

# THE CHINA CULTURE CHALLENGE



**PLAY THIS GAME AND  
STRENGTHEN YOUR CHINA BUSINESS!**

**LOCATION:  
CROWN BUSINESS CENTER  
A. Hofmanweg 5A  
2031 BH Haarlem  
19 MARCH 2020: 13.30-17.30 HRS**

This half-day interactive game is fun and informative. Players take a fresh look at their beliefs and opinions about conducting business in China. And, they develop their own personal action plan to improve their China skills and strategy. Teams are tested in different business fields through challenges and risks, quiz & role-play, mini lectures and surprise financial opportunities and setbacks. Scenarios are based on real-life cases. The team that builds the highest skyscraper wins!

## **WHO SHOULD ATTEND?**

- Business people and professionals active in China and want to increase their business impact further
- Those with a healthy appetite for competition and wish to stay abreast of market trends!

## **WHAT WILL YOU GAIN?**

- Insights in how to improve your China business approach
- Tailored Action Plan for your operations in China
- Better equipped to deal with Chinese partners and circumstances
- Learn from fellow business travellers and share best practices
- Many aha-moments
- Business alerts regarding risks and opportunities in China

## **HOW TO APPLY?**

Please sign up by sending an email to [info@chinaculturechallenge.com](mailto:info@chinaculturechallenge.com). You will be contacted by one of the trainers to follow up on your specific requirements.

**COST:** €375,- per person  
€275,- for each additional participant per company

*“Victory usually goes to the army that has better trained officers and men”  
(Sun Tzu)*

