

CERIS-ULB Diplomatic School of Brussels
Université Libre de Bruxelles - ULB

Two Days Intensive Training
Negotiating with Chinese
Guy Olivier Faure

Open your Mind to a
New World Reflection



CERIS

Brussels Diplomatic School Since 1985



Guy Olivier Faure

Professor of Sociology Emeritus at the Sorbonne University, Paris, France, where he taught “International Negotiation”, “Conflict Resolution”, and “Strategic Thinking and Action”; visiting professor at China Europe International Business School, Shanghai, China.

Professor Guy Olivier Faure is a world expert in the area of international negotiation with outstanding experience and field practice. He is one of the major contributors, with William Zartman (Johns Hopkins University, Washington), to negotiation's modern theory and the promoter of the latest research in this area. Guy Olivier Faure made important scientific contributions such as on how to handle the cultural issue in negotiating or on how to de-escalate in a highly conflicting situation. He has taught at the Sorbonne, Harvard, Oxford, and a number of other renowned institutions. He also has a considerable experience in China that includes negotiations for or with Chinese and foreign companies.

Working in China offers both opportunities and challenges for companies and also for executives. In the booming activity China faces, one of the most difficult challenges is to interact effectively and develop a productive synergy between foreign executives and Chinese counterparts. It is a key issue for foreign companies who want to establish themselves in China or are already operating in China. To address those needs a 2-day intensive program is offered to participants in order to enhance their ability to negotiate effectively with their Chinese counterparts.

► Objective

This program aims to provide specific knowledge about how to be effective with Chinese when negotiating. Furthermore, it provides insights about the changing values of Chinese business people caught within a complex web of traditional and modern approaches to problems and tasks.

► Who Should Attend

The program is highly recommended for executives who are taking on new responsibilities in China but also for foreigners who have already been working in China for some time and want to go beyond their current experiences.

► Programme Benefits

This programme will provide participants with :

- A better adaptation to a fast changing cultural environment.
- A increased knowledge of views and needs of their Chinese counterparts.
- In-depth understanding of new values emerging in the modern business environment.
- Enhance ability to analyze negotiation situations.
- Key elements to identify pitfalls in negotiating.
- Techniques to be effective in negotiating with Chinese counterparts.
- Ability to handle difficult situations.

► Teaching Method

The training takes place over a period of two days, with additional online modules and access to a database aimed at deepening the knowledge acquired. In the database, you will find video and audio-MP3, and reading materials, such as the lecturer's PowerPoint presentations, as well as key articles additional to the curriculum.

In order to ensure the quality of our trainings, their interactivity and a healthy dose of competition, we restrict the number of participants to 20 per session. For simulations and case studies, groups are limited to a maximum of 5 to 10 students.

The training is tailored to the participants' needs and wishes. Simulations and case studies are organized according to the interests of the participants collected through a pre-training questionnaire.

Every class session is split in two parts. The first part focuses on concepts and theory. The second part is dedicated to case studies or simulations in small groups. There are 15-minute coffee breaks during every session and the lunch break lasts 90 minutes. These are opportunities for informal exchanges between the trainer and the participants that allow them to expand the knowledge acquired, to ask further questions and to network. Coffee and lunch breaks are covered in tuition fees.

Once the training is duly completed, you will obtain a Certificate of Advanced studies, granted by the European Post-Graduate School of International & Development Studies.

"The programme does systematic analysis on negotiation's structure, process and strategy, and it helps a lot in controlling negotiations from a higher level and as a whole. With visualized cases and open mindset, the professor explains profound knowledge in a simple way. His belief in achieving harmonious development and multi-win through negotiation, together with his spirit of rational speculation, make us gasp in admiration. Doubtlessly, it is very pleasant learning experience."

Charles Chen, Baxter (China) Medical

Programme Coverage

► Introducing Chinese culture, society, and market

Basic traditional values
Current changing values

► The Chinese mindset

Chinese thinking
Paradoxes
Balance concept

► Chinese profiles of negotiators According to :

Region
Profession
Age group

Chinese perceptions of foreign negotiators

► Chinese negotiating Strategies

Unethical practices
The mobile warfare
The joint project

► Tactics and tricks

The negotiating concept

The role of interpreter

Communicating effectively

► Effective strategies in various types of negotiations

Buying; selling; setting up a joint venture; transferring technology; operating a joint venture
Cooperative/ competitive/ Conflicting situations

The characteristics of a good agreement

The effective negotiator in China



Professor Guy Olivier Faure has authored, co-authored and edited 19 books and over 120 articles. His works have been published in twelve different languages. Four of his books have been published in Chinese. He has also published over 30 articles on Chinese issues in international journals. He has been active **in China** since 1990.

► **TEACHING/RESEARCH INTERESTS:**

Guy Olivier **FAURE** is Professor of Sociology Emeritus at the Sorbonne University, Paris, France, where he taught “International Negotiation”, “Conflict Resolution”, and “Strategic Thinking and Action”. His **major research interests** are in business and diplomatic negotiations, especially with China, focusing on strategies and cultural issues. He engages in consulting and training activities with enterprises, multinational companies, governments and international organizations. Among them: The United Nations Organization; UNESCO; The European Union; The World Trade Organization (WTO). He is referenced in the Diplomat’s Dictionary published by the United States Peace Press, Washington, 1997. He is also quoted as one of the “2000 outstanding Scholars of the 21st Century” by the International Biographical Center, Cambridge, U.K. He has authored, co-authored and edited 19 books and over 120 articles. Among his **most recent publications** are “How People Negotiate” (Kluwer Academic), “Escalation and Negotiation” (Cambridge University Press) with William Zartman, and “Unfinished Business: why International Negotiations fail” (University of Georgia Press, USA).

► **ACADEMIC ACHIEVEMENTS:**

Professor Faure is a member of the editorial board of the three major international journals dealing with international relations, theory and practice: International Negotiation (Washington), Negotiation Journal (Harvard), and Group Decision and Negotiation (New York). He is a member of the editorial boards of two major scientific book series: International Negotiation (Brill Academic Publishers); Advances in Group Decision and Negotiation (Springer).

► **CHINESE EXPERIENCE:**

Professor Faure has lectured **in China** at the following institutions: Beijing University (Beida) Beijing, Fudan University (Shanghai), Hopkins-Nanjing Center (Nanjing), Jiaotong University (Shanghai), Shanghai Institute for International Studies (SIIS), MofCom (Beijing), China-Europe International Business School, CEIBS (Shanghai). Among the **major companies** he worked with **in China** or on Chinese issues: Générale des Eaux, Thomson-CSF, Spotimage, Alcatel, Dassault, Lafarge, GEC-Alsthom, SNECMA, Air Liquide, Cegelec, Chargeurs, Camaïeu, L’Oréal, Chanel, Schlumberger, Schneider Electric, Thalès, Bongrain, Bel, Auchan, Nestlé, ICI, General Electric, Bayer, Philips, AT&T, Siemens, Henkel, General Motors, Lucent Technologies, Gillette, Cnooc-Shell. ABB, Ciba-Geigy, Midland Bank, Squibb, Johnson Cosmetics, Janssen, Sulzer, Polaroid, Rockwell, Walt Disney Co, Hudson Bay, Norsk Hydro, Tetra Pak, GE Healthcare, Maersk, Total Petrochemical, AstraZeneca Shanghai, Lagardère Hachette, Pfizer.

► **CHINESE COMPANIES & ORGANIZATIONS EXPERIENCE:**

Among the major Chinese companies and institutions Professor Faure worked with are: TCL, Ench, ZKungfu, Mofcom, Shanghai municipality, Shenzhen government, CITIC, China Development Bank, Beijing Jin Yang Mining Investment Holding, ChinaTelecom, Shanghai General Motors, Konka Group, Zhuhai Zhongfu Enterprise, Ashland China, Shanghai Pudong Development Bank, Brooks Instruments Shanghai, China Asset Management, Deheng Clinic Beijing, Shanghai Great Sea Group.

► Publications on China and Chinese issues (non-exhaustive list)

- Chinese Business Negotiations: closing the deal. In Zartman I.W.: *Closure: How Negotiations End*. Cambridge University Press. To be published 2018.
- The Macartney Embassy to China. In Vivet E.: *Negotiations of Yesterday, Lessons for Today*, 2018.
- In Search of Negotiations in the South China Sea Dispute (with I. William Zartman). *The Journal of Political Risk: Anatomy of the South China Sea Conflict*. Vol. IV., 2018
- Modernization with Chinese Characteristics: Sinicizing an Alien Model (with Rolf Cremer). *Quarterly Journal of Chinese Studies*. Vol.5 (2), Autumn 2017, 26-41.
- China in Central Asia: Negotiating Cooperation for Mutual Benefits. In Hampson F. and Troitskiy M.: *Tug of War: Negotiating Security in Eurasia*. CIGI/McGill University Press, 2017.
- Informal mediation in China. *Conflict Resolution Quarterly*, 29, 1, 85-99, 2011.
- Chinese communication characteristics: A Yin Yang perspective (with T. Fang). *International Journal of Intercultural Relations*, vol.35, issue 3, 2011, 320-333.
- Negotiated risks across cultures: joint ventures in China. In R. Avenhaus and G. Sjöstedt, *Negotiated Risks: International Talks on Hazardous Issues*. Berlin, Springer, 2009, 307-331.
- Changing Chinese values: Keeping up with paradoxes. (With T. Fang) *International Business Review*, vol.17, issue 2, 194-207, 2008.
- La Chine et la Culture du Droit. In: P. Meerts, *From Peace to Justice: Culture and International Law*. The Hague Academic Publishers, Cambridge University Press, 97- 104, 2008.
- Chinese Society and its new Emerging Culture. *Journal of Contemporary China*, Denver, CO, Vol. 17, No 56, 2008.
- *Négociation internationale et pratique des affaires en Chine* (avec Philippe Béraud et Jean-Louis Perrault). Paris, Maisonneuve et Larose, 2007.
- Les négociations en Chine. In Philippe Béraud, Guy Olivier Faure et Jean-Louis Perrault, *Négociation internationale et pratique des affaires en Chine*. Paris, Maisonneuve et Larose, 2007, 31- 53.
- Stratégies chinoises de négociation. *Agir, Revue générale de Stratégie*, 2006.
- Les joint-ventures en Chine et leur négociation. In Béraud Philippe, Changeur Sophie, *La Chine dans la mondialisation. Marchés et stratégies*, Paris, Maisonneuve et Larose, 2006.
- Converging trends between Chinese and European cultures. *The third Euro- China Forum: Europe and China: Towards a new relationship*. The County Administrative Board of Stockholm. 2004, 67- 72.
- Verhandeln als Kampfspiel- Das chinesische Beispiel, in H. Kordes, H. Nicklas, B. Müller, *Handbusch: Intercultureller Wandel*. Frankfurt/Main, Campus, 2005.
- Les re-négociations dans le cadre des joint-ventures sino-étrangères opérationnelles, in *La négociation : regards sur sa diversité* (Paris, Publibook, 2005).
- Westliche Unterhändler im Interkulturellen Feld: Die Chinesische Erfahrung, in H. Merkens, J. Demorgon, G. Gebauer: *Kulturelle Barrieren im Kopf*, Frankfurt am Main, Campus, 2004, 90-112.
- China: New values in a changing society, in J. S. Matutes (ed.), *El Despertar de la Nueva China*. Madrid, Catarata, 2003, 340-346.
- *How People Negotiate: The Resolution of Conflicts in Different Cultures*. Dordrechts, The Netherlands, Kluwer Academic Publishers, 2003.
- Chinese Culture and Negotiation: Strategies for Handling Stalemates, (with Ding Y.) In Alon I. (Ed.), *Chinese Culture, Organizational Behavior, and International Business Management*. Westport, CT, Praeger, 2003, 85- 98.
- Negotiating for setting up joint ventures in the Caspian region: Lessons from the Chinese experience. *PIN Points*, Laxenburg, Austria, 19, 2002.
- *Wen Hua Yu Tan Pan (Culture and Negotiation)*, China Social Science Documentation Publishing House, Chinese Academy of Social Sciences, Beijing, 2001.
- Negotiating in China: The cultural dimension, *EU-China News*, Beijing, 15, nov.- dec. 2001.
- Joint Ventures in China and their negotiation, in Kremenjuk and Sjöstedt (eds), *International Economic Negotiation*. Northampton, Mass., Edward Elgar Publishers, 2000.
- Negotiation for Setting up Joint Ventures in China. *International Negotiation*, Vol.5, 1, 2000, 157-189.
- Traditional Conflict Management in Africa and China, in Zartman I.W., *Traditional Cures for Modern Conflicts : African Conflict Medicine*, Boulder (Colorado), Lynne Rienner Publishers, 2000.

► Useful Information

Tuition fees : 2500 Euros. The programme fee includes tuitions, case licensing fees, lunches & coffee breaks. The full fee must be paid no later than 15 days before the start of the programme.

Duration : 2 Days Programme

Hours : 9:00 am to 12:30 pm & 2:00 pm to 5:30 pm

Language : English *

Class Size : 15 to 20 participants maximum

Location : 367, Avenue Louise, 1000 Brussels

* Sur demande d'un groupe d'au moins 15 participants, la formation peut être organisée en Français.

For any information, please contact the CERIS Headquarters
by email : info@ceris.be or by phone : 02 537 40 75