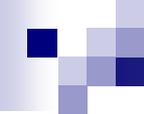


China Experience and Tips

David Hetherington

Agenda

- **Dave's Key Experiences in China**
 - 1987 – Beijing Telephone Authority
 - 1997-2001 – Tivoli Asia Pacific Lab
 - 2006-2009 – Engineering Services
 - The Tornado of Change
 - Crystal Ball
- **Dave's Tips for Business in China**
 - Chinese Formal Dinner
 - Chinese Restaurant with Friends
 - First Customer Meeting
 - Business Cards
 - Should I Learn Chinese?
 - Better Idea – Learn to Drink Tea
 - Using Translators
 - Negotiating in Teams
 - Dress for Success – Men
 - Dress for Success – Women
 - Ongoing Collaboration
- **Book Recommendations**



Dave's Key Experiences in China

1987 – Beijing Telephone Authority

- Visit to Beijing Telephone Authority.
- Work out in-band tone signaling protocol to enable PBX direct inward dialing.
- It was cold.
- People were pleasant.
- Facilities and infrastructure were slightly better than today's North Korea.
- Fresh fruit and vegetables were very limited.



Dave in Beijing February 1987

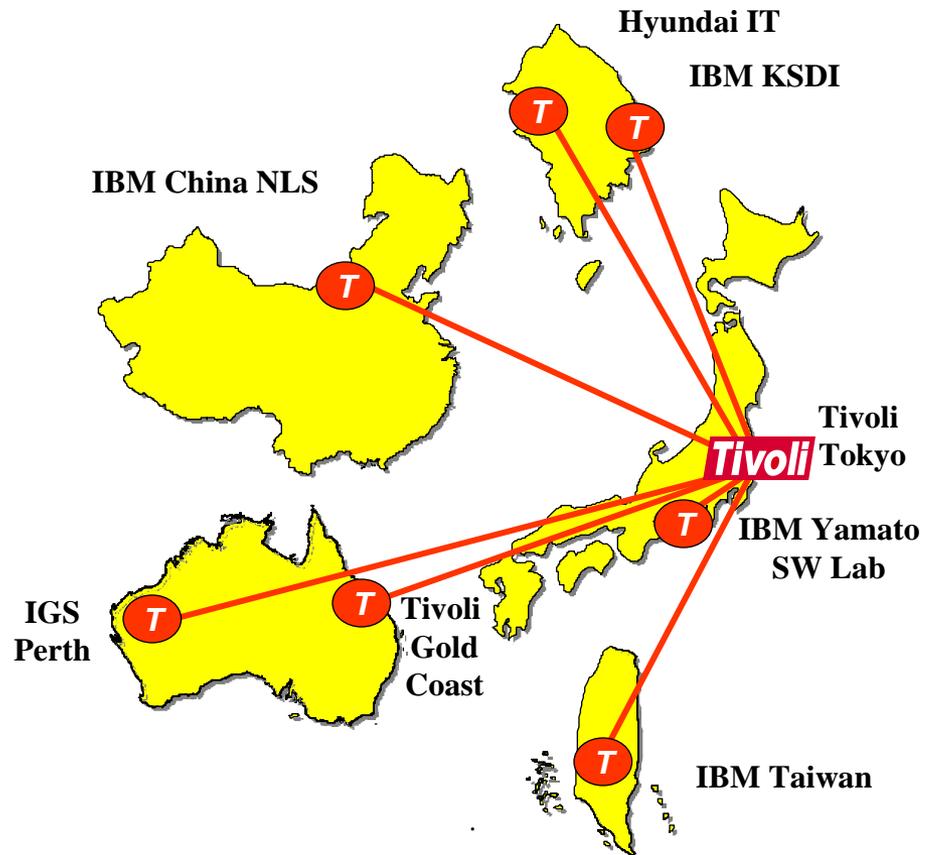
1997-2001 – Tivoli Asia Pacific Lab

Jane Wu (吴静)
China manager

- Increase Tivoli's profile in Asia
- Start with I18n test team.
- Grow to 150+ people
- Innovative partnerships.



Dave with Jane's
"Red Army" Dart Team

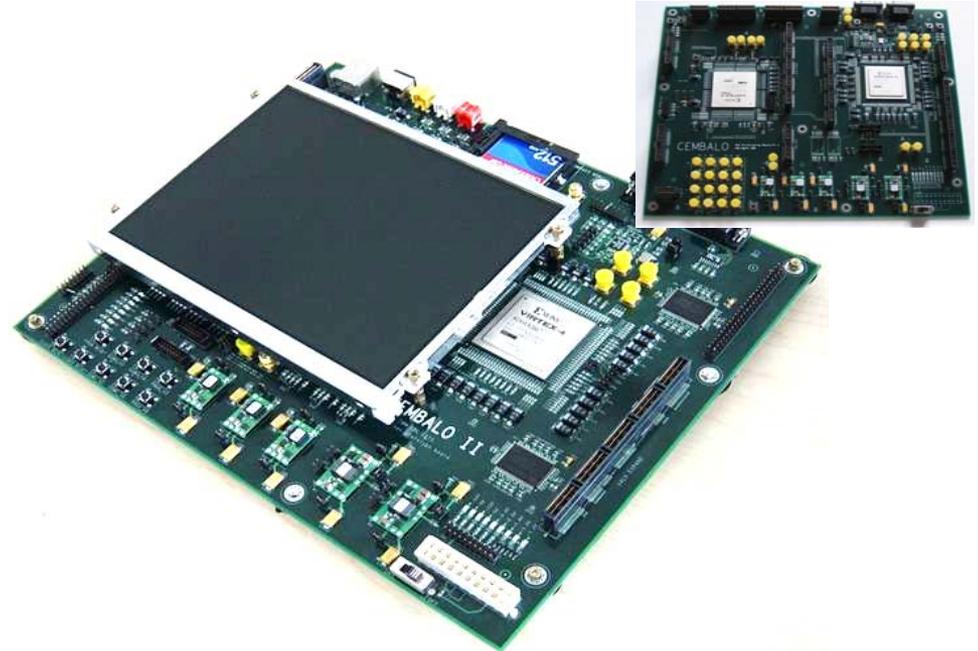


2006-2009 – Engineering Services



Part of Shanghai team with U.S. design/verification leads May 2009

- IBM Shanghai chip design center
- Chip front end design, back-end design, FPGA, board design, embedded SW.
- Around 110 people, 37% female, average age is 26 in 2008.
- Work on automotive radar chipset



Dave at Shanghai Motor Show April 2009

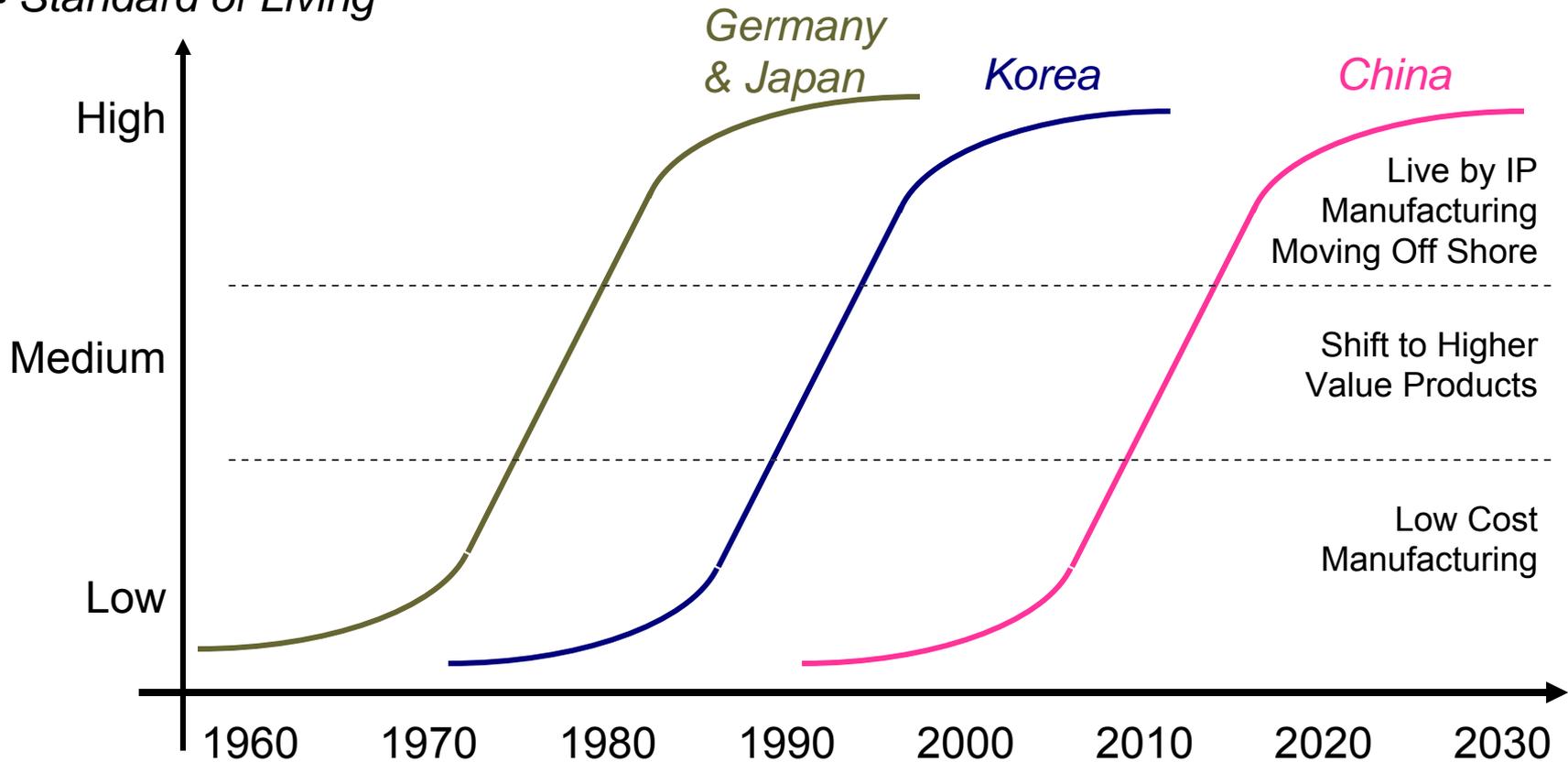


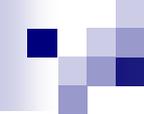
The Tornado of Change

	Local Transport	Air Travel	Food	Fashion
1987	Mostly bicycles. Some Soviet cars, a few imports	IBM only allows Hong Kong to Beijing Route	Limited fresh fruit and vegetables. Few restaurants.	Mao Suits
1997-2001	Lots of cars = traffic jams	Better planes, old airports	Restaurants: either tasty food or pretty hostess	Individual Choice
2006-2009	Extensive high-tech subways	Sparkling, efficient airports	Restaurants: excellent food, beautiful building AND pretty hostess	High Fashion

Crystal Ball

Labor Cost
~ Standard of Living





Dave's Tips for Business in China

Chinese Formal Dinner

The Table will be Round...

Cold dishes will be served first..

Don't rush to take a seat..

The Chinese will probably wait for you to eat first

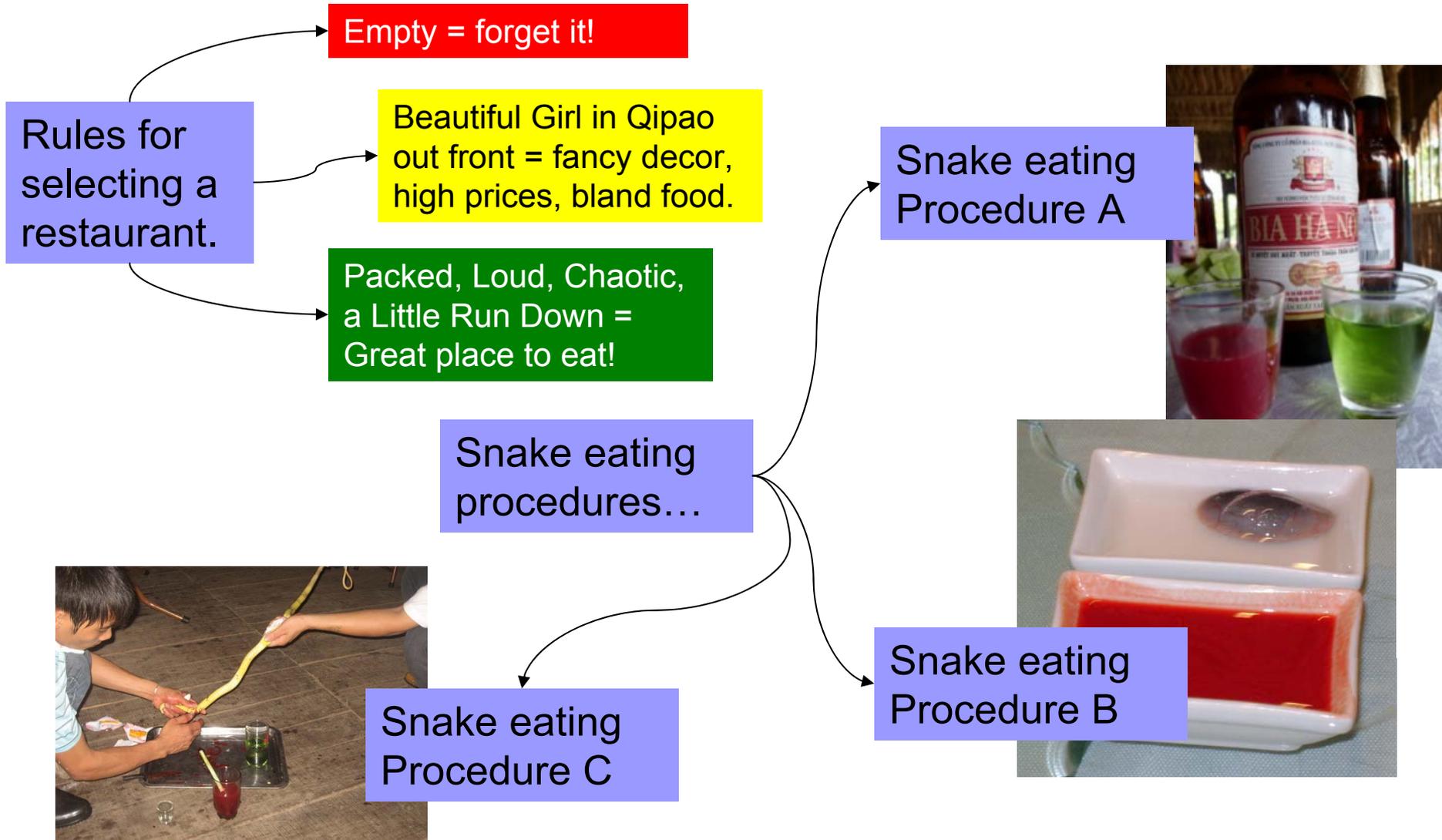
The Chinese will usually drink tea. You can have tea, beer or water.

Female serving staff will brush against you.

Careful – there will be a LOT of dishes.

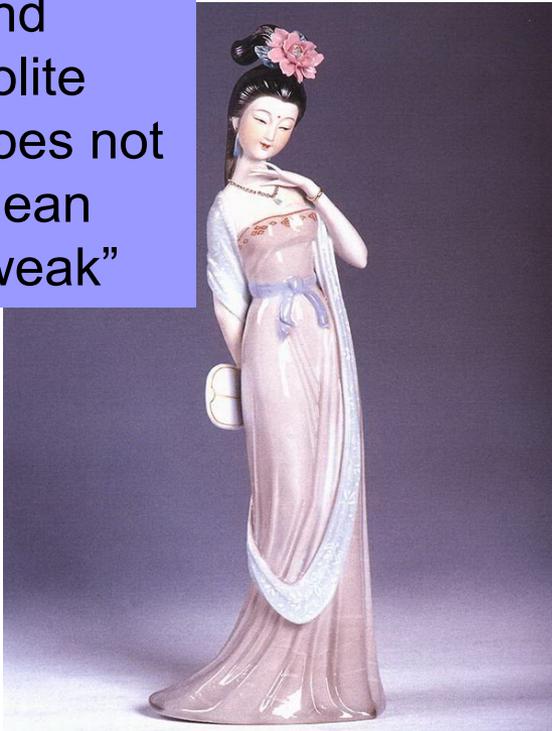


Chinese Restaurant with Friends



Go with the Flow / The Problem of Loudness

Gracious and polite does not mean “weak”



Loud and conspicuous does not mean “cool” or “powerful”



When considering being stupid in public – remember you are NOT anonymous.

Don't fight the crowd, swim with it.

First Customer Meeting

If you are buying something...

Don't worry about anything!

Be American!

Show up in a clown suit and cowboy boots!

Demand a fork!

Speak in a loud voice!

Talk about politics!

If you are selling something...

Don't go alone.

Prep thoroughly with your Chinese partner.

Conservative business attire.

Follow, don't lead. Let the Chinese tell you where to go and when.

Don't rush to take a seat.

Business Cards

Disregard American TV impressions of elaborate rituals – it is not *THAT* important...

Nevertheless, common sense respect + some Asian body language applies...

Offer cards with both hands.

Examine other's card respectfully for a few seconds after receiving it.

Don't scribble on their cards, deface them or otherwise disrespect them during the meeting,

Tip: collect cards in order, and place them in front of you arranged to match the seating...

Should I Learn Chinese?

Definitely: learn a few expressions like 您好吗? (nín hǎo ma?)

Recommended: learn Pinyin pronunciation rules

Don't Kid Yourself:

- Useful verbal proficiency will require ~2000 hours of effort
- Reading proficiency will require ~8000 hours of effort

Better Idea – Learn to Drink Tea

Familiarize yourself with the different varieties of Chinese tea.



Read a book on Chinese History



Chinese Knotting is also interesting,



Read up on Feng Shui

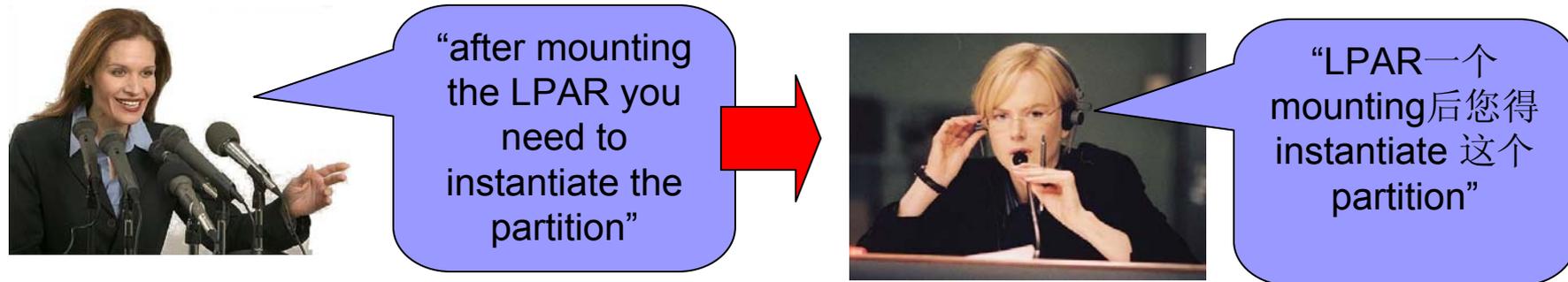
風水

Using Translators

Salesman as Translator



Freelance Translator



Your translator needs to be your partner, technically proficient in your field and with interests aligned with yours.

Negotiating in Teams

Chinese Team....

Technical Expert

Staff Guy

Decision Maker

Person Taking
Notes

Person Watching
You

Person Arranging
Lunch

American Team...



It's John Wayne!!

"I don't need no stinking team! All I need is my trusty Winchester!"

Dress for Success – Men

First Visit

- Grey Suit
- White Shirt
- Necktie
- Black Leather Shoes

2nd+ Visits

- Whatever seems to fit

Tip: China is in a constant state of construction and it rains a lot too. Forget the leather sole Gucci shoes. Get rubber soled shoes you can walk over debris in. See Ecco, Rockport, Mephisto.

Tip: South China can be blazing hot. If you are going a lot, invest in half lined, summer weight fabric suits.



Dress for Success – Women

First Visit

- Grey Suit with Skirt
- White Shirt
- Conservative Black Pumps

2nd+ Visits

- Whatever seems to fit

Tip: Same as for men. Expect to walk a long way over rough surfaces. Forget the high fashion spiked heels. What you want are the shoes worn by Japan Airlines stewardesses – from a sensible maker like Clarks

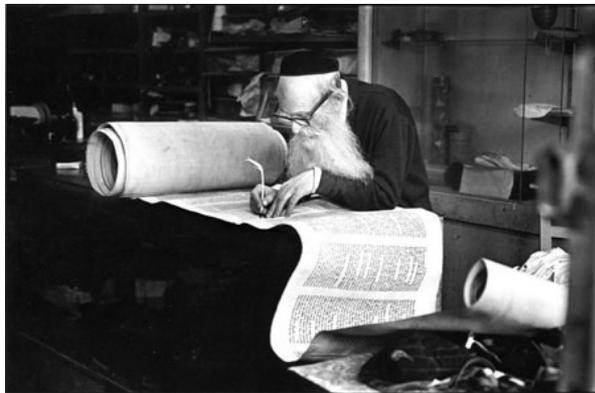
Tip: South China can be blazing hot. If you are going a lot, invest in half lined, summer weight fabric suits.



Ongoing Collaboration



Timezones...



English Status
Reports



English E-mail
Blizzards

Some China Related Books

1. **The Man Who Stayed Behind** by *Sidney Rittenberg*

Fascinating account of a U.S. Army Officer who decided to stay in China after World War II and was actually accepted as a mid-rank Communist party official....when he wasn't in prison. This book provides the only eye witness explanation of the Great Leap forward and of the Cultural revolution that actually makes sense and enables the reader to imagine what the people were thinking and why they participated.

2. **The Joy Luck Club** by *Amy Tan*

One of the top U.S. living fiction authors, Amy Tan clearly based this novel on extensive interviews with older women in the San Francisco Chinese community. An absolute must for any Chinese who is thinking of immigrating to the U.S. in terms of the joys and sadness that will come from raising children in the United States.

3. **Mr. China: A Memoir** by *Tim Clissold*

Hilarious account of a British guy who took the "just show up" approach to China.

4. **The Soong Dynasty** by *Sterling Seagrave*

Very readable account of the famous three Soong sisters and their outsize influence on China, Taiwan and world history.

5. **The Private Life of Chairman Mao** by *Li Zhi-Sui*

This book is quite controversial in China (banned in fact) because it presents Mao Zedong in a less than flattering light. In China determining what is a historical "fact" can be extremely difficult and certain aspects of this book may be distorted. Nevertheless, as Chairman Mao's personal physician, Li Zhi-Sui was an insider eye witness to many of the important events in 20th Century China and the reading is interesting.