

TEAM BC CHINA MISSION
PRE-DEPARTURE GUIDE



BCCIE

BRITISH COLUMBIA COUNCIL FOR
INTERNATIONAL EDUCATION

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INTRODUCTION

China greatly treasures her many people, long history, resplendent culture and distinctive customs. Among her greatest gifts to the world are the 'four great inventions' (paper, gunpowder, printing technology and the compass). Chinese arts and crafts, including calligraphy, painting, operas, embroidery and silk, are distinctive and unique. Martial arts, which have only recently begun to enjoy popularity in other parts of the world, have been part of Chinese culture for centuries, and Chinese literature testifies to the country's rich heritage. And, of course, there is Chinese cuisine, which has been exported to every corner of the globe.

The information in this guide is provided in the hopes of easing your business and other activities in China. For further information, it is a good idea to consult reports assembled by the government and purchase travel guides published by Lonely Planet or Rough Guides.

FACTS & STATISTICS

Full Name:	People's Republic of China (PRC)
Capital:	Beijing (pop.: 15,000,000)
Official Languages:	Standard Mandarin (spoken) and Simplified Chinese (written)
Government:	Socialist state; Single-party communist state
Population:	1,338,612,968 (est. July 2009)
Ethnic Make-up:	91.9% Han, 1.3% Zhuang, 0.86% Manchu, 0.79% Uyghur, 0.79% Hui, 0.72% Miao, 0.65% Yi, 0.62% Tujia, 0.47% Mongol, 0.44% Tibetan, 0.26% Buyei, 0.15% Korean, 1.05% Others
Religion:	State atheism; Buddhism, Daoism and folk religions are deep-rooted traditional faiths; Christianity 3-4%; Islam 1-2%
Major Exports:	Clothing + textiles, footwear + apparel, toys, machinery + equipment, plastics, iron + steel, mineral fuels
Major Imports:	Machinery + equipment, plastics, organic chemicals, oil + mineral fuels, ore
Climate:	Diverse; subarctic in the north, tropical in the south
Time Zone:	+8 hrs GMT
Currency Conversion:	1 CAD ≈ 6.44305 RMB (06 Oct 2009)

SOCIETY & CULTURE IN CHINA

Confucianism is a system of complex moral, social, political, philosophical and quasi-religious thought that developed in and has a tremendous influence on the culture and history of China. Confucianism stresses the obligations of people towards one another based on their relationships, specifically the following five:

- ❖ Ruler and subject
- ❖ Husband and wife
- ❖ Parents and children
- ❖ Older and younger siblings
- ❖ Friend and friend

Confucianism emphasizes duty, sincerity, loyalty, honour, filial piety, respect for age and seniority. Through maintaining harmonious relations as individuals, society itself becomes stable and can be governed by moral virtue rather than coercive laws.

COLLECTIVISM V.S. INDIVIDUALISM

- ❖ In general, the Chinese are a collective society with a need for group affiliation, whether in their family, school, work group, or country.
- ❖ To maintain harmony, they will act with decorum at all times and not do anything to cause someone else public embarrassment.
- ❖ They are willing to subjugate their own feelings for the good of the group.
- ❖ This is often observed by the use of silence in very structured meetings. If someone disagrees with another person, rather than speaking out publicly, the person will remain quiet. This gives face to the other person, while speaking up would make both parties lose face.

NON-VERBAL COMMUNICATION

- ❖ The Chinese' non-verbal communication speaks volumes.
- ❖ Since the Chinese strive for harmony and are group dependent, they rely on facial expression, tone of voice and posture to tell them what someone feels.
- ❖ Frowning while someone is speaking is interpreted as a sign of disagreement. Therefore, most Chinese maintain an impassive expression.
- ❖ It is considered disrespectful to stare into another person's eyes. In crowded situations the Chinese avoid eye contact to give themselves privacy.

BUSINESS ETIQUETTE & PROTOCOL IN CHINA

When doing business in China it is possible to see how Confucianism affects business practices. Less subtle manifestations are an aversion to conflict, maintenance of proper demeanour and the preservation of 'face'.

Roughly translated as 'good reputation', 'respect' or 'honour,' one must learn the subtleties of the concept and understand the possible impact it has on and importance of giving face, saving face and showing face when doing business.

Four categories of face: 1) One's face is lessened through their involvement in an action or deed and it being exposed. The loss of face is not the result of the action, but its being made public knowledge. 2) Face is given to others through compliments and respect. 3) Face is developed through experience and age. When one shows wisdom in action by avoiding mistakes their face is increased. 4) Face is increased through the compliments of others made about you to a third party.

RELATIONSHIPS & COMMUNICATION

Relationships are very formal. When doing business you are seen as a representative of your company rather than an individual, so always keep dealings at a professional level. Avoid humour not because the Chinese are humourless but rather jokes may be lost in translation and hence be redundant.

Giving gifts does not always carry negative connotations when doing business in China. Gifts should always be exchanged for celebrations, as thanks for assistance, even as sweetener for future favours. However, do not give gifts in the absence of a good reason or a witness; it may be construed differently.

Easily or internationally recognizable gifts are valued, as are those unique in nature (as long as an explanation/context is given for its significance). Gifts that represent Canada in some way are good choices, as long as they are not cheap/touristy or 'made in China'. Clocks, flowers and sharp objects should be avoided as they can be associated with funeral and death.

Give the gift in private unless it is meant for the whole group. Don't be alarmed if it is refused vocally, as that is considered good manners. Insist on giving the gift to show your sincerity. Opening gifts in front of the gift-giver is considered rude, so your gift will likely be opened in private. Wait until you are alone to open gifts given to you, unless the gift-giver insists that you open it.

When the Chinese want to buy gifts it is not uncommon for them to ask what you would like. Do not be shy to specify something you desire. However, it would be wise to demonstrate an appreciation of Chinese culture by asking for items such as ink paintings or tea and especially delicacies.

Business gifts are always reciprocated. They are seen as debts that must be repaid. Do not give cash; give items of worth or beauty. Do not be too frugal with your choice of gift otherwise you will be seen as an 'iron rooster', i.e. getting a good gift out of you is like getting a feather out of an iron rooster.

The Chinese don't like doing business with companies they don't know, so working through an intermediary is crucial. This could be an individual or an organization that can make a formal introduction and vouch for your company's reliability. They can act as a reference, be your interpreter and navigate you through the bureaucracy, legal system and local business networks.

- ❖ Before arriving in China send materials (written in Chinese) that describe your company, its history, and literature about your products and services. The Chinese often use intermediaries to ask questions that they would prefer not to make directly.

- ❖ Business relationships are built formally after the Chinese get to know you. Be very patient. It takes considerable time and is bound up with enormous bureaucracy.
- ❖ Extremely important to keep rank differences in mind when communicating.
- ❖ Gender bias is nonexistent in business.
- ❖ Communication is official, especially in dealing with someone of higher rank. Treating them too informally, especially in front of their peers, may well ruin a potential deal.
- ❖ The Chinese prefer face-to-face than written or telephonic communication.
- ❖ Meals and social events are not the place for business discussions. There is a demarcation between business and socializing in China, so be careful not to intertwine the two.

If the Chinese are not interested in doing business with you, they will not take the time to reply your e-mails or messages. It is best to contact them by phone so you will receive a direct answer. Conversely, upon receipt of an e-mail from the Chinese, if you do not respond immediately, they will assume that you are not interested.

Chinese names are in a different order than Western names. The family name usually comes first. Most people should be addressed with a title and their family name. Address people using official titles such as 'Chairman', 'General' or 'Director' whenever possible. If a person does not have a professional title, use 'Mr.', 'Madam', 'Miss' plus their family name. A married woman usually retains her maiden name.

BUSINESS NEGOTIATION

Book meetings between April - June and September – October; avoid all national holidays, especially Chinese New Year. Prior to any meeting send an agenda to allow you some control of the flow of the meeting. Your Chinese colleagues also get the chance to meet with technical experts in advance. Discuss the agenda with your translator / intermediary prior to submission. Rather than beginning with minor or side issues and working up to the core issue, reverse this.

The Chinese are renowned for being tough negotiators. Their primary aim in negotiations is 'concessions'. You must be willing to show compromise and ensure their negotiators feel they have gained major concessions. Do your homework before doing business in China. The Chinese plan meticulously and will know your business and possibly you inside out.

One known strategy for Chinese negotiators is to begin negotiations showing humility and deference. This is designed to present themselves as vulnerable and weak. You, the stronger, will be expected to help them through concessions.

Above all, never show anger or frustration or you will lose face, damage relationships or allow your weakness to be exploited. Decisions will take a long time either because there is a lack of urgency, simultaneous negotiations are taking place with competitors, or because the decision makers are not confident enough.

- ❖ Only senior members of the negotiating team will speak. Designate the most senior person in your group as your spokesman for the introductory functions.
- ❖ Be prepared for the agenda to become a jumping off point for other discussions.
- ❖ Chinese are non-confrontational. They will not overtly say 'no', they will say 'they will think about it' or 'they will see'.

- ❖ Chinese negotiations are process-oriented. They want to determine if relationships can develop to a stage where both parties are comfortable doing business with the other.
- ❖ Do not use high-pressure tactics. Might find yourself outmanoeuvred.
- ❖ Business is hierarchical, and requires careful review and consideration. Decisions are unlikely to be made during the meetings you attend.

BUSINESS MEETING ETIQUETTE

- ❖ Appointments are necessary and should be made one-to-two months in advance in writing.
- ❖ Once introduction made, provide the company with information about your company and what you want to accomplish at the meeting.
- ❖ Arrive on time or slightly early. Punctuality is viewed as a virtue. Tardiness is an insult and could negatively affect your relationship.
- ❖ Begin with brief small talk. If first meeting then talk of your experiences in China so far. Keep it positive and avoid anything political.
- ❖ Each participant will take an opportunity to dominate the floor for lengthy periods without appearing to say anything that actually contributes to the meeting. Be patient and listen. There could be subtle messages that would assist you in allaying fears of on-going association.
- ❖ Mobile phones ring frequently and conversations tend to be boisterous. Never ask the Chinese to turn off their mobile phones as this causes you both to lose face.
- ❖ Guests are generally escorted to their seats, which are in descending order of rank. Senior people generally sit opposite senior people from the other side.
- ❖ Bring your own interpreter, especially if you plan to discuss legal or extremely technical concepts; brief the interpreter prior to the meeting.
- ❖ Have written material in both English and Chinese (simplified characters). Make absolutely certain that written translations cannot be misinterpreted.
- ❖ Visual aids useful in large meetings; colours could have special meanings that work against you.
- ❖ Presentations should be detailed, factual and focused on long-term benefits. Be prepared for the presentation to be a challenge.

DRESS ETIQUETTE

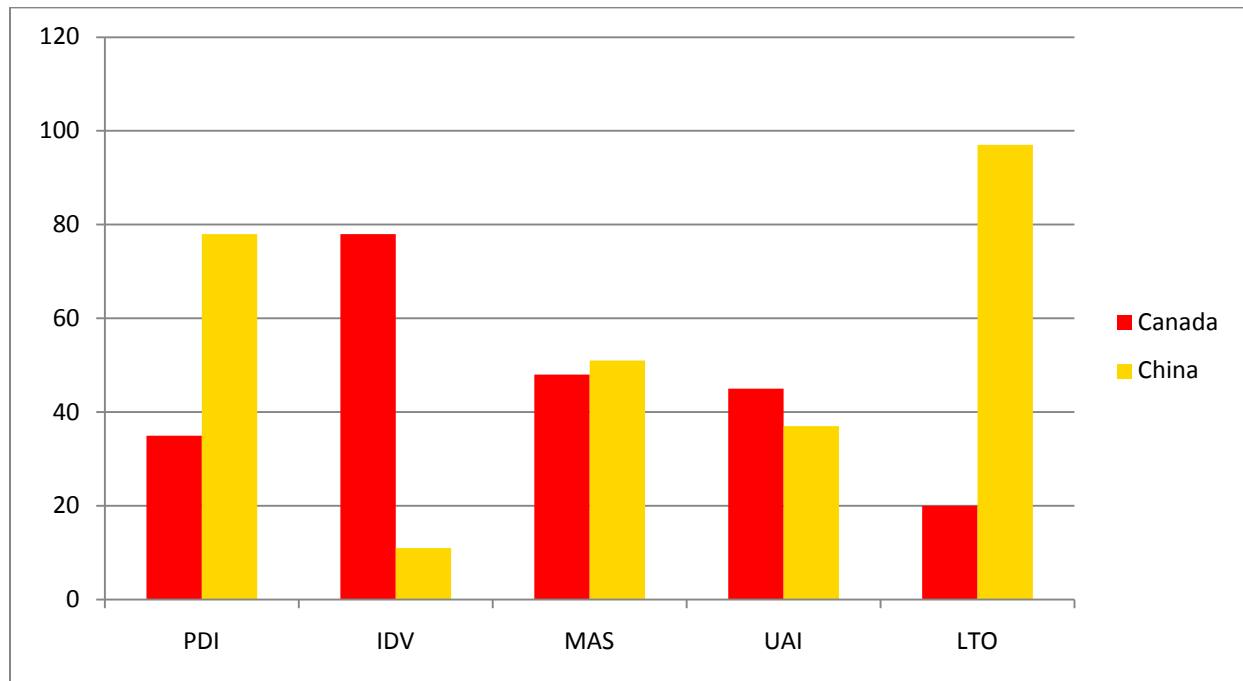
- ❖ Business attire is conservative and unpretentious; bright colours should be avoided.
- ❖ Men should wear dark coloured, conservative business suits.
- ❖ Women should wear conservative business suits or dresses with a high neckline.
- ❖ Women should wear flat shoes or shoes with very low heels.

BUSINESS CARDS

- ❖ Business cards are exchanged after the initial introduction.
- ❖ Have one side of your business card translated into Chinese using simplified Chinese characters.
- ❖ Your business card should include your title. If your company is the oldest or largest in your country, that fact should be on your card as well.
- ❖ Hold the card in both hands when offering it, Chinese side facing the recipient.
- ❖ Receive a business card with both hands and examine it before putting it on the table next to you or in a business card case.
- ❖ Never write on someone's card unless so directed.

INTERCULTURAL BUSINESS COMMUNICATION CANADA-CHINA

Please see the Cultural Comparison Graph - look at the areas where the two cultures differ greatly.



PDI (Power Distance Index) - the PDI score measures the extent to which inequality in power distribution is accepted and expected by the less powerful members of organizations and institutions. A high PDI score indicates that inequalities of power and wealth exist in a country where as in low scoring countries there is more social equality.

IDV (Individualism) - the individualism score focuses on the degree to which a culture values and reinforces the importance of the individual as opposed to the group. A high scoring country will view individuality and individual rights as critical. Low scoring countries will value the group, i.e. family, tribe, team, etc.

MAS (Masculinity) – this dimension focuses on the degree to which a culture reinforces the traditional role of male vs. female. A high scoring country will have a more acute degree of gender differentiation whereas in low scoring countries there is less differentiation and discrimination between genders.

VAI (Uncertainty Avoidance) - uncertainty avoidance looks at the level of tolerance for uncertainty and ambiguity within a culture. Cultures with a high uncertainty avoidance score will have a low tolerance for uncertainty and ambiguity. This is seen through it being a more rule-oriented society that institutes laws, rules, and regulations. A low scoring country is less concerned about ambiguity and uncertainty and is less rule-oriented, more ready to accept change, consider new ideas and take more and greater risks.

LTO (Long-Term Orientation) - versus short-term orientation: this fifth dimension was found in a study among students in 23 countries around the world, using a questionnaire designed by Chinese scholars. It can be said to deal with Virtue regardless of Truth. Values associated with long-term orientation are thrift, shame and perseverance; values associated with short-term orientation are respect for tradition, immediate stability, fulfilling social obligations, and protecting one's 'face'. Both the positively and the negatively rated values of this dimension are found in the teachings of Confucius; however, the dimension also applies to countries without a Confucian heritage.

LOCAL CURRENCY

China's currency is the **rénmínbì (RMB)** or **Chinese yuán (CNY)**. 1 yuán = 10 jiǎo = 100 fēn

Currency Sign: ¥ (yuán)

Frequently Used Coins: ¥0.1 (= 1 jiǎo), ¥0.5 (= 5 jiǎo), ¥1

Frequently Used Banknotes: ¥1, ¥5, ¥10, ¥20, ¥50, ¥100

MAJOR BANKS' WEBSITES & HOTLINES

People's Bank of China (PBC/PBOC)

Tel: 66194114

www.pbc.gov.cn



中國人民銀行

Industrial and Commercial Bank of China Limited (ICBC)

Tel: 95588

www.icbc.com.cn



Agricultural Bank of China (ABC)

Tel: 95599

www.abchina.com



中國農業銀行

Citibank

Tel: 800-830-1880

www.citibank.com.cn/homepage/en/cn_homepage.htm#



Bank of China Limited (BOC)

Tel: 95566

www.boc.cn



中國銀行

HSBC

Tel: 800-830-2880

www.hsbc.com.cn



China Construction Bank (CCB)

Tel: 95533

www.ccb.com



中國建設銀行

TRANSPORTATION

DALIAN

Air - Dalian Zhoushuizi International Airport (DLC) → 30-40 minutes from Inn Fine Hotel by car

Train

- ❖ Most common long-distance transportation used
- ❖ Train services available in all provinces except the special administrative region of Macau
- ❖ Cross-border train services available to Kazakhstan, Mongolia, North Korea, Russia, Vietnam
- ❖ Dalian Railway Station is 50 minutes from Inn Fine Hotel by car

Travel China Guide – English website containing detailed section on traveling by train

24/7 Service: 1-800-892-6988 (US & Canada) +86-29-8523-6688 (All countries)

<http://www.travelchinaguide.com/china-trains/>

Subway/Metro System

- ❖ Dalian Tram/Light Rail/Metro: connects the Dalian Development Zone (4.00 RMB), Jingshitian/Golden Pebble Beach (7.00 RMB) and Dalian city centre (7.00 RMB)

Bus - 1.00 - 2.00 RMB (Prepare change in advance)

Taxi - 1.00 - 2.00 RMB/km, base price 8.00 RMB (10.40 RMB after 10 pm)

- ❖ Prepare change and address (written in Mandarin) in advance
- ❖ Choose taxi with business permit and official license plates (ask Hotel for assistance)
- ❖ If the taxi driver "forgets" to switch the **taxi meter** on, remind him by politely asking them to run the meter and gesturing at the meter box (请打表 *qǐng dǎbiǎo*).

At the end, it is a good idea to ask for a **receipt** (发票 *fā piào*) also while gesturing to the meter and making a writing motion. Having a receipt is handy in case you want to make a complaint later or for business reimbursement purposes, and since the receipt has the cab number, you stand a greater chance of getting your possessions back should you forget anything in the taxi.

Car

- ❖ Avis: (86) 411-8430-5926 <http://www.avischina.com/english/about.shtml>
- ❖ Hertz (All China): 800-988-1336
- ❖ **China Service Mall** – Multilingual website containing useful tips
 - Website: <http://www.at0086.com/>
 - Rent A Car section: <http://booking.at0086.com/english/car/>

WUHAN

Air - Wuhan Tianhe International Airport (WUH)

Train & Bus - please see Dalian

Subway/Metro System - Wuhan Metro: fare starts at 1.50 RMB

Taxi - please see Dalian for details

- ❖ 3.00 RMB - 1km, 5.00 RMB - 2 km, 8.00 RMB - 3 km, then 1.40 RMB/km up to 7 km

Car - please see Dalian for other options

- ❖ Avis: (86) 27-8462-0740 <http://www.avischina.com/english/about.shtml>

TIANJIN

Air - Tianjin Binhai International Airport (TSN)

Train & Bus - please see Dalian

Subway/Metro System - TEDA Modern Guided Rail Tram: 2.00 - 5.00 RMB

Taxi - please see Dalian for details

- ❖ 8.00 RMB for first 3 km, then 1.70 RMB/km and 1.70 RMB/min if vehicle is stationary

Car - please see Dalian for other options

- ❖ Avis: (86) 022-2459-1728 <http://www.avischina.com/english/about.shtml>

CHONGQING

Air - Chongqing Jiangbei International Airport (CKG)

Train & Bus - please see Dalian

Subway/Metro System - Chongqing Rail Transit (CRT)

Taxi - please see Dalian for details

- ❖ 1.8 RMB/km, base price 5.00 RMB (2.25 RMB/km after midnight)

Car - please see Dalian for options

LOCAL & INTERNATIONAL PHONE CALLS

China's country code:	86	Dalian:	411	Tianjin:	22
		Wuhan	27	Chongqing	23

Dialling from China to Canada: 00 + 1 + area code + telephone number

Dialling from Canada to China: 011 + 86 + area code + telephone number

Dialling within China: 0 + area code of city + telephone number

- ❖ May need to buy special cards to use public phones in some area
- ❖ Local calls can be made in convenience stores or kiosks, costing around 1.00 RMB
- ❖ International calls can be made in phone bars (电话吧 *diànhuà bà*)
- ❖ Calling cards (IP cards) are cheapest means of calling overseas; non-Mandarin-speakers should stick to China Netcom and China Telecom

EMERGENCY CONTACTS

Police:	110
Fire:	119
Ambulance/First-Aid:	120
Traffic Accident:	122
Tourist Hotline:	6513-0828

OTHER IMPORTANT CONTACT INFORMATION

Local Directory:	114
Weather:	121

Canadian Consulate - Chongqing

Metropolitan Tower, Suite 1705
Wu Yi Lu, Yu Zhong District
Chongqing 400010
TEL: (86) 23-6373-8007
FAX: (86) 23-6373-8026

Maple Leaf Educational System

<http://www.mapleleaf.net.cn/blh/english/index.asp>

Ms. Mona Tan
Administrative Assistant to the BC Superintendent
TEL: 86-411-8433-2821
FAX: 86-411-8433-0737
E-mail: mona.tan@mapleleaf.net.cn

TIPPING

Tipping is becoming more common, especially with younger workers, although older workers consider it an insult. Leaving a few coins is usually sufficient.

USEFUL CHINESE PHRASES

nǐ huì shuō yīngwén ma? = Can you speak English?

zǎo ān = Good morning

wǔ ān = Good afternoon

wǎn ān = Good evening / Good night

nǐ hǎo/nín hǎo = Hello

nǐ hǎo ma? = How are you? (Lit: Are you well?)

wǒ hěnhǎo = I'm fine

xièxiè = Thank you

duìbùqǐ = I'm sorry

bùhǎo yìsī = Excuse me

bú(yòng)xiè = You're welcome (Lit: No need to thank)

bú(yòng)kèqì = You're welcome (Lit: Don't be so polite/modest)

wǒ jiào ... = My name is ...

nín guì xìng = What is your (honourable) surname?

huān yíng = Welcome

zài jiàn = Goodbye (Lit: See you again)

míngtiān jiàn = See you tomorrow

qǐng = Please (Often used with hand gesture and a nod to motion for a person to walk ahead, to sit, to eat, etc.)

qǐng zuò = Please sit

qǐng yòng = Please use (Often used with hand gesture and a nod to motion for a person to eat or drink)

wǒ bǎo le = I'm full

zhè biān qǐng = Please come this way

lái = Come / Here

duō shǎo = How much?

nǐ shì nǎ wèi = Who are you? / You are...?

USEFUL CHARACTERS TO RECOGNIZE

机场 = jī chǎng = airport

洗手间 = xǐ shǒu jiān = washroom

厕所 = cè suǒ = lavatory

水 = shuǐ = water

警察 = jǐng chá = police

翻译 = fān yì = translate/translator/translation

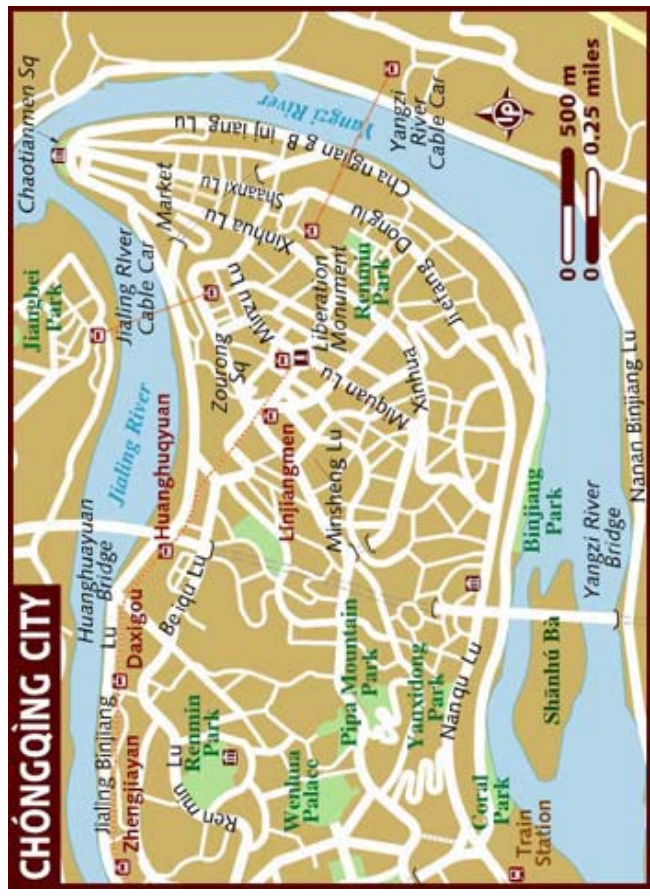
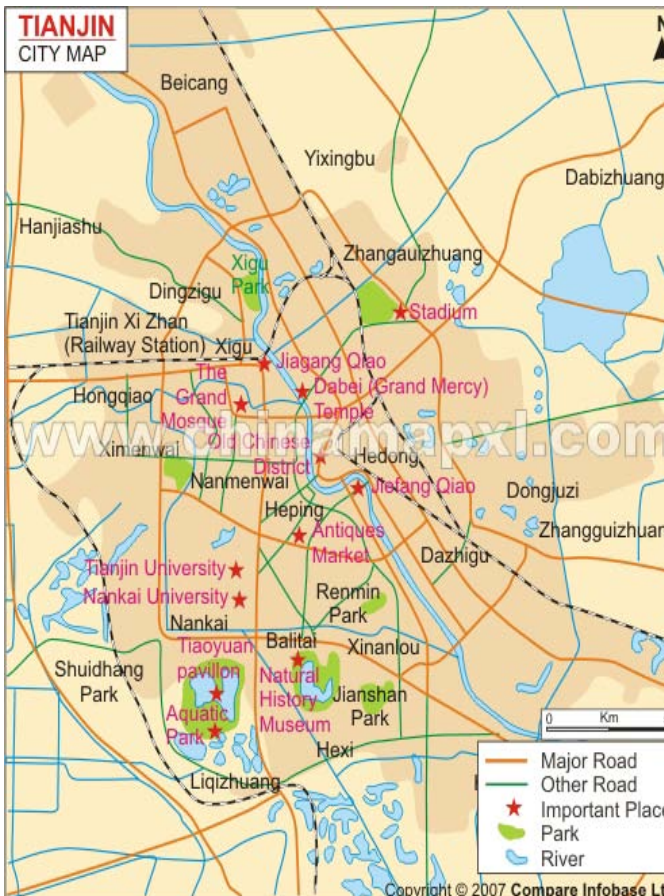
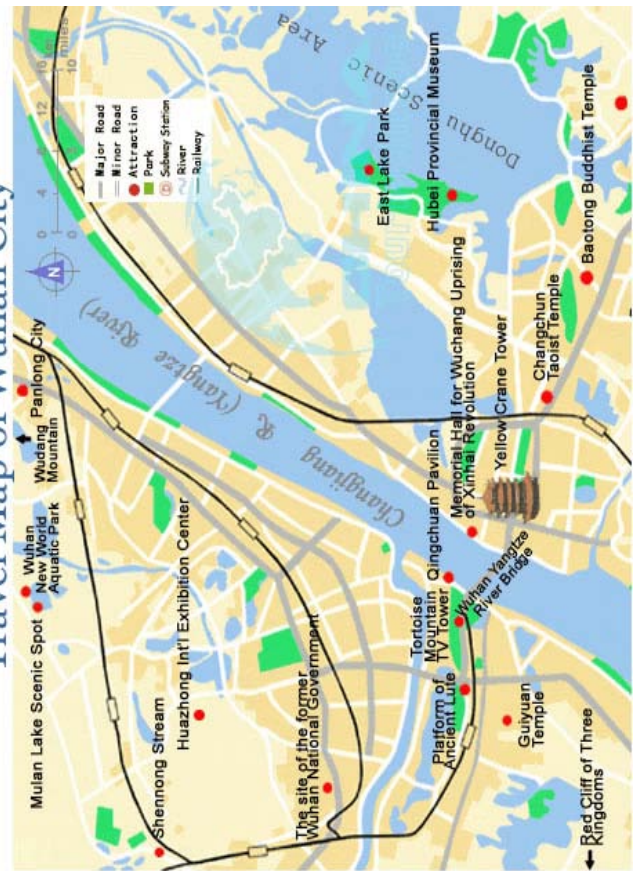
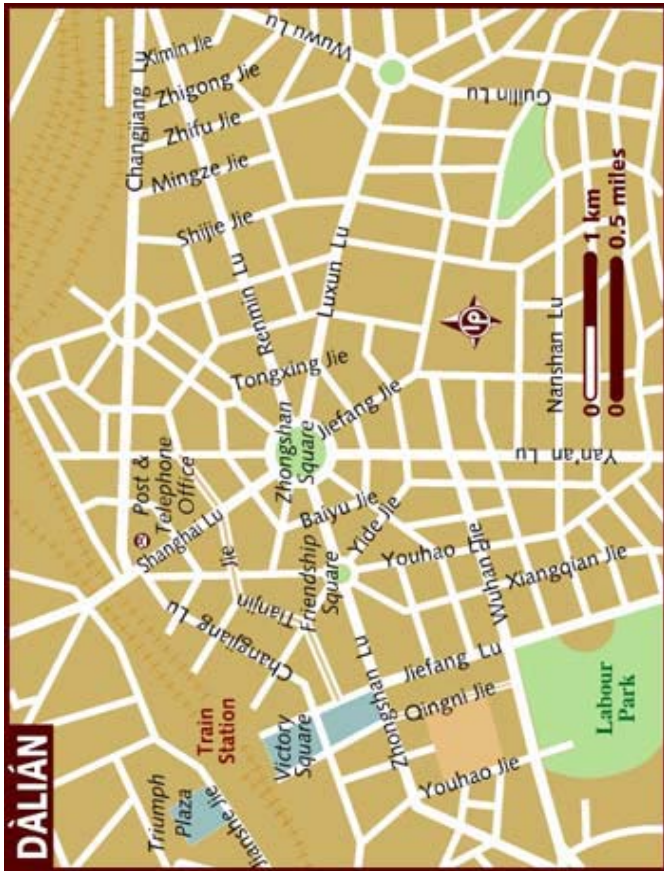
网吧 = wǎng bà = internet café

电话吧 = diànhuà bà = phone bar

MAPS



MAPS



WUHAN METRO



TIANJIN TEDA



CHONGQING RAIL TRANSIT

