

CROSSING THE GREAT WALL - DOING BUSINESS IN CHINA



We would like to invite you to an interesting presentation about business in China. By looking at real life case stories of MNC's, Jun Tang will talk about the do's and the don'ts of successful business in China.

Jun Tang is the CEO of Gaotime co. Shanghai and honorary President of Microsoft China Co. He is well recognized in China for his leadership and business talent having received numerous honors, including China's annual CEO, China's top ten software leader, China's most valuable professional manager, China top ten sales figure, annual CEO in the media sector amongst other.

Abstract

China is one of the world's most enticing markets and continues to be one of the most attractive destinations for foreign companies who are flocking to the country to take advantage of the many benefits of doing business there. But operating in China can be hard and the rules of the game can be difficult to comprehend.

With years of experiences as executive officer in international and domestic corporations in China, Mr. Jun Tang has a deep understanding of the "Chinese way" of doing business. At the same time he also understands the difficulties and challenges that corporations face in China.

In this presentation Mr. Jun Tang will discuss with you the reasons and facts behind these challenges, explore the facts of China's political, laws and regulations, industry and business structure, and cultural differences drawing from his own experiences as executive officer and real life case stories of multinational corporations in China .

Mr. Jun Tang will also offer internships for students interested in in gaining real life experience of working in China.