

# SPECIAL MANAGEMENT PROGRAM CINA - INDIA

Hotel Melia Milano  
Via Masaccio 19 | MILAN  
November 20-21 2007



[HOME](#) | [ABOUT](#) | [REGISTER](#) | [ACCOMMODATION](#) | [CONTACT](#)

ENGLISH



## MING-JER CHEN | Inside Chinese Business

China in crescendo: Some strategies to successfully deal with the challenges and taking advantage of the opportunities

### SPEAKERS

MILIND LELE

CHRIS PATTEN

MING-JER CHEN

KENICHI OHMAE

### Inside Chinese Business: A Strategic and Cultural Perspective

- Appreciating the "re-emergence" of China and Chinese business, and its global implications
- Today's perspective of the Chinese market
- The rise of the middle class: its impact on global supplies, resources and jobs
- The global triad and the new competitive scenario
- A tough choice: Competing or collaborating with the Chinese?
- Strategic perspectives to successfully engage with Chinese businesses in China
- How to deal with Chinese competitors going global

### Understanding the Chinese Mind-Set: A Balanced, Relationship-oriented View of Business

- Cultivating "Chinese DNA" in your organization: how to compete or collaborate successfully with the Chinese
- Demystifying China's cultural and historical heritage
- Communicating, negotiating, and networking with the Chinese
- Expanding Western strategic repertoires through "Chinese thinking"
- Of long-term relationships "a la Chinese": the real meaning of "guanxi"
- Family business in China
- How to negotiate with the Chinese

### BIO

Ming-Jer Chen is a leading business strategy expert with extensive corporate teaching and consulting experience. He wrote *Inside Chinese Business: A Guide for Managers Worldwide*, already a must-read for all businessmen doing business in China. At present he teaches business strategy, competitive dynamics, and managing East-West enterprise at the Darden Business School, University of Virginia. Before joining Darden, he was founder-director of the Global Chinese Business Initiative at the University of Pennsylvania's Wharton School. He has held affiliations with the Chinese University of Hong Kong, the Imperial College of Science, Technology, & Medicine (UK), and the National University of Singapore. As a consultant, his recent clients include United Technologies, FedEx, DuPont, Morgan Stanley, AIG, Bristol-Myers Squibb, China Development Bank, Kelon Electronics (China) and Young Entrepreneur Organization (Hong Kong).

Known for his pioneering work in competitive dynamics, he has received awards from prestigious organizations such as the Academy of Management. He has also been featured in major media around the world, including Forbes, The Wall Street Journal, USA Today, Handelsblatt (Germany), China Central TV Corp., and Fortune (China). He has been a keynote speaker at the World Economic Forum's China Business Summit in Beijing and at the USChina Executive Summit in New York and the Hamburg Summit: China Meets Europe.