

Internet Sources

http://www.tradecommissioner.gc.ca/eng/document.jsp?did=107932&cid=512&oid=32

http://www.ediplomat.com/np/cultural\_etiquette/ce\_cn.htm

http://www.lotustours.net/info/connect/culture/culture2.shtml

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### General Tips

Establishing and maintaining personal relationships with key government and business contacts are crucial

Punctuality is key, not only is it unprofessional to be tardy, it is a sign of disrespect.

Rank is integral in this society. Make sure you know who's boss, and introduce your Chinese counterparts to yours.

Remember too dress formally, it conveys respect.

To the Chinese, even a signed contract is considered negotiable.







# Chinese Business Etiquette

# Buiseness handshake

A Canadians Guide to Chinese Business Customs

Helping you achieve your business goals in China

## Introductions and Meetings

Always address the most senior person in the room first—the highest ranking individual.

While addressing your Chinese associates, remember to include their title. (Instead of Mr. Chen, say Director Chen)

The most senior person in your group should introduce himself first, and then the rest of his subordinates. Remember to introduce your titles too (and those of your subordinates)

Handshakes are often exchanged. Yet unlike western cultures, it isn't a grip contest—don't be too aggressive. Additionally, the Chinese often have prolonged handshakes—don't be shy about holding on!

Meetings are very formal, subordinates do not speak until asked too.

Dining

Your host will start the banquet with a toast,(the Chinese love toasts—they will usually have multiple toasts during a meal) Your party is expected to toast after a few courses. Whle toasting, raise your shot glass filled with extremely strong *Baijiu*, and say *ganbei* (bottoms up) before clinking glasses and downing your drink.

Begin to eat when your hosts begin

The banquet is a relatively informal, more personal occasion. This is time to talk about pleasantries, or background information on the region or company—not the time for negotiation or challenges.

The host will pay the bill.

There is little lingering at banquets, formal dinners often end abruptly, where the host will stand up, followed by his subordinates. This is when gifts are exchanged.

When giving gifts, remember to give or accept with both hands. And if it’s a gift for the group, present it to the leader.

Gifts should have a local association—buy something Canadian, and not too expensive, perhaps a small a painting, carving, or book.

It is very common for the recipient to initially refuse, and for the giver to persist, until the recipient eventually accepts.



Last Notes

China is fast adopting the western culture—marketing is essentially the same as ours.

However, because status is so essential, luxury brands (BMW, LV, etc.) are at high demand (indirectly showing off). While a lot of the society is still very frugal, more and more Chinese are buying high end goods—take this into account when pricing. BMW initially didn't do well because their prices were too low!

The Chinese are still a tad untrusting of westerners. By respecting and following their etiquette, they may feel safer, and more inclined to do business.