

WORKING WITH CHINA



INTRODUCTORY

For practitioners who would like a good foundation to improve their skills.



2 CPD Hours

With the world continuing to shrink with the constant improvements in technology and travel it is becoming evident that the greatest business opportunities are those offshore.

The challenges of transacting internationally are not just limited to language; it is vital that there is also a comprehensive understanding of the country and its cultural differences to New Zealand. This session, provides delegates with a thorough introduction to the way that China conducts its business and how to engage prospects and clients with the respect and cultural understanding that is key to successful business dealings.

Topics to be covered include:

- China's economy and impact on the world
- E-commerce and social media
- NZ China trade relationship
- NZ China relationship
- Bilateral investment environment
- Doing business in China – general



Presenter - Patrick English Director, Taimona Consulting

Patrick English has been involved with China and international trade since 1989. He has a BA in Chinese studies and International Relations and a Masters in International Management and Chinese from the University of Waikato, and was one of the earliest recipients of an Asia 2000 Scholarship (now Asia New Zealand Foundation). Patrick is an experienced Trade Commissioner and diplomat having served in Shanghai as Trade Commissioner and Deputy Consul General from 1996, in Beijing as Consul Commercial from 2002, and Guangzhou/ Southern China as Consul General and Trade Commissioner from 2009. During his time with New Zealand Trade and Enterprise, Patrick represented NZTE on the New Zealand China FTA negotiations team and led the market implementation programme for the NZ China FTA agreement.

In 2013, after more than 17 years with NZTE, Patrick returned to New Zealand to become the first Executive Director for the then newly established New Zealand China Council. He is on the advisory Board of Confucius in Auckland along with other advisory and board roles, and is a conference and seminar speaker on the New Zealand China relationship. In 2015, Patrick was also appointed as the founding Chair of the Ministry for Primary Industry's China-New Zealand Growth Partnership Executive Group.