

## 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.



## Chinese culture - China's interaction with the world

The Western Australia industry sector is facing new challenges as emerging international markets test its control across areas of Mining, Energy, Agriculture, Technology, Art, Culture and Tourism.

Much of the discussion amongst Western Australian company directors in recent times regarding the Chinese government's "One-belt, One-road" policy has focused on the demanding aspects of how the policy relates to Western Australia business with China.

The WA business community seems determined to highlight its concerns rather than taking into consideration the overseas opportunities that exist for local businesses. If we reflect upon Chinese history, the "One-belt, One-road" ("一带一路") policy has direct relevancy to the famous "Silk Road" dating back to the Han Dynasty (207 BCE – 220 CE). The Silk Road is the collective term for the ancient trading routes that connected Asia and Europe at the time, when there was a highly lucrative trade in silk.

However, what many new joint ventures can encounter, is difficulty in negotiating the process of engaging a successful cross cultural partnership with its international cohort. Many companies, on both sides of the ledger, find their new working relationship challenging, requiring much patience, resourcefulness and perseverance for it to progress.

For a successful cross cultural partnership, cross cultural communication is an essential part of daily life, with the key to successful cross cultural communication being knowledge beyond overcoming language barriers. This requires the ability to manage and inspire people with different beliefs, customs, perception and common sense. It needs participants to recognise how to bridge the power space, interpret communication styles, and exercise high-status versus low-status protocols within cultures (8 September 2017).

AFFILIATED ASSOCIATION

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**1800 984 880 | +61 8 9481 8917**



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Association of  
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INTLANG CORPORATE  
CONSULTING PTY LTD



SUITE 8, 90 KING STREET  
PERTH, WESTERN AUSTRALIA, 6000



INFO@ICC-AUSTRALIA.COM.AU



WWW.ICC-AUSTRALIA.COM.AU