

# KEY CONCEPTS OF BUSINESS CULTURE IN CHINA

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## Face: Making Others People Look Good

- Face: A Pervasive Concept both in Business Setting & Family & personal life
- Giving Face
- Giving Face: Show your care for another person
- Opposite: Losing Face

# Face: Making Others People Look Good

## How Can You Give Face

- Listening intently and Responding in an appropriate and constructive way;
- Providing help when asked for a favor;
- Actively putting the other party in a good light in front of other people.

## Implications for Businessmen

- Avoid criticism in front of others;
- Taking into considerations the face issues of all colleagues concerned when promote a coworker or assemble a team;
- Encourage feedback;
- Use face to your advantage

## Why Guanxi is Important

- Chinese people are more dependent on others;
- Chinese people are used to asking or providing help;
- NOT necessarily corrupt or unethical practices
- A complex term with many contextual connotations

## Guanxi's Contextual Connotations

- A relationship that implies mutual trust;
- A statement of confidence that a person will offer help if asked to do so;
- A way of giving face (show care and respect) and establishing a relationship
- A networked view of the world

# Guanxi = Business Relations

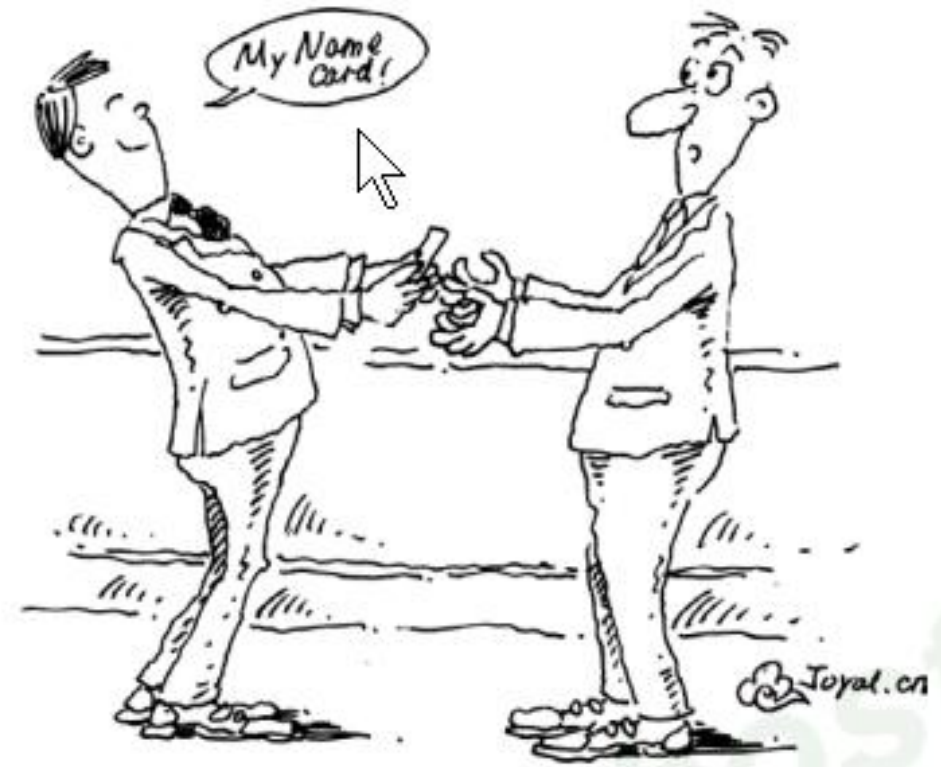
## Guanxi is not mysterious

- Avoid trusting empty claim to Guanxi;
- Chinese gov't very open to investors and international businessmen
- Business is business, the best way to build Guanxi is to show that you care, you are trustworthy, you are in a relation for longer term;
- Guanxi is always overrated by foreigners and less important now;
- Guanxi in China = Networking in the West
  - Everyone has a guanxi network;
  - Guanxi is not necessarily someone is born with;

# Business Etiquettes: Name Card

## How to Exchange Name Cards

- Use BOTH hands to deliver;
- Scrutinize, ask and comment (raise questions);
- Don't write on others' card, ask them to write for themselves;
- Avoid leaving others' card after business meal



# Business Etiquettes: Drinking

## Difference Between Regions and Businesses

- Heavy drinking is an integral part for some industries;
- Situation has been improved in recent years;
- Heavy drinking = drinking the opposite party under the table
- Heavy drinking = Trust





# Business Etiquettes: Table Manner

## Difference Between China and West

- Be relaxed;
- Make sure to help people around you and that their glasses are never empty;
- Use both hands whenever possible;
- Hold your own glass lower than the person you are toasting with.



## Key Issues in Communicating with Chinese

- Work the cultural differences to your advantage
- Exaggerated respect is nothing to lose;
- Be patient, don't give up early and easily
- Attentive to hierarchy, it is difficult to meet decision maker directly and renegotiation is frequent but don't be upset and do be patient



# Same & Difference?



Turkish Style



Chinese Style

# Same & Difference?



Chinese Tea

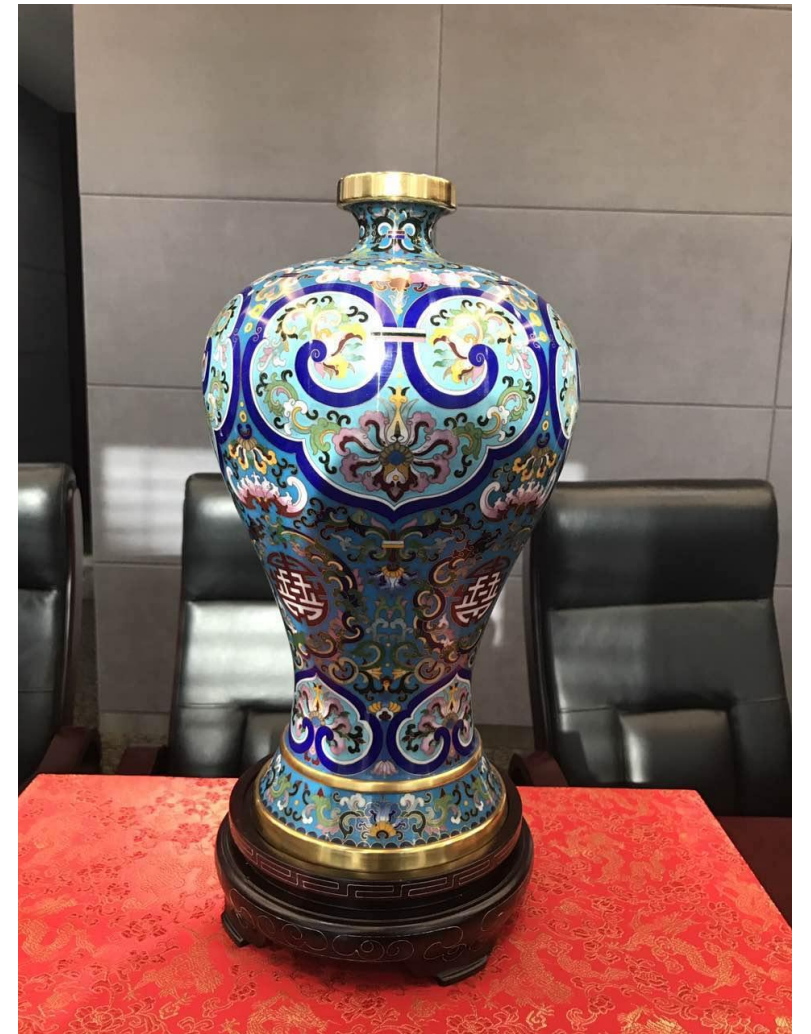


Turkish Cha

# Same & Difference?



T to C



C to T

- Major Difference:  
1949-1923=26 years (about two generations)

# What is going on everyday in Chinese Market

- E-Pay applied everywhere in China (market, taxi, network, take-it-away..)
- Cash ×
- Credit Card ×
- ATM×
- Union Pay ×
- No bank is needed.....
- Only Mobile is ✓



# What is going on everyday in Chinese Market



New Concept Bicycle Kingdom in China



# What is Most Popular Brand in China Today



&



# One Belt One Road



2000



2013

# What Shall We do Now?

Stop Talking!



Just Work Together

2020

2023

THANK YOU FOR YOUR ATTENTION