

Doing Business in China

8 Top Tips

Here are our 8 Top Tips to help you get your business China Ready. Why 8 Tips? Because the number 8 is regarded as the luckiest number in Chinese culture. "Eight" is pronounced "Ba", which in Chinese sounds similar to the word "Fa" which means to make a fortune. 8 is also the favourite number for businessmen as it represents prosperity, success and high social status. In some areas of China people pay large sums of money for a telephone number with an 8 in it, and homes on the eighth floor of a building would be the most sought after!

Tourism Ireland's top tips for doing business with Chinese visitors

- 1. Provide Chinese language materials**

 - Websites, Mobile apps, Brochures, TV channels, TV guides, Welcome letter (hotels), Maps, Entertainment magazines.
- 2. Provide Chinese language custom itineraries**

 - Packaged to "Speak" to Chinese tourists
 - Chinese historical references; Chinese celebrity endorsements.
- 3. Chinese tourist menu design:**

 - Photo of each food item
 - Chinese-English translation; Price
- 4. Encourage staff to interact with Chinese visitors**

 - Show interest, be chatty
 - Play with their kids
 - When drinking, toast guests individually
 - For delegations, introduce boss to shake hands and receive business cards (use both hands)
- 5. Exploit Chinese passion for photography**

 - Offer to take their photos
 - Jump in photos yourself; strike a pose (and give them a hug!)
- 6. Demonstrate you are interested in Chinese culture**

Learn a few common Chinese phrases

Lear to say their names

 - Use English name (or offer to give them one!)
 - If no English name, use family name only
 - Learn correct pronunciation of 20 most common family names
- 7. Accommodated Chinese Dining preferences**

 - Chinese eat collectively, like to share food (may put dishes in middle of table)
 - Enjoy buffets
 - Prefer noodles, cooked vegetables, spicy food (not cold dishes)
 - Rather have soup than salad
 - Smaller portions of meat
 - Do not put ice in drinks (ask if they prefer hot/warm water)
 - Eager to try seafood (esp. lobster, crab)
 - Less focus on desserts
 - Not used to tipping
- 8. Prepare technology to accommodate Chinese tourist needs**

 - Free Wi-Fi
 - Charging stations, adapters
 - Union Pay
 - WeChat + QR codes

			Pronunciation
Hello	Ni Hao	你好	"Knee-how"
Welcome	Huan Ying	欢迎	"Hwan-ying"
Thank you	Xie Xie	谢谢	"Shay-shay"
Goodbye	Zai Jian	再见	"Zie-jen"

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Tourism Ireland's top tips for doing business with Chinese travel trade

- 1. Learn to see beyond the client about Chinese tourists**

For example, don't assume that the Chinese only want to eat Chinese food. Experiencing local cuisine is important to them. So a week's programme should include at least a couple of non-Chinese meals. Also be aware of the growing number of Chinese travelling in small, self-organized groups whose travel patterns are quite different to large groups.
- 2. Think about long-term engagement and commitment**

Chinese prefer to do business with friends – so work to build that friendship and trust above simply pushing business through, invite them to visit you and host them well. Send them Chinese New Year greetings cards and bring them small gifts when you meet.
- 3. China is not a single market. Understand the regional and demographic identifiers**

You would not have the same sales strategy and marketing campaign for all countries. China is the same. Taking the time to learn about demographic differences across regions will pay big dividends.
- 4. Maintain an active presence on China's internet**

If you are not physically in China, your web presence needs to be. Chinese are much more active on social media and spend more time online compared to Western people. Being active means engaging with them there, through a well localized website, local hosting, social media profiles on Weibo/Wechat and video content on Youku.
- 5. Localization is important and should be delivered appropriately**

Localization is much more than simply accurate translation. Under no circumstance should you use machine translation for your website. Having no Chinese at all is preferable to using an automated Google translate button, no matter how attractive the proposition is. Payment solutions can also be localized, as can social media links and customer service.
- 6. Emphasize the brand heritage, its history and the human interest story in your marketing**

Ireland is known in China for rich natural beauty and hospitality. Bring out these elements whenever you are describing your own product or service, but try to relate them specifically to Chinese culture and influences wherever you can.
- 7. Keep up to date on developments – China changes quickly**

There are lots of sources of information you can register for which will provide you with regular news and updates on what is happening in the market.
- 8. Show respect for Chinese culture**

The dynamics in China now allow Chinese travel agents to expect competitive prices, flexible payment terms and agreement to last minute changes. The pressure from their clients to satisfy every whim is very high. When you can anticipate some of the possible conflict areas and plan for them.