

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



Happy New Year from Intlang!

As we progress into February, it's almost time for every Chinese person or person of Chinese descent in the world to say "Happy New Year" again. 16th February 2018 is Chinese New Year (CNY) and the festivities last for two weeks. Traditionally CNY is celebrated with a family gathering on the eve of CNY. This year we welcome in the year of "Brown Dog (Earth Dog)" – a good year in all respects!



Cited from Cullen Chen site

The Chinese zodiac is related to the lunar year in which you were born, so each CNY will start on a different date each year. The Year of the Dog is the 11th year of the 12-year Chinese zodiac cycle. Each CNY is named after one of the 12-animal symbols – each said to affect the prosperity of that year and the fate of people who are born in that year differently.

There are also "five natural elements" (Metal, Wood, Water, Fire and Earth) associated with an animal sign which differ for each 12-year cycle. This is a Chinese philosophy used to describe interactions and relationships between things or people, either "generating or overcoming interaction", with the power of nature. For example, if you are born in the year of the Earth Dog, the next time you will experience "本命年 (Běn mìng nián)" or "My Year" is 60 years later.

Before you go celebrating the coming of "My Year", it is worth mentioning, that you are in fact more vulnerable in that year than very lucky. Tradition states that carrying or wearing something red every day is a good way to protect yourself.

Intlang wishes you a happy and prosperous year, especially for those born in the Year of Dog! (5 February 2018)

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Happy Chinese New Year!

Intlang Consulting Group wishes you a prosperous Year of Dog!

Xīn Nián Kuài Lè, Gōng Xǐ Fā Cái!



Chinese New Year and Christmas Celebrations

16th February 2018 is the 1st day of Chinese New Year (CNY), starting a 15-day festival celebration. There are many similarities between how people celebrate CNY and Christmas.

Australia

Company Christmas parties and putting up Christmas decorations.

Traditionally a family celebration - dinner with close family members, watching Christmas carols, or staying up late for Christmas Eve mass.

Rushing around to have meals with parents & close relatives, followed by several days of seeing extended family and friends. Giving and receiving many gifts, with food and beverage consumption high!

Christmas and NY celebrations extend to a week or 10 days. Many people take extended leave until mid-January.

New year is not generally the time to conduct serious business discussions. Though in China, it's a time to celebrate with your colleagues and friends, or rekindle some good will for the new year ahead. Intlang can help prepare your business for new overseas ventures in the year ahead – contact us today. Wishing you a prosperous Chinese New Year!

China

1. Two weeks before

Company CNY parties and putting up Chinese New Year decorations.

2. “Christmas Eve vs. CNY Eve”

The most important family celebration - reunion dinner with close family, watching special CNY variety TV programmes, fireworks and fire crackers at midnight.

3. “Christmas Day vs. CNY Day”

Rushing around to have meals with parents. The first 5 days of CNY are spent with family, and with friends after the 6th day; Giving and receiving gifts (including “红包 (hóng bāo)” or red envelopes), with food and beverage consumption high!

4. Returning to Work

Some people return to work after 6th day, many others will take extensive time off to be with family until the 15th day of the celebration.

(12 February 2018)

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**China's Fastest Growing Industries**

As we officially stepped into 2018, let's look at the fastest growing industries in China:

1. Internet – the rapidly growing Internet economy with more than 3 million websites in China alone, is the country's top industry for employment.
2. Education & Training – some education funds can reach ¥30 - 50 million in capital (A\$6 million - \$10 million), there is an increasing number of tuition centres for students.
3. Agriculture – with strong support from the government and incentive programs, many agricultural businesses are achieving high growth and huge profit margins.
4. Tourism – from 2011 to 2013, Chinese domestic online travel market transactions increased from ¥131 billion by an average 25% each year.
5. Culture & Entertainment – the growing trend of low budget Chinese movies to achieve massive box office records, indicates Chinese people's strong desire for culture entertainment.
6. Smart homes – in 2015, smart home appliance sales reached ¥125 billion (A\$25 billion), and is expected to break through ¥1 trillion by 2020.
7. Age care products & services – currently less than ¥100 billion (A\$20 billion) spending, it's expected to be ¥600 billion per annum (A\$120 billion) as demand for these services grows.
8. Biomedicine – an emerging industry, the pharmaceutical technology will become the driving force of future innovation.
9. Health Management – economic growth and rise in living standards has increased people's awareness and willingness to invest in healthy lifestyle choices.
10. Information Security – construction of smart cities has set new demands for information security technology, and will be applied to cloud, mobile internet, mega data, and mobile payments.

Intlang services can prepare your business to capture the growing demand in China – contact us to find out how (26 February 2018).

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Culture today is “dynamic”. It’s no longer defined by nationality. It is continuously changing over time, very much shaped by place and circumstances, influenced by individuality and personal experience, and is subject to many variations and personal interpretations.

Some common cross cultural communication difficulties are caused by:

1. Behaviours & Practices: Characteristics that are apparent to any observer.
2. Attitudes (not observable): How the core values are reflected in specific situations in daily life, socialising and working.
3. Core Values (take long time to understand): people’s firm belief in what’s good or bad, desirable or undesirable, acceptable or unacceptable.

Am I comfortable dealing with another culture?

Simply ask yourself these questions, do I

- feel awkward and uncomfortable?
- expect that they will not fully understand what I am saying?
- tend to imitate the way that they speak or behaviour?
- put their emotional outbursts down to cultural differences?
- reluctantly to accept that I will probably have to spend more time dealing with them?
- become irritated quite easily?

How about trying to

- ✓ imagine myself in the others person’s position
- ✓ be aware of my body language (such as hand waving, eye contact, physical distance, etc)
- ✓ be interested and offer to help as much as possible
- ✓ speak clearly, a little more slowly, and without using jargon or colloquialisms
- ✓ keep an open mind - Master how you think about yourself and others
- ✓ respect and try to understand others - pay attention to your non-verbal communication

The cross cultural communication course designed by **The International College of Communication** will enhance your cross cultural communication skills, and will enable you to communicate with your Chinese clients in a professional and efficient manner (12 March 2018).

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News from China (China Daily, March 2018)

“Made in China 2025”

Technology development and usage is progressing at an ever-increasing rate in China. The push for greater use and innovation in technology in China is driven by the “Made in China 2025” government initiative started in 2015 to upgrade Chinese industry. This initiative was reiterated during the closing ceremony of the 2018 PyeongChang Winter Olympics, when 24 Chinese-made robots danced alongside human performers. Chinese industries are now rushing to meet the goals of “Made in China 2025” that aim to increase the global competitiveness of Chinese industries and set up innovation demonstration zones around the country.



“Trade War?”

China has completed its National People’s Congress. The new tariff plan issued by the US on 1 March 2018 has initiated the next round towards a potential China-US Trade War. The Chinese Government has threatened tariffs on goods imported from the US including: fruit, nuts, wines & modified alcohol, ginseng, pork, seamless steel and aluminium scrap.

The US Government would add tariffs to Chinese goods and services including: medical equipment, high speed railway equipment, bio-medicine, new materials, agricultural machinery equipment, industrial robots, IT, new energy vehicles, and aviation equipment. The world watches in anticipation of how global market places will be impacted and how they will react.

In a dynamic global economy, intricate knowledge of a country’s culture, values and business interactions is crucial for business success. Call Intlang today to see how we can help you navigate through these challenging areas (26 March 2018).

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Bringing foreign products & services to China

Intlang's international marketing business has a special focus on promoting Australian products & services to China, a huge consumer market with a GDP of over US\$23 trillion. I am often asked why foreign products & services in China always end up being "localised" and result in a similar product "Made-in-China" but a lot cheaper.

Apart from language barriers associated with foreign products which can be easily overcome through the provision of bilingual manuals and instructions. Other main reasons for localisation of products include:

- **Competitiveness** – A large population makes people competitive. Competition is a big part of the "bitter sweet" experience for Australians doing business in China where only the market leaders make money and in a very short space of time. Once the product is known, many local followers will be inspired to create something similar, driving you to defend your strategy against localisation.
- **Different consumer preference** – Habits are hard to break. Different consumer preferences drive localisation. For example, in Australia we unlock doors by turning the key anti-clockwise, however in China it is clockwise. Whilst tanning is popular in Australia, products that whiten the skin are more popular in China as fair skin is associated with high education or class. Even spending preferences have progressed faster in China than in other foreign countries. This can be seen by the progression from a cash only society into one of credit cards and now mobile payments.

A better understanding of what triggers the "localisation" and "Made-in-China" effect, seeking country specific legal advice on copyright and intellectual property protection is a necessity in preparation for entering the China market. Intlang can assist to grow your business in China, contact us today to find out how (9 April 2018).

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The Multicultural ANZAC

When I migrated to Australia 20 years ago, an Aussie friend invited me to attend the “Dawn Service”. He said every Australian should attend the service each year and at least once in a lifetime visit Gallipoli. At the time it only reminded me of the “Dawn of a new era with changing of the guard for Beijing’s sunrise flag-raising service” we attended as a child in China. Over the years, my connection to ANZAC history has grown deeper.

History has a way of showing us:

An estimated 30 per cent of ANZAC soldiers were born overseas. The majority were British-born, while others were from China, South East Asia, Germany and France. There were an unknown number of people from China or with Chinese ancestry who served as soldiers in the First World War. The White Australian Policy had made their enlistment very difficult, but eventually they found their way to serve the country as much as anyone else. “If Australia’s good enough to live in, it’s good enough to fight for”.

- Billy Sing whose father migrated from Shanghai was the most outstanding sniper of Gallipoli;
- Charlie Shang, found his mark in the AIF as a runner, a message runner, a very brave signaller, and as a sniper on the Western Front.
- Victorian man Benjamin Moy Ling tried to enlist twice, before he was finally accepted in 1917 at the age of 31.
- Kevin Hughes only learned of his Chinese heritage over the past few years and has discovered he had three Chinese-Australian great-uncles (Tom, David and John) who fought on the Western Front in France.

Interestingly, first generation Chinese are trying hard to keep our next generation from not forgetting their heritage and Chinese language skills. Given the opportunity, we would like our Children to demonstrate their patriotic heart as these ancestors did (23 April 2018).



Sources: <https://www.sbs.com.au/news/a-look-at-the-multicultural-anzacs>

<http://www.abc.net.au/news/2015-04-23/chinese-anzacs-not-white-enough-to-fight/6313928>

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Culture in Internet Marketing

The Intlang team often conducts market research for clients wanting to determine how best to place their Australian product in the China market. There are many cultural differences that can be barriers to marketing in China.

Common challenges for non-Chinese speakers include:

1. **Language barriers** – Though obvious, most of the websites in China are written in Chinese. English sites attached offer limited information.
2. **Website structure** – Structure of Chinese websites are designed based on local consumer search habits where the home page is often very busy with lots of words, links, and tabs.
3. **Website content** – Information on the Chinese website is often general, but politically correct. Competitive market conditions in China drive business owners to promote their business without giving away important information.
4. **Over-marketing** – Many smaller companies in China may overstate their capabilities on their website as brand and project size imply a good and reputable image. It is common for only ~30% of a website statement to be accurate, whilst the remainder is overstated. It is Intlang's commitment to help our clients verify the authenticity of such information.

People from China face different challenges including:

1. **Accessibility** – Some foreign websites are blocked due to the country's censorship system.
2. **Language barriers** – English only websites mean that older leaders and decision-makers must rely on younger staff to translate. Without familiarity with Australian commercial practice, information will be lost in translation.
3. **Under-marketing** – Many smaller WA businesses under promote their goods and services, domestically and internationally and may be more conservative so as not to over promise on their capabilities.

The Intlang cross cultural marketing team assists WA business clients to conduct Chinese market research, due diligence, and strategically market through multi-lingual websites and social media campaigns – Contact us today to find out more (7 May 2018).

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Bilateral relationship has survived worse

Sinosteel Australia's Managing Director David Sun acknowledged there was considerable tension between Canberra and Beijing, but rejected claims the relationship is at its lowest ebb in decades.

Mr Sun said that at a political level the relationship had been worse at times during Sinosteel's landmark 31-year joint venture with Rio Tinto in a West Australian iron ore mine. Mr Sun urged Australia's political leaders to listen to the public and business community on the relationship with China.

Mr Sun also said Sinosteel remained confident about its investments in Australia, the strength of business-to-business ties would repair any recent political damage to bilateral relations. More information, please refer to: Australian Financial Review/business/sinosteel boss says bilateral relationship has survived worse, 17 May 2018.

How to build 'common sense' in a different country

Tourists are experiencing the beautiful landscapes of WA. However, some are not taking note of travel safety advice and tragedy happens that distraught local community and victim's family and reported by local and international social medias.

Gap tragedy: Man (A new migrant) dies after falling from rocks in Albany (15 May 2018)

A Korean tourist died in a suspected drowning while abalone finishing in the ocean reef (16 May 2018)

People risk their lives because they don't fully appreciate the danger. Lacking in Australian 'common sense' may be a contributing factor.

'Common Sense' is practical judgment of everyday matters that can be easily shared by people from the same culture or community. What's common sense to one person may not be to another - my 'common sense' is not your 'common sense.'

In cross cultural communication practice, we help candidates raise their awareness, instead of simply giving them the "do's and don'ts". We are helping candidates build a different set of 'common sense' when living and working in a different culture (21 May 2018).

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Attracting Investment

Start-ups are booming in the global economy, but how they attract global investment may require a change in mind-set, shifting from “what do I need?” to “why should they invest with me?”. Some things these small businesses should consider include:

1. Putting yourself in the investor’s shoes before speaking up.
2. Understanding the investment interest of the target audience, their cultural background and value concept.
3. Attending international / industry conferences and events and networking with people from diverse cultural background.
4. Viewing risks from the investor’s point of view – unfamiliarity with the specific market, legislation, tax systems, etc.
5. Addressing investor’s needs and helping to bridge gaps.
6. Thinking rationally why they wish to invest in your business and what the major benefits to them are.
7. What are the value propositions at play and could you let go of some things that are so important to your investor, to trade-off and achieve a win-win outcome?
8. Keeping your business documents neat, concise, and in the appropriate language for the target audience. This ensures a faster response.
9. Information to include in presentations – passion for their business sees small businesses put excessive information into their first presentation to a foreign investor. This can be perceived as aggressive or desperate. An initial presentation should be no more than your corporate introduction, marketing position, board and management structure, major projects or products summary and your contact details.

To present yourself successfully to an Asian investor or potential partners, Intlang has the expertise and can help you work through all these considerations and more. Please contact the Intlang office to book a meeting with Gloria Zhang – our cross-cultural communication and marketing specialist (5 June 2018).

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The Power of Language

I am often asked the question ‘Is Mandarin and Chinese the same thing?’

Chinese is a language that has both written and spoken forms. The written form appear as Chinese characters – the official written Chinese language in China, whilst the spoken form includes many dialects (such as Mandarin, Cantonese, Hokkien, etc). Mandarin is actually a dialect and also the official spoken form of Chinese.

So the answer is “No - Mandarin & Chinese are not the same thing”.

Intlang provides language services for marketing including:

- Translation services: English – Chinese
- Interpretation: English –Mandarin
- Voice over services: English – Mandarin or Cantonese
- Bilingual website / social media services
- Bilingual marketing services

The International College of Commuication (ICC) is member of Intlang Group, specialising in language and cross cultural training solutions for Australian business executives. Key training includes:

- Combining culture and language
- Speaking and listening skills focus (scenario based)
- Native Mandarin trainer (from China) with business knowledge
- Flexible schedule (minimum 24 hours notice for rescheduling)
- Customisation of training and content to be industry-specific
- Australian project management training

Start building your Mandarin skills today with some commonly used Mandarin words:

- | | |
|---|------------------------------|
| 1. Hello – nin hao (formal) / ni hao (informal) | 2. Thank you – xie xie |
| 3. You are welcome – bu ke qi | 4. Yes – shi / No – bu shi |
| 5. Very good – hen hao | 6. Welcome – huan ying |
| 7. Name – ming zi | 8. Business card – ming pian |
| 9. Family – jia ren | 10. Home - jia |
| 11. Perth – po si | 12. Australia – ao da li ya |
| 13. China - zhong guo | |

To build up your international marketing and Chinese business communication skills, contact Intlang or ICC today to get started (18 June 2018).

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Collectiveness and Teamwork

A Chinese friend was posted to a foreign country for work. Prior to his departure he asked me an interesting question: “How do I create a sense of family in a large western organisation - is it the same as teamwork?” I immediately understood his confusion.

In China, a good organisation provide employees with a sense of home and in return employees are expected to be loyal and devoted, often referring to the organisation as “our family” (咱们家). This sense of belonging fostering “collectiveness”.

In western culture, “teamwork” or “team spirit” are highly regarded in work performance. So what are the differences between all these words in practice? Collaboration (合作) or collectiveness (集体) are frequently interchanged with teamwork (团队) because they all require people to work together for a common goal.

However, in practice, collaboration, and collective work involves many individuals to form a single mindset and work for a common goal, and is also a trust building process. This business philosophy is very well connected to Chinese culture, where collective thinking in daily living, life style, fashion, and consumption behaviour can be seen.

Whilst teamwork refers to members retaining their own individual qualities or responsibilities although share a common goal. We witness different types of team work through the World Cup matches, where each player has their own responsibilities and all of them are important. Members of a team are usually present in the same premises, and they meet as and when is needed.

I believe there are many other cultures that are like Chinese culture in this aspect. It's a concept easier to understand than practicing due to culturally led behaviour differences.

(2 July 2018)

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Cross Cultural Marketing

Trade today is becoming increasingly globalised. Successful cross cultural marketers must know how to match the marketing mix with consumer preferences - here language is essential! Other keys to strategy include: familiarising with the target market culture, integrating cultural insights, and learning from other's mistakes. Some examples are noted below.

Coca-Cola: When Coca Cola entered the China market, the name of their product sounded like "Coca-Cola" but when translated literally meant "bite the wax tadpole". They soon changed it to a set of characters that mean "Happiness in the mouth".

Fiat: Fiat released an advertisement in Italy in which actor Richard Gere drives a Lanica Delta from Hollywood to Tibet. As Gere is not well respected in China for being an outspoken supporter of the Dalai Lama - there was a huge online uproar on Chinese message boards commenting that they would never buy a Fiat car.

Umbro: In 2002, Umbro the UK sports manufacturer had to withdraw its new sneakers called the Zyklon. The firm received complaints from many organisations and individuals as it was the name of the gas used by the Nazi regime to kill millions of Jews in concentration camps.

"Traficante" and Italian mineral water found a great reception in Spain's underworld. In Spanish it translates as "drug dealer".

These examples highlight the importance of language and cultural nuances that require local knowledge to avoid or use to one's advantage. Intlang can help you overcome and understand these language, cultural hurdles in order to establish a solid basis for your product or service in a new market. Call today for an appointment (16 July 2018).

Sources: Cross Cultural Marketing Blunders, Commisceo Global
(www.commisceo-global.com)

4 Cross Cultural Marketing Flops you won't Forget in a Hurry, Kwintessential
(www.kwintessential.co.uk)

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I Ching – The Book of Changes

India media once commented that a trade war between China and the United State would not injure China as China is too flexible.

In business, foreigners find this Chinese “flexibility” challenging. The Chinese however, define “change” as “versatility” (“变通”), with management and planning of changes as a part of the life and a natural universal rule of survival. *I Ching* or “*Yijing*” is known as the Book of Changes - an ancient Chinese divination text and the oldest of Chinese classics. *I Ching* is the theoretical root of natural philosophy and humanistic practice in traditional ideology. It defines the relationship between humans and the universe as “evolutionary development” (“递变发展”) .

In history, many Western scholars have also studied *I Ching* and found similar ways of thinking between Chinese and Westerners. *Gottfried W. Leibniz* – a prominent German philosopher in the history of mathematics and philosophy, who refined the binary number system (1 and 0) - connected the binary number system with the “Ying and Yang” concept in *I Ching*. *Georg W. F. Hegel* (another German philosopher, an important figure of “absolute idealism”), and *Carl Gustav Jung* (a Swiss psychiatrist who founded analytical psychology) both considered “abstractive thinking” and “self-reflection” in *I Ching* as “remarkable” and “most relevant”.

On Sunday 22 July, The WA Oriental Culture and Art Association and Linka Wine successfully hosted a seminar to discuss - How *I Ching* continue to influence Chinese politics, business, beliefs, and value in life.

If you would like to learn more about how *I Ching* philosophy and other cultural aspects might influence your Asian business interactions, please contact Intlang today (30 July 2018).



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China's overseas takeovers in 2017 may be larger than thought

Chinese overseas investments rose from \$170.2 billion in 2016 to \$185.4 billion in 2017. That's in contrast to the dip reflected in the official figures from Beijing. The reason may be "Because China uses subsidiaries for purchases which do not consolidate in the parent company, the actual amount of purchases looks lower when using more common statistics." (CNBC)

China Seeks To Ease Policy For Foreign Investors

China's Ministry of Commerce has proposed to revise rules for foreign investors making strategic investments in Chinese listed companies. The revised rules may allow foreign strategic investors to sell their stakes 12 months after they make an investment, while the current rules require investors to hold on to their investment for at least three years. (China Money Network)

PetroChina forecasts first half net profit to more than double

China's largest oil and gas producer PetroChina expects its profits to more than double in the first half of this year with net profit will rise by 107% to 122% from the same period a year ago. PetroChina said in filing to the Shanghai Stock Exchange on Monday. (Reuters)

China's courier companies explore air cargo market

2018 half record shows China's express delivery sector made a total of 22.08 billion deliveries, up by 27.5 percent from the same period last year. A total of 520 million overseas deliveries were made during that period of time, up by 43.1 percent. (China Daily)

Chinese market boosts Mercedes-Benz sales to reach new record

BERLIN - Strong demand from Chinese market boosts the sales of Mercedes-Benz to reach a new record in the first seven months of 2018. A total of 392,780 units have been delivered to Chinese customers, representing a year-on-year increase of 15.1 percent. (China Daily)

Intlang can help you overcome and understand language and cultural hurdles in order to establish a solid basis for your product or service in a new market. Call today for an appointment.

(13 August 2018)

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Motivation in a cross cultural environment

In multi-cultural Australia, it is common to work with people of different cultural or heritage backgrounds.

Though cultures may have similar beliefs relating to leadership, loyalty, friendship and efficiency, they achieve these differently. What works in one culture may or may not achieve the same outcome in the other. For example:

Meaning of work: For some, work is the central in life. In China, people believe work is an essential part of life and forms a significant part of a person's identity. They are also very proud of saying "I live to work". In other cultures, people identify a person through character, family and friends, they instead "work to live". Therefore, in a cross cultural team, the management should consider different ways to motivate people who they have different views on the meaning of work.

Uncertainty: In a world of uncertainly, people from different cultures also treat risk differently, especially regarding job security. In some cultures – due to intense market competition and high costs of living - are fearful of losing employment and losing face in their family and society. Motivation in this case is more about improvement of self-value and security.

Power distance: In some cultures, employees show a great deal of respect to authority, therefore it's challenging for the management to find out employee's level of job satisfaction and disappointment. Human resources or unions may have a higher chance of success reaching out to employees and collect feedback.

Motivation and motivators differ across culture where practices that motivate employees in one culture may not be as effective in others. For help on how to motivate employees in a professional and cross cultural environment, please contact Intlang today (27 August 2018).

Previous China Business Newsletters are available at the Newsletter section of Intlang website:
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Tailoring Marketing and Advertising to Cultural Values

Culture may be considered a 'soft' element of international marketing, however is crucial in persuading potential customers to see the value and need of a product or service.

Culturally tailored advertising should seek to match their marketing content (particularly visual stimuli) with the consumers' culturally specific value system, beliefs, and perception processes that they were raised in.

There are said to be four dimensions of a societies cultural framework that should be considered (otherwise known as the Hofstede Model): individualism, power distance, uncertainty avoidance, and masculinity. Occidental cultures seen in English-speaking countries such as Australia, the UK and the US tend to be characterised by low power distance, high individualism, low uncertainty avoidance, low masculinity and low information context culture. Whilst Oriental cultures such as in China, Japan and Korea are characterised by high power distance, low individualism, high uncertainty avoidance, high masculinity and high information context.

Cultural values are central to understanding your consumer base and their behavioural drivers as it affects the way they receive, interpret and act upon the advertising or marketing material presented. For example, in the tourism industry, advertising must cater to a multi-cultural audience and consider the different linguistic, cultural and ethnic backgrounds that are receiving the advertising messages. Visual imagery forms a large part of information processing, tailoring such advertising imagery to specific cultural values will attract their attention more than others from a different belief and value system.

To help your business better understand and appeal to cultural values for improved target marketing – please contact Intlang today. Previous China Business Newsletters are available at the Newsletter section of Intlang website: www.icc-australia.com.au (10 September 2018).

Source: Xu, X., Scott, N., Gao, J. (2017). Cultural influences on viewing tourism advertising: An eye-tracking study comparing Chinese and Australian tourists. *Journal of Tourism & Services*. Vol VIII (14) 31-46.

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Australian – Sports, Chinese – Shopping!

With the AFL Grand over the weekend, The West Australian reported airfares to Melbourne rocketed with Jetstar and Tigerair flights sold out and Qantas and Virgin Australia having to add more flights.

Though an order of magnitude larger, the equivalent in China, has been the Mid-Autumn Festival (22 - 24 September), ahead of the week-long National Day holiday starting on 1 October. Many Chinese travellers have decided to take extended holidays and the 16-day period allows travel to Europe, the Middle East, Africa, the United States, Canada, Australia, and New Zealand.

What Chinese like to do on their travels?

1. The young nouveau riche kids go to major European capital cities and hit the shops;
2. Middle class Chinese often travel in groups, coaches and umbrella-wielding Chinese guides are a frequent feature;
3. If it's classed as "luxury", you're guaranteed to find some Chinese tourists, but spending far more on shopping than on hotels.
4. Chinese tourists spent an average of nearly \$8,000 a visit.

Boston Consulting Group and Tencent jointly released a report highlighting key trends in China's luxury industry:

1. Online luxury goods information on Chinese mobile super apps continues to attract more than 50% of buyers.
2. Social media accounts for the top 30 online celebrities draw 3.2 percent of luxury buyers.
3. Brand social media accounts have become an effective communication platform to connect with consumers, as stories posted reach 20,000 up to 100,000 viewers.
4. Young consumers of luxury goods prefer to seek information online, and shop at the store.
5. 16 percent of online luxury buyers come from Chinese third-tier or below.
6. 12 percent of all luxury goods in China get purchased through online platforms.

To understand the consumer habits of the Chinese consumer – Intlang can help – contact us today. Previous China Business Newsletters are available at the Newsletter section of Intlang website: www.icc-australia.com.au (1 October 2018).

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Ups and Downs in China's Renewable Energy Market

1. Chinese lithium producer Ganfeng has secured six cornerstone investors for its Hong Kong initial public offering, including Korean battery makers LG Chem and Samsung SDI. The listing is expected to raise as much as \$676m but share price sank 29 percent on its first day of trade in Hong Kong. Prices for lithium have halved in China this year due to current oversupply, hurting near-term earnings prospects for lithium producers. (FT.com)
2. A consortium including China's largest battery company, CATL (宁德时代新能源科技有限公司), and materials supplier GEM Co will invest \$700m to produce nickel for electric car batteries in Indonesia, in the latest sign of growing demand for the metal. The plant on the island of Sulawesi aims to produce 50,000 tonnes a year of battery-grade nickel for electric cars, Shenzhen-listed GEM said in a statement. (China Daily)
3. Sales of new energy cars in China jumped 59.6 percent to 82,000 units on a yearly basis in August, according to the latest statistics from the China Passenger Car Association. BYD Auto and SAIC Motor remained the biggest winners, with sales both topping 10,000 units. Geely Auto and BMW Brilliance also witnessed a large rebound compared with the previous month. (China Daily)
4. Coal companies in Shanxi, a key coal producing province in China, have made remarkable progress in shifting from heavily polluting coal mining to clean and efficient use of the non-renewable resources. Breakthroughs in coal technologies have provided a solid foundation. Some Shanxi coal companies have invented clean coal technologies and chemical technologies that lead in China and even the world, In the past few years, more than 20 modern coal-based industrial parks have been established in Shanxi. (China Daily)

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Change Management

When it comes to change management, China is well accustomed to daily changes in the hope of blending into the global economy.

In a Chinese retiree's lifetime, they would have witnessed the 1949 founding of the new nation, the cultural revolution, the "Open Door" policy and other major, economic developments through to today's "One-Belt, One-Road" policy.

China is a country of 1.4 billion people, spread over 22 provinces (省), four municipalities (直辖市), five autonomous regions (自治区) and two Special Administrative Regions (特殊管辖区). Though Western regions of China are more monocultural, there are in fact 56 ethnic groups with their own dialects in the country – making change management in China a frightful task.

Speaking with friends from Chinese universities, we shared our views on China's change management, how the country must aim high but also take only one step at a time considering they are setting a precedent for many reforms. China's 40-year journey of regaining balance from constant off-balance, has subsequently exposed system flaws in itself and the rest of the world. China has known a culture of 'face-saving' - avoiding embarrassments, and learning self-awareness to achieve set goals. These have become the driving forces in China and its people's continual development across the country.

Change management affects people, organisations and every layer of our society. There is more impact if initiated from the top, alongside effective cross-cultural communication to avoid confusion.

Change management is a global phenomenon that should be intentional not just based on a whim. To equip your business to grow in understanding the driving forces and mechanisms of change management in China, contact Intlang today.

Previous China Business Newsletters are available at the Newsletter section of Intlang website: www.icc-australia.com.au (29 October 2018).

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Technology & Mining News

Technology

The Shanghai Stock Exchange will set up a New Board for innovative science and technology companies, according to President Xi Jinping. The initiative seems at least partially aimed at the market served by Hong Kong's new IPO track for pre-revenue biotechs, though the critical China rule that requires IPO companies to have two years of profitability may still apply. (China Biotoday)

China's state-owned enterprises (SOEs) welcome foreign stakeholders

Beijing offered further hope to international investors on Tuesday with President Xi Jinping's push for globalisation, inviting foreign companies to take part in the reform of the mainland's major SOEs. Beijing has maintained a tight grip on the major state-owned manufacturing companies because they are considered the backbone of the economy. Analysts said there would be opportunities for foreign vehicle builders to form partnerships with major car maker SOEs. (South China Morning Post)

China machine 'working very well' amid stimulus, Rio Tinto says

China's stimulus efforts aimed at preventing the economy from slowing further and minimizing the impact of U.S. tariffs are supporting raw materials demand, according to Rio. Rio, which has an exploration pact with China Minmetals Corp., is open to adding new partnerships with suppliers, customers or others in China. Rio has a partnership with Apple and Alcoa to produce greenhouse gas emissions-free aluminum. Trade tensions between China and USA could offer a boost for commodities producers, if the result is improved domestic demand in China. (Bloomberg)

Low Emission Conference

The Technology and Low Emission Conference features many of the upcoming and developed resources companies working with Lithium, Graphite, Vanadium, Cobalt, Manganese, Magnesium, Rare Earths and other minerals. This year's Australian Renewable Energy Conference will be held on 13 & 14 November at The Westin Perth. Please come and support the industry.

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Culture in business

Globalisation today makes our lives enriched with culture and diversity, as well as also shaping our curiosity, adaptability and competitiveness.

Modern transportation, fast internet speeds and extensive social media networking enable us to connect with each other regardless of international barriers. In business, we often have to choose between the quality of a relationship and the quantity of people in our support network. We know that whilst building genuine relationships will take time, the end result may ultimately prove very rewarding.

In order to build rapport we nurture relationships with those around us with thoughtful communication. This thoughtfulness arises from our knowledge of who we are communicating with and our own initiative. It is also important to remember that non-verbal communication can be just as powerful as verbal communication when it comes to conveying our intention and respect. Therefore, understanding expectations on both sides and correctly interpreting verbal and non-verbal cross cultural communication will often make for a smoother journey and should not be overlooked. Sound relationships built on mutual understanding are the best way to secure contract commitment.

In summary, Culture, Connection, Communication and Contracting are a natural process of international business and relationship development. Working on cultural differences and understanding how to overcome these challenges will prove essential in building genuine relationships in and out of business. Put yourself at an advantage and inform yourself with cross cultural training. Getting it right gives cultural enlightenment, friendships and business opportunities.

Previous China Business Newsletters are available at the Newsletter section of the Intlang website: www.icc-australia.com.au (26 November 2018).

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Festival Food

As we are approaching one of the important festivals of the year, it's natural to think about some of **the most traditional foods in Australian and Chinese culture.**

1. Christmas Ham

A Christmas favourite, ham makes for impressive Christmas dinner centrepieces with seasonings and sauce options being endless.

2. Christmas Cake/Fruit Cake

The humble fruit cake dates back to medieval England and is made using dried fruits, ginger, mixed spices and brandy. The amount of brandy is optional.

3. Crayfish/Prawns

With the warmer weather during Australia's festive season, Crayfish/Prawns are favourite entrée or main course options.

4. Pavlova

The origin of Pavlova has come under fierce debate, regardless, it is the most popular dessert dish during Christmas celebrations.

5. Fruit Mince Pies

The fruit mince pie has won the hearts of Australian's young and old. Sultanas, raisins, brandy and citrus fruits are crowd favourites. One is usually not enough.

1. Whole Fish (Yú “鱼”)

A whole fish is very popular during Chinese New Year celebrations, symbolises 'surpluses'.

2. China New Year Cake (Niángāo “年糕”)

Glutinous cake was traditionally made to symbolise 'prosperity year after year'.

3. Dumplings (Jiǎozi “饺子”)

Dumplings are popular all over the world. During the New Year festival, dumplings are often eaten at midnight to represent the joining of the two years.

4. Laba Congee (Làbāzhōu “腊八粥”)

This includes various rices, fruits, nuts and melon seeds. It has Buddhist ties and related to a blessing.

5. Rice Dumplings (Yuánxiāo “元宵”)

Rice dumplings are traditionally eaten in the morning on the first day of Chinese New Year symbolising family reunions and togetherness.

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A VERY MERRY CHRISTMAS