

Doing Business in China & USA

Differences I have noticed
along the way....

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Agenda



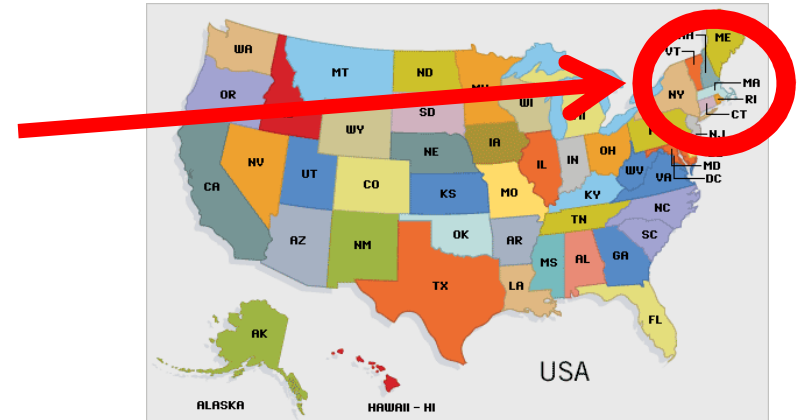
- What Built My Perspective
 - Payment
 - Buying Online
 - Trust
 - Regional Offices
 - Business Through Referral
 - Clothing / Presentation
 - Gifts for Clients / Customers
 - Q&A
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Who am I



My background (before my opinions / perspective)

- Grew up in NorthEast USA (new york)
- 3rd generation American
 - Grandparents from Canada / Europe
- Moved to China end of 2007

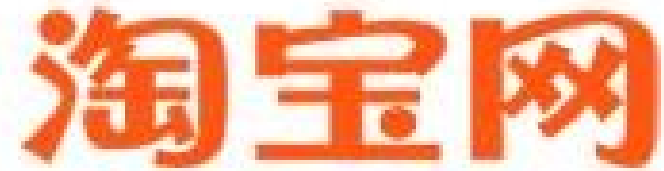


Payment

- Credit Cards more commonly used in USA
- Maybe that's why debt problem?
- Chinese bargain more
- Chinese make contract / agreement much more complex



- Ebay vs Tao Bao
- USA – pay first, then deliver
- China – pay, escrow, deliver, release payment
- Bargaining online
- Chat / Talk before buy.

The logo for Taobao.com, consisting of the Chinese characters "淘宝网" (Táo Bǎo Wǎng) in a bold, orange, stylized font.The logo for eBay, featuring the word "eBay" in a lowercase, sans-serif font. The letters are colored: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.

Trust

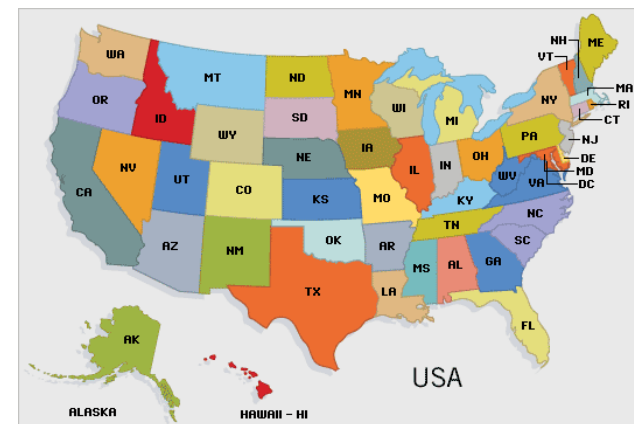
- Americans trust quicker
- Not always meet face to face
- Less talk before making deal



Regional Offices



- US – can many times get away with 1 office
- China – normally need to meet face to face
 - Require more offices



Business Through Referral



- US – search online to find service
- China – ask friends / network
- Both do highly regard importance of referrals



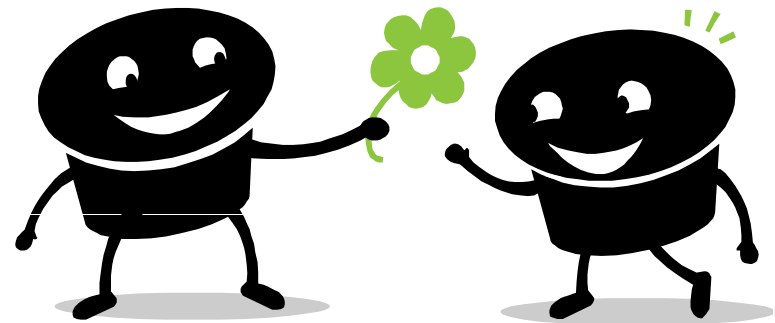
Clothing / Presentation

- China – presentation / outlook very important
 - Any industry
- US – performance can override presentation
 - Depends on industry
 - INTERNET!!!



Gifts For Clients

- USA - Limits to gift giving in business
- Unless very large deals, gifts not as common in USA – more “strictly business”



Conclusion



- People are People, in many ways the same.
 - But cultural experience defines us
 - America much younger culture
 - Trust quicker
 - China has traditions to uphold
 - Once you have relationship, it is long term
 - China is growing & changing quickly
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Question & Answer



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