

Cultural Cringe: Why Cultural Due Diligence is Critical in Doing Business with China



Holding Redlich
Level 8
555 Bourke Street,
Melbourne VIC 3000
20 November 2014
12:30pm - 2:00pm

Topics

- What is culture?
- The importance of sub-cultures (e.g. local cultures, organizational cultures, etc)
- The importance of cultural due diligence to commercial transactions in Greater China
- China deals – why do things go wrong?
- The dangers of cultural handbooks

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- The Chinese tripod - 'face', 'guanxi' and 'human feeling'
- Understanding cultural differences
- Embracing cultural similarities
- Case studies on the dramatic impact of cultural misunderstandings on business in China
- What does all this mean for your business?

Guest Speaker : Dr Carl Hinze



Dr. Carl Hinze,
Partner,
Holding Redlich

Dr Carl Hinze is a Partner in the Brisbane office of national law firm, Holding Redlich. Before joining the firm, he lived and worked in China for a substantial part of the past 20 years. Before becoming a lawyer, Dr Hinze lectured at the University of Queensland in the School of Languages and Comparative Cultural Studies. He is a recognized expert in the field of Chinese sociolinguistics and politeness research.

Dr Hinze's background in cross-cultural sociolinguistics and discourse analysis has played a key role in allowing him to guide clients successfully through many challenging situations encountered when managing and partnering with Chinese businesses. He has helped clients to manage, mitigate and avoid risks arising in the context of China-related mergers and acquisitions, crisis management, anti-corruption and bribery investigations, and dispute resolution.

During his time in China, Dr Hinze served as the Chair of the Legal Working Group of the European Union Chamber of Commerce in China, and was an Adjunct Professor at the East China University of Politics and Law in Shanghai and a guest lecturer at the Shanghai University of Finance and Economics and the China European International Business School. He is a co-editor of Oxford University Press's Financial Services Regulation in Asia Pacific



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