, please confirm your attendance via e-mail: [infoshanghai@spanishchamber-ch.com](mailto:infoshanghai@spanishchamber-ch.com)



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