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Keeping Up in China: Strategies for Effective Negotiation

The US and China are engaging on more fronts, and at the highest levels:

- This week Chinese President Hu Jintao travels to the US to exchange views on bilateral relations with US President Obama
- Last week US and Chinese top military officials met in Beijing – the first trip there by US Defense Secretary in several years – and agree to “avoid misunderstandings”

Commercial interests continue to intertwine:

- US consumer product and automotive companies find highest market and revenue growth in China
- Chinese internet companies Dangdang (DANG) and Youku (YOKU) raise funds through NASDAQ IPOs
- A pilot program in Wenzhou allows Chinese individuals to invest up to \$2 million in the US, for the first time

On many levels there are increasing contacts between US and Chinese organizations and individuals. And while this indicates more shared interests, there remain very great differences in perspectives, objectives and cultures.

These differences show up often during negotiations – whether formal supplier contract discussions or informal conversations with employees about job responsibilities.

We highlight these differences and strategies for effectively overcoming them in “**Negotiations, Chinese Style**” – an article first published in the Nov/Dec 2010 edition of the *China Business Review*. The article is available on our website www.BlueHeron8.com.

For more information on how Blue Heron Holdings can further strengthen on your US-China negotiation and communication strategies, contact us today.

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