**+ The world of business**



**Doing Business in China**

**Today, we talk to Mr. Ghanem, a businessman based in Amman who often visits China. We asked him when he first started doing business with China.**



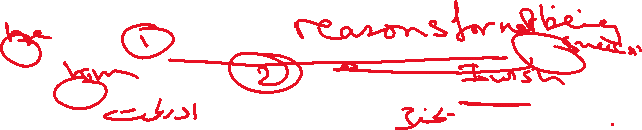
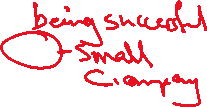
‘I’ve been doing business with China for many years. My first trip there was in 2004 CE, and it was not very successful.’



**Why was it not successful?**



‘I worked for a small computer company in Amman. They sent me to China when I was still quite young. If only the company had realised that the Chinese respect age and experience more than youth!’



**Did you make any mistakes on that visit?**



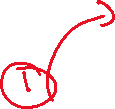
‘Yes! I wish I had researched Chinese culture before I visited the country. In order to be successful in China, you need to earn their respect. Chinese business people



will always ask about a company’s successes in the past. However, because I worked for a new company, I could not talk about its track record. We did not do any business deals on that first trip.’



**When did you learn how to be successful in China?**



‘I joined a larger company and they sent me on a cultural awareness course. On my next visit to China, it felt as if I



hadn’t known anything on my first visit!’



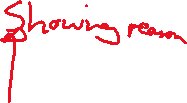
**What advice can you give to people wanting to do business in China?**



‘Before I visit a company, I send recommendations from previous clients. I also send my business card with my job position and qualifications translated into Chinese.’



**Can you tell us about your last meeting in China?**



‘Of course! I arrived on time. You must not arrive late, as this shows disrespect. Then, when I met the company director, I shook hands with him gently. I began the meeting by making small talk about my interesting experiences in China. During the meeting, I made sure that my voice and body language were calm and controlled. I never told a joke, as this may not be translated correctly or could cause offence.’



**Was it a successful meeting?**



‘Yes, it was. I knew that the director had researched my

business thoroughly before the meeting, so I was prepared for **his** detailed questions. When I began negotiating, I started with the important issues. The Chinese believe in avoiding conflict. It is always important to be patient. I was prepared to compromise, so in the end, the meeting was successful

