

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.



Moon Cake, Round Table, Harmony!

Wednesday 4 October is the Chinese Mid-Autumn Festival - represented by a full-moon, moon cake and family reunion. The Chinese are extremely family oriented, living by the motto ‘和为贵 (hé wéi guì)’, meaning ‘Harmony and Peacefulness are Prized’ – and is regarded as the key to a successful relationship.

In China people strive for ‘圆满 (yuán mǎn)’ meaning ‘round and full’ in everything they do or wish for, equating to ‘harmony and perfection’. This deep-seeded belief in Chinese life and business practice is often tested when a business negotiation faces serious conflict that could potentially derail discussions. Though parties may choose to compromise or walk away for the sake of harmony as a sign of good faith and to save ‘face’ – have trust and future opportunities to work together actually been lost? The approach in such circumstances and how each parties culture and values are respected determines the eventual outcome of whether good will and true harmony will or won’t eventuate.

The very core of the rich traditional Chinese belief in ‘harmony’ includes:

- harmony between nature and man-kind;
- harmonious relationships and social environments;
- internal harmony of integrity and a balanced body and mind; and
- harmonious relationships between countries, rather than conquering, based on equality, peaceful coexistence and good will.

Harmony is not a solely Chinese concept. In British history, the ‘round table’ concept symbolises harmonious relationships and equal status of those in discussion – derived from the legend of King Arthur and the chivalric order of his knights. The essence of these historical concepts brings the spirit of equality of all, knowledge sharing and full communication cultivating harmonious relationships (2 October 2017).

If you like to learn more, please contact Intlang today.



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