THE ANNUAL CROSS-CULTURAL BUSINESS CONFERENCE

DOING BUSINESS IN CHINA FROM A CROSS-CULTURAL PERSPECTIVE
Key differences and common mistakes

13.03.2020, FRIDAY, 8:30 a.m. - 11.30 a.m.

Chambre vaudoise du commerce et de l'industrie (CVCI), Lausanne

Programme & registration:
https://heig.ch/doingbusinessinchina
DOING BUSINESS IN CHINA FROM A CROSS-CULTURAL PERSPECTIVE
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More and more Swiss firms are setting up local manufacturing units, R&D centres and regional HQs in Asia, in addition to exporting. China is a key market for Swiss and European companies. However, succeeding in China requires tackling differences in terms of relationships with employees, competitors, customers and the government, and overcoming challenges such as attracting and retaining talent or finding reliable business partners. And, a lack of awareness of how Chinese and European cultures differ in leadership styles, HR, marketing and strategy practices could lead to many mistakes and missed opportunities.

The conference brings a panel of executives and academics to discuss the key differences and common mistakes that European firms are making in China. They will share their insights and provide best practices to make collaboration, communication and trust-building effective. Bühler’s unique experiences in China will be featured. During the conference the participants will receive insights into some of the questions that are critical to be successful in China, specifically:

- How to create a shared identity in Sino-Swiss teams?
- What is the appropriate communication approach to build and maintain trust?
- How can leadership influence attracting and retaining Chinese talent?

The conference is related to the project on Sino-Western M&As and it benefits from the Swiss National Science Foundation grant (http://p3.snf.ch/project-163106).

PROGRAM, FRIDAY 13 MARCH, 2020

8:30 a.m.  Reception and registration
9:00 a.m.  Opening session
Prof. Dr. Anna Lupina-Wegener, HEIG-VD

9:10 a.m. - 10:10 a.m.  Bühler’s unique experiences in China
Mr. Dieter Voegtl, President Global Operations, Uzwil, Switzerland
Ms. Connie He,
Vice President HR, Wuxi, China

10:10 a.m. - 10:25 a.m.  Key differences and common mistakes
Prof. Dr. Gangfeng Zhang,
Zhejiang University, Hangzhou, China

10:25 a.m. - 10:35 a.m.  Evidence from research: Chinese executives’ views on R&D collaborations after an acquisition in Europe
Shuang Liang, HEIG-VD
Prof. Dr. Anna Lupina-Wegener, HEIG-VD
Prof. Dr. Johannes Ullrich,
University of Zurich, Switzerland

10:35 a.m. - 11:20 a.m.  Round table
Moderated by Dr. Guldem Karamustafa, HEIG-VD

11:20 a.m.  Conclusions
Prof. Dr. Johannes Ullrich,
University of Zurich, Switzerland
Aperitif