



INTERNATIONAL BUSINESS COMMUNICATIONS

GROUP PRESENTATION

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Agenda of the presentation

- Cultural challenges in the UK-China joint venture
- Differences and challenges between the UK and China
- Cultural connections between the UK and China
- Success and failure factors of joint ventures in China
- Recommendations and business communication solutions



Introduction

- Legal & General's joint venture with a Chinese company
- Cultural differences as a primary challenge
- Importance of effective communication and cultural sensitivity
- Leveraging cultural connections for success



Introduce the Chinese culture (Differences)

- Hierarchy and high respect for authority and seniority
- Difference in indirect communication style and nonverbal cues
- British directness vs Chinese politeness



(Dignen and McMaster, 2013)

Introduce the Chinese culture (Challenges)

- Other issues like: Legal and Regulatory issues
- Possible language barriers to create misunderstandings
- Differences in business practices like:
Negotiations and decision making process



How do challenges affect communication?

- Language barriers and misunderstandings
- Differences in communication style and nonverbal communication
- Challenges leading to communication breakdowns and delays

(Deresky, 2017)
(Deng and Wang, 2013)



Cultural connections between UK and China

- Shared value of building relationships and trust in business
- Leveraging cultural connections to build a strong partnership



(Dignen and McMaster, 2013)

Success factors of joint ventures

- Effective communication for building trust and understanding
- Understanding local business practices, culture, and regulations
- Mutual respect and trust for building strong relationships
- Clear and agreed-upon governance structure for effective decision-making



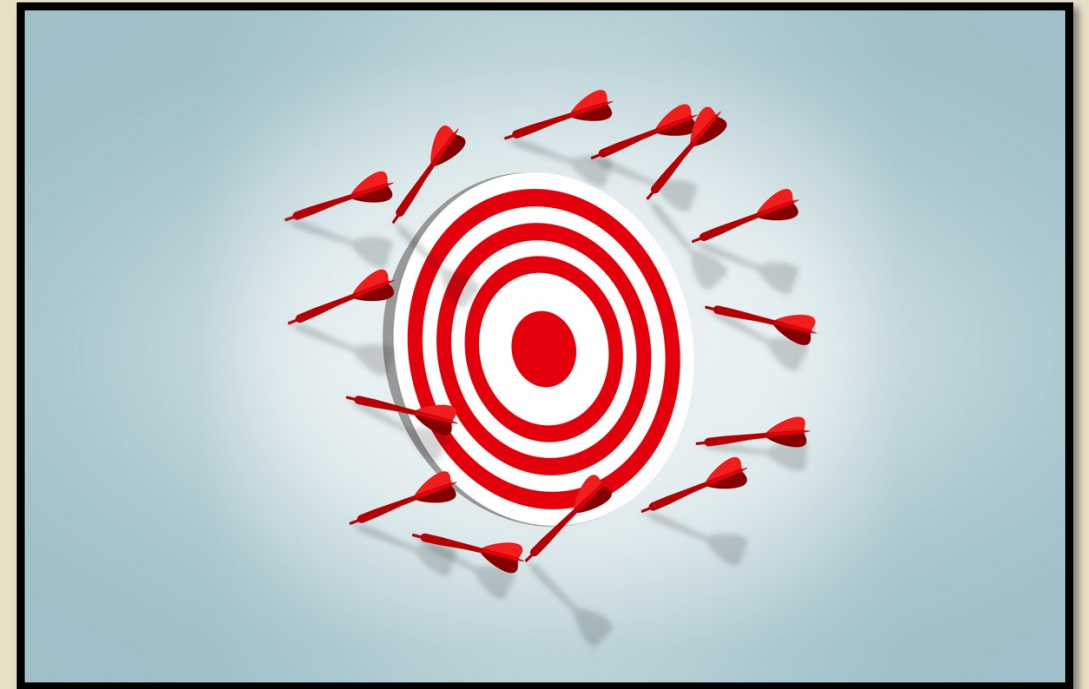
(Deng and Wang, 2013)

(Dignen and McMaster, 2013)

(Wilkinson et al., 2009)

Failure factors of joint ventures

- Cultural differences
- Conflicts of interest
- Lack of commitment or resources
- Failure to address these factors can lead to delays, misunderstandings, and legal disputes



Cultural sensitivity in China / The differences from the UK

- Develop cultural sensitivity and awareness when doing business in China
- Chinese culture values the concept of "face"
- Indirect communication styles in China
- Chinese business culture is hierarchical
- Understanding and respecting cultural differences is crucial



(Deresky, 2017)
(Li and Chao, 2015)

Hofstede cultural Dimensions: UK and China

Understanding cultural dimensions can help overcome barriers

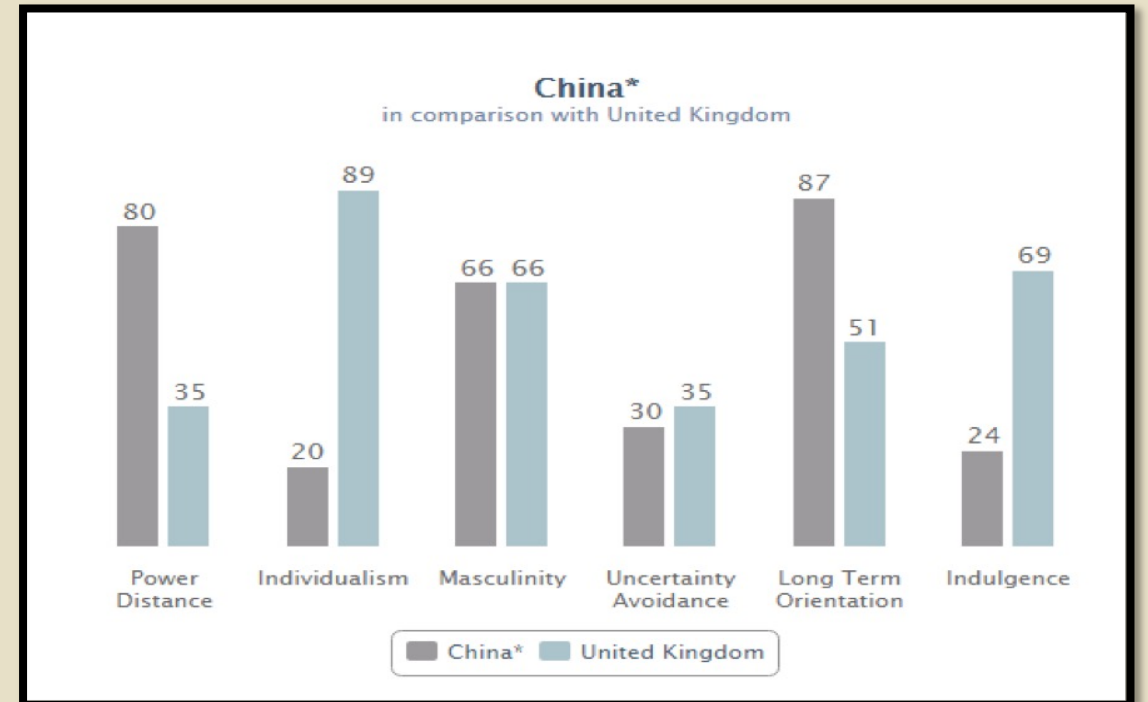
Hofstede's cultural dimensions theory

- **Power distance:** China scores high, UK scores low
- **Individualism-collectivism:** UK scores high, China scores low
- **Uncertainty avoidance:** China scores high, UK scores low



Hofstede cultural Dimensions: UK and China continued

- **Masculinity-femininity:** China scores high, UK scores low
- **Long-term orientation:** China scores high, UK scores low
- **Indulgence – Restraint:** China is a restrained society, UK is a with indulgent culture



Recommendations

- Invest in cross-cultural training
- Adopt an indirect communication style
- Respect hierarchy and authority
- Be patient and invest time in building relationships



Recommendations continued

- Consider using a local intermediary or consultant
- Adapt business practices to align with Chinese culture and market
- Conduct thorough market research and analysis



Business communication solutions

- Use plain language and avoid idioms and jargon
- Develop a clear and concise communication plan
- Encourage open and transparent communication
- Establish a system for managing cultural differences and conflict resolution



Business communication solutions continued

- Use technology to aid in communication
- Provide translations of important documents and materials
- Employ the services of a professional interpreter or translator



Conclusion

- Understand legal and regulatory environment in China
- Long-term commitment is required from both parties
- Building a strong foundation of trust and respect is crucial



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Thank you !

