

Bridging Continents – Forging Links

More than 100 European and Chinese Managers at the Intercultural Training for METP 4



What a marvellous start of the training!" "It's so valuable to be part of this unique network from day one!" "I've learned more than I ever imagined in these two weeks!" Such were some of the reactions received from the 105 European and Chinese participants in METP 4 after the two weeks of intercultural training.

The European and Chinese managers came together for the first time in China on 18 May 2009 and spent the following two weeks together in Beijing and Shanghai. On the next 10 pages, we want to bring you some impressions of the different elements and features of these two weeks, beginning with the outdoor training at the foot of the Great Wall. After two days of physical activities there, the group took the overnight train to Shanghai, where METP once again paired up with CEIBS, the well-known China Europe International Business School, for a series of lectures, podium discussions with CEOs and company visits. Shanghai was also the location for an entertaining and instructive treasure hunt, which left its impression not only on Europeans but also on Chinese participants, and even the Shanghai locals among them.

Back in Beijing, the group was thrown into an intercultural business simulation, which had been tailored to fit this specific group of participants and had been expanded to include new modules and learning contents since the previous intake. Meetings with representatives of the China Council for the Promotion of International Trade and the EU Chamber of Commerce in China complemented this module, as did purposely selected dinners at European and Chinese restaurants. At the end of these unique two weeks of intercultural training, there was much to celebrate for some 200 participants, trainers, organisers and METP alumni at a big party, before the next phase of language study and management training awaited the group. ■

Special thanks to Mr. Liu Jiabing for providing some of the photo in this section.



加强交流 真诚合作 促进共赢

Communication and Cooperation for Mutual Benefit



Matchmaking – Real Business in Chengdu

On 17 and 18 October 2009, 35 METP 4 participants took part in the EU-China Business & Technology Cooperation Fair in Chengdu, Sichuan Province.

The fair is in its fourth year and marked one of the largest trade events between the EU and China in 2009. The event provides an important platform of trade, investment and technological cooperation that commits to help SMEs from both EU and China. More than 200 European enterprises joined this matchmaking event together with 600 Chinese enterprises.

European METP 4 participants found the event quite useful; for many it was their first participation in a matchmaking setting or their first time to do business with Chinese in China. While METP organises a wide range of business-related visits, lectures and study tours, the Chengdu fair provided many participants with tangible business opportunities through meeting potential Chinese partners from their respective industries. ■

Jochen Schmidt
METP 4



The Chengdu matchmaking event was a very interesting opportunity for intercultural business activities. I had 14 matchmaking meetings in 2 days with Chinese companies of various business fields. All meetings were worth the experience, some of them lead even to further contacts. The timing and scheduling of the program was very good, the meeting sessions of 40 minutes each could be realized in an appropriate meeting environment. Due to the short time and the high number of encounters the individual sessions had to be well structured, highly concentrated and intensively communicative. I met very competent and engaged session partners from the Chengdu region, willing to share their experiences on their home market and to know more about European business activities. With the help of an excellent English-Chinese translator I could enjoy this event as a truly intercultural experience platform. Although there were no direct matches with my concrete working field, I nevertheless could learn a lot about Chinese markets and business structures in general - what I consider being helpful for further business activities in China. ■





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