



Crayfish.io

BESA Export Masterclass Cultural Considerations (China & HK)

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Founder & CEO

About Crayfish.io

As a **trusted advisor and partner**, We help our clients at **all stages of their expansion** into China

Strategic Consultancy

Dedicated expertise for complex or ongoing work enabling you to succeed in China

- Market entry to profitable growth, communications, and partnerships
- Diagnosis, troubleshooting, and advisory services
- Detailed sector expertise and dedicated contact

Intellectual Property

Unique collaboration model to protect, manage and monetise your IP in China

- Proactive partnership for identifying China-based opportunities
- Tech commercialisation via a unique partnership facility
- IP-based incubation and tech investment

Digital Platform

An extensive range of digital services covering all essential aspects of doing business in China

- Nearly 80 fixed-price services available 24 x 7,
- Offering average 30% savings
- Secure online payment and communication

Cultural context: Philosophy & Key concepts

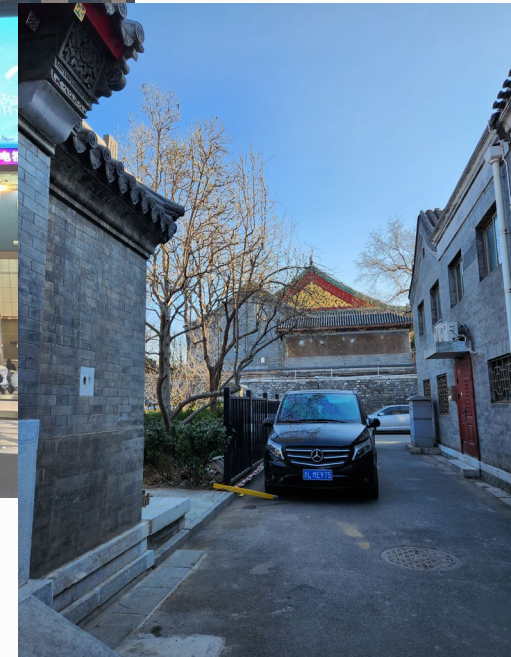


China TODAY

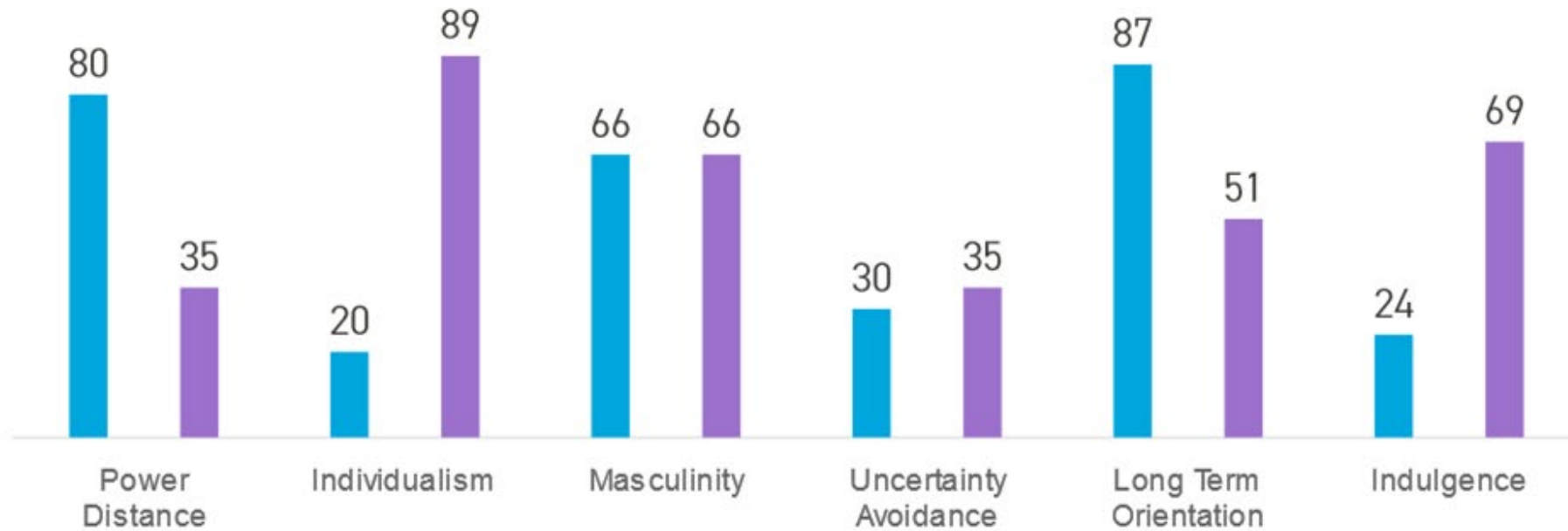
The world's second largest economy

Unique blend of ancient & modern

Rise of middle class vs income gap



China & UK Cultural Comparison



* estimated

Source: Hofstede Insights

Chinese Philosophy: Confucianism

The furniture of the **mind**, dominant **philosophy** and **ideology** for over 2500 years

CONFUCIANISM

Love (kindness): source of all virtues

Self-control, moral & principles

Pursuit of harmony & stable, social order

The emphasis on education:
Chinese households spend 15-21% on education

Respect for Hierarchy, Power, Tradition and Age

Social ritual, accepted behaviours



Key Chinese Concept: Guanxi



MINISTRY OF EDUCATION
THE PEOPLE'S REPUBLIC OF CHINA



中国教育科学研究院
National Institute Of Education Sciences



关系

“关” Gate

“系” Connect

Personal Guanxi based on shared experience

Organisational guanxi based on reputation and commitment

Quick tips:

Make friends before “talking business”

BUT When in China do not always “do what Romans do”

Key Chinese Concept: Mianzi

面子

Pride

Dignity

Prestige

Chinese face can be given or earned...

...but it can also be taken away or lost

Quick tips:

Don't ever make your Chinese counterparts lose face (otherwise...)



Giving face



Earning face



Losing face

Hong Kong Vs Mainland China

Similarities



Differences

- Overlapping cultural and business concepts such as 'modesty', 'face' & 'reputation'
- Respect hierarchy
- Emphasis in education
- Career-oriented, hard working
- Obsession with food

- Language & Culture: Cantonese
- A more westernized & wealthy cosmopolitan
- Less long-term oriented but more focus on relevance
- Different governing bodies, legal and accounting systems



迈克尔·杰克逊 (mainland China) vs 米高·积逊 (HK)

Cultural Impact of Doing Business: Tips & Practical Notes



CHINA TRIP: Take small gifts...

...To show your **intention** matters
...and **respect**



Good examples



Bad examples



Successful Meetings

Be prepared for a large group

Identify the most senior figure

Give business cards to everyone

Get to know people personally

Enjoy the hospitality if offered

Dinner Tips: Avoid politically sensitive topics

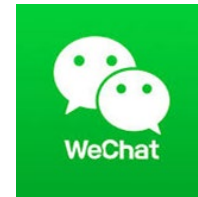
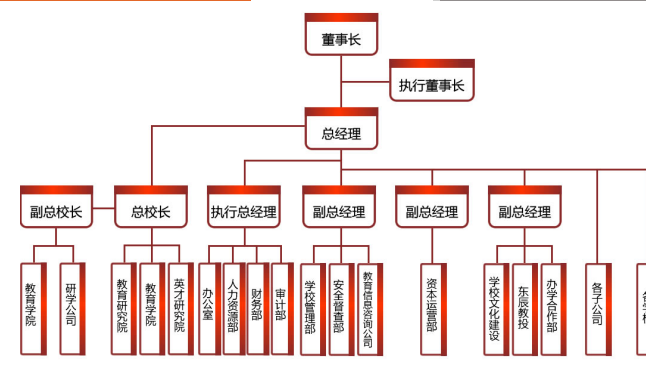
Effective Cross-cultural Communication

Follow the hierarchy

Go with “China Speed”

Having a Chinese name helps!

Quick tips:
Sometimes a YES or the lack of it can mean a NO



Get your message understood quickly & accurately

- Important information is best to be presented in **bilingual** form
- Hire your own **interpreter** for your China trip or even for Zoom calls!

Localise your
marketing
channels



Website: mini Chinese subsite



Social Media: WeChat/Weibo/Little red/Douyin



SEO / SEM: Baidu

A few tips on contract negotiation & execution



Interpretation of “contract” & “confidential information”

Exclusivity

Be prepared for tough negotiations and renegotiations

Allow plenty of time or walk away

Expect to give discounts more than once

Show me the money!

Quick tips:

- Do not show you are happy with an agreement even if you are

Succeed in China with partnerships

- ✓ Make extra effort to build relationships
- ✓ Appreciate the “China scale” and stay informed
- ✓ Make it two way: distribution & reselling
- ✓ Be flexible when you can



Thank you & Contact us



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