



EXECUTIVE IMAGE POWER

sample page

China

How to Succeed in the 21st Century's Gold Rush

By Betty Chu, AICI FLC

In a rapidly expanding global economy, China is the 21st century's "Gold Rush" for business. Companies in almost every industry flock to China to stake their claims. Knowing the cultural differences, and mastering Chinese etiquette and protocol skills, can give you a distinct advantage over your competition. You will project the image of a polished, world-class executive, which can help you to successfully promote or conduct business with Chinese executives.

Why Learning Chinese Customs and Etiquette is Important

China will be the largest economy in the world. According to the forecasts of the Goldman Sachs economists at the World Bank, and numerous editorials in the New York Times, Time magazine, USA Today and on BBC News, economists have reached a consensus. China is set to become the world's largest economy within two decades.

China is only the beginning. Despite the geographical and political differences, in a cultural and economic sense, the greater China region includes not only the People's Republic of China, but also three out of the "Four Tigers" of Asia: Hong Kong—an entrepreneurial center; Taiwan—a technologically advanced island, the world's largest producer of notebook computers; and predominantly Chinese (76.7 percent) Singapore, a base for many multinational enterprises.