

**NORTH MIAMI, FL**

**BUSINESS DEVELOPMENT MISSION TRIP TO BEIJING, SHANGHAI, & TIANJIN, CHINA**

**May 5 - 16, 2016**

**ROUNDTRIP AIRFARE**

Participants are responsible and urged to arrive in Beijing no later than May 6, 2016.

**PROPOSED MISSION ITINERARY**

**Beijing, China**

**May 5:** Depart for Beijing, China.

**May 6:** Arrive in Beijing.

**May 7 - 8:** Official meetings, networking & B2B match-making meetings, briefings & branding presentations, etc. with the Chamber of Commerce and Business Association on opportunities for investment in North Miami's 7th avenue, CRA incentives.

**May 9:** Tours of the Forbidden City.

**May 10:** Depart Beijing for Shanghai (PM).

**Shanghai, China**

**May 10:** Arrive in Shanghai/Official meetings

**May 10:** Visit Shanghai Economic and Technological Development Zones.

**May 11:** Official meetings, networking & B2B match-making meetings, briefings and branding presentations, etc.

**May 12:** Tour of Moganshan Art District.

**May 13:** Depart Shanghai for Tianjin (PM).

**Tianjin, China**

**May 13:** Arrive in Tianjin.

**May 13:** Visit to the Dule Temple, Five-Avenue Area, Ancient Culture Street, Tianjin Haihe Cultural Square, and Tianjin Museum.

**May 14:** Official meetings, networking, briefings and branding presentation.

**May 14:** Visit FIU Campus and attend Graduation Talent Show.

**May 15:** Attend FIU Graduation (AM).

**May 15:** Depart Tianjin for Beijing (PM).

**Beijing, China**

**May 15:** Arrive in Beijing.

**May 16:** Delegation departs Beijing for Florida.

**VISA ENTRY REQUIREMENTS**

U.S. citizens must have a valid passport. U.S. citizens require an entry visa for The People's Republic of China.

**Consulate General of  
The People's Republic of China in Houston**

4317 Montrose Blvd, Houston, TX 77006

Tel: (713) 520-462; Fax: (713) 521-3064

Website: <http://houston.china-consulate.org>.

Visa Office Hours (Mon -Fri)

9:00AM - 11:30AM & 1:30PM - 3:00PM

**CURRENCY**

The Chinese currency is Chinese yuan, also known as Renminbi (RMB), is used throughout mainland China. The basic unit of RMB is Yuan (¥). In some parts of China, yuan is called kuai. 10 CNY = \$0.15US(approx.)

**WEATHER**

Average high/low temperatures (May).

**Beijing:** 77°F / 57°F

**Shanghai:** 75°F / 61°F

**Tianjin:** 79°F / 58°F

**TIME DIFFERENCE**

Beijing, Shanghai, & Tianjin are **12 hrs** ahead of Miami EST.

**CONTACT PERSON**

**Fang Shu, M.S CHE**

Manager, China Programs at FIU

**The Business of Hospitality**

Florida International University | Biscayne Bay Campus | HM 210  
3000 Northeast 151 Street, North Miami, FL. USA. 33181

MAIN 305.919.4500 | DIRECT 305.919.4144 | [hospitality.fiu.edu](mailto:hospitality.fiu.edu)

E-M: [fshu@fiu.edu](mailto:fshu@fiu.edu)

The U.S. Embassy has an air quality monitor to measure particulates that affect the air condition in China. Please see link below showing severe pollution levels in the 100's.

<http://beijing.usembassy-china.org.cn/070109air.html>

If you have asthma or a heart condition it's important to travel with medications or inhalers as a precaution.

## APPROPRIATE ETIQUETTE OF DOING BUSINESS IN CHINA

If you display feelings of appreciation and excitement as part of your business etiquette, try to restrain that impulse. It is best to maintain composure when dealing with Chinese business people, the most you can do is use kind words, politeness or a faint smile. No matter how grateful you are, do not bring a gift and do not tip in a restaurant, they will not be received with joy.

\* The official name of China is People's Republic of China (PRC).

\* The official language is Standard Chinese, with various other recognized languages.

\* The capital is Beijing; the largest city - Shanghai.

\* The population is approximately 1.35 billion people.

### Business Mentality

- Chinese business people will expect you to be **well prepared for the meeting**. Make sure to have at least 20 copies of your proposal ready for handing out. Note that presentation materials should be only in black and white, avoid colors.
- **Small talk** is considered particularly important at the beginning of a meeting.
- It is vital for you to maintain composure during meetings. Causing embarrassment or showing too much emotion could have a negative effect for a business negotiation.
- Regarding **decision-making**, the Chinese tend to extend negotiations far beyond the agreed deadline to gain some advantage. Be prepared for that: accept their delays and do not mention deadlines. Your patience will be much appreciated!
- People in China usually **enter the meeting room in hierarchical order**. So be careful - they will assume that the first of you walking in the room is the head of the delegation!
- Business hours are 8:00 am to 5:00 pm, Monday to Friday.
- Many Chinese workers take a **break between 12:00 and 2:00 pm**, during which almost everything stops from working - from lifts to phone services.

### Greetings

#### Forms of Address

- The Chinese will state their last name first, followed by the given name (may be one or two syllables). For example, Liu Jianguo, in Chinese would be Mr. Jianguo Liu using the Western style.
- Never call someone by only his or her last name. Unless specifically asked, do not call someone by his or her first name.

Addressing someone by his or her courtesy or professional title and last name conveys respect. In Chinese, usually the title follows the family name. When speaking to (or about) a Chinese person in English, then the title is said before Chinese prefer to be formally introduced to someone new. This applies to both Chinese and foreigners.

- The Chinese may seem unfriendly when being introduced. They are taught not to show excessive emotion, thus the reference to Chinese and other Asians as inscrutable.
- Always stand up when being introduced and remain standing throughout the introductions.
- When being introduced to Chinese, the accepted form of greeting is the handshake, even among Chinese. Chinese may also nod or slightly bow (Unlike the Japanese, the Chinese bow from the shoulders rather than the waist). One would then present a business card.

#### The Art of Conversation

- Chinese people will appreciate it if you **use a couple of words in Chinese**, but make sure you are aware of the meaning and the appropriate occasions.
- In Chinese culture, the questions "Have you eaten?" or "Where have you been?" are **pleasantries** equivalent to the traditional "How are you?" in the English-speaking culture. Therefore, do not take it literally and start getting into details in your answer! Simply answer "yes" if you have eaten - even if you haven't – or simply smile and say "thank you!"
- **Popular welcome topics** are themes about China: art, scenery, landmarks, climate, and geography. You can mention you're travelling experiences to other countries and include your positive impressions as a tourist in China!
- **Try to avoid** political-related discussions, such as the Cultural Revolution or Chairman Mao, the "Tibet" and "Taiwan" questions, human rights, animal treatment.
- Chinese people are very **careful about strong negative statements**. For instance, negative answers are considered impolite, so find alternatives ("I'll think about it"/"maybe"/"we'll see") instead of a blunt "no".
- Similarly, if your Chinese counterparts say "**Not a big issue**" or "The problem is not serious", they usually mean that there still are problems or that the problems are serious.

**Body Language**  
– **Body language and movements** are things you have to be constantly conscious of when doing business in China. As mentioned above, you have to stay calm, collected and controlled.

- **Body posture** should always be formal and attentive as it demonstrates self-control and respectfulness.
- Be careful about what you do with your hands as well - putting your hands in your mouth, biting your nails, removing food from your teeth and similar practices are considered rude.

#### Business meetings and meals

- **Dress code:** conservative suits. Bright colors of any kind are considered inadequate.
- **Punctuality is vital.** Being late is a serious offence in the Chinese business culture.
- When the meeting is finished, you are expected to **leave before your Chinese counterparts**.
- Exchanging **business cards** is common practice, so make sure to bring plenty!
- It is advisable to have **one side in English and the other in either Simplified Chinese or Traditional Chinese** - depending on the region.

## APPROPRIATE ETIQUETTE OF DOING BUSINESS IN CHINA

– **Give your card using two hands** and ensure the **Chinese side is facing the recipient**; receive your card attentively and examine it for a few moments. Cards should also be received with both hands. Do not immediately put the card in a pocket or bag-this is considered rude. Follow with the standard "I am pleased to meet you, or "ni hao" in Chinese

When seated, place cards on the table. This shows respect and is also an excellent way to remember names.

– **Do not bring presents!** The official policy in Chinese business etiquette forbids gifts. The gesture is considered bribery, which is illegal in the country.

– If you are invited to a business meal, wait to be seated, as there is a seating protocol based on hierarchy.

– During a meal, **20 to 30 courses can be served**, so **try not to eat too much at once!** The trick is to try a sample of each dish.

– Scorpions, locusts, snake skin, dog meat and blood may come your way - they are considered premium delicacies.

– It is also important to know how much to eat. Leaving an empty dish signifies that you were not given enough food and not touching your food is offensive as well.

– **Do not be startled if everyone starts slurping and belching** - these are signs of enjoyment while eating.

– Giving tips is generally considered an insult in China, implying the recipient needs money.

Under no circumstances should chopsticks be placed in the rice standing up. This symbolizes death.

There are no firm rules regarding dinner conversation. Depending on the closeness of the relationship, business may or may not be discussed. Follow host's lead.

Drinking is an important part of Chinese entertaining and is considered a social lubricant. The drinking officially begins after the host offers a short toast to the group.

It is always a good idea for the guest to return the toast either right away or after a few courses have been served.

Safe topics for toasts are friendship, pledges for cooperation, the desire to reciprocate the hospitality, and mutual benefit.

The Chinese understand if you are unable to drink alcohol. Stating medical reasons is always a good way to get out of drinking alcohol.

The most common expression for toasting is Gan bei, meaning "dry cup", or bottoms up.

The Chinese are not as understanding of tipsy guests as are the Japanese or Koreans. If you feel you have had enough, smile and politely indicate this to your host.

Do not pour your own drink. It shows a lack of protocol.

Do not underestimate the importance of participating in dining and after-dinner entertainment. It is an excellent way to build guanxi.

### Numbers

– Always **pay attention to numbers and their significance** or avoid as appropriate:

– 8 is the luckiest number in Chinese culture. If you receive eight of something, consider it a gesture of good will.

– 6 is considered a blessing for smoothness and progress.

– 4 is a taboo number because it sounds like the word "death" and is considered unlucky.

– 73 means "the funeral"

– 84 means "having accidents"

### Personal Questions & Compliments

– Do not be surprised when asked personal questions regarding age, marital status, children, family, income, job, etc. This is done to seek common ground.

– On the other hand, the Chinese will be uncomfortable with American familiarity, particularly early in a relationship. The arm around the shoulder or pat on the back with "just call me Bob" approach should be left at home.

– Unlike the Western custom, compliments are not graciously accepted with a "thank you," but rather with "not at all or it was nothing." Accepting and giving direct praise is considered poor etiquette. Do not be gushy with thank yous.

### Social distance, Touching & Gestures

– Every culture defines proper distance. Westerners, particularly Americans, find that the Chinese comfort zone regarding distance is a bit to close for their comfort.

– Instinctively Westerners may back up when others invade their space. Do not be surprised to find that the Chinese will simply step closer.

– The Chinese do not like to be touched, particularly by strangers. Do not hug, back slap or put an arm around someone's shoulder.

– Do not be offended if you are pushed and shoved in a line. The Chinese do not practice the art of lining up and courtesy to strangers in public places is not required.

– People of the same sex may walk hand-in-hand as a gesture of friendship in China.

– Western gestures that are taboo in China include:

– Pointing the index finger--use the open hand instead.

– Using the index finger to call someone--use the hand with fingers motioning downward as in waving.

– Finger snapping

– Showing the soles of shoes.

– Whistling is considered rude.

– Chinese customs that are annoying to Westerners:

– Belching or spitting on the street

– Lack of consideration when smoking and failure to ask permission to smoke

– Slurping food

– Talking while eating

## **APPROPRIATE ETIQUETTE OF DOING BUSINESS IN CHINA**

### **Corporate Culture**

The Chinese are practical in business and realize they need Western investment, but dislike dependency on foreigners. They are suspicious and fearful of being cheated or pushed around by foreigners, who are perceived as culturally and economically corrupt. It is very difficult to break through the "them vs. us" philosophy (foreign partner vs. Chinese). In personal relationships, the Chinese will offer friendship and warm hospitality without conflict, but in business they are astute negotiators.

English is not spoken in business meetings, although some Chinese may understand English without making it known. Hire an interpreter or ask for one to be provided.

Be prepared for long meetings and lengthy negotiations (often ten days straight) with many delays.

The Chinese will enter a meeting with the highest-ranking person entering first. They will assume the first member of your group to enter the room is the leader of your delegation. The senior Chinese person welcomes everyone. The foreign leader introduces his/her team, and each member distributes his/her card. The leader invites the Chinese to do the same.

Seating is very important at a meeting. The host sits to the left of the most important guest.

### **Especially for Women**

China is a difficult place for anyone to conduct business. A woman may gain acceptance, but it will take time and will not be easy.

China is a male-dominated society. However, there are many women in business in China and some occupy high-ranking positions and important managerial jobs. One of the principles of the Chinese communist system is to work toward sexual equality.

Negotiating teams may have women members. Women may be used to decline unpopular proposals.

Businesswomen attend business dinners, but rarely bring their spouses.

Chinese women rarely smoke or drink. However, it is acceptable for Western women to do so moderately.