

# The Bridge

– bridging Scandinavia and China



*“Our senses don’t deceive us:  
our judgment does”*  
Johann Wolfgang von Goethe

## Cross Cultural Competence

The purpose of this seminar is to familiarize Scandinavians with Chinese culture as well as typical Chinese professional and commercial behavior. A deeper awareness of the Chinese mentality will help the Scandinavians to communicate better and more efficiently with their Chinese counterparts and help them excel in their professional and commercial relations with Chinese. The seminar will provide the participants with knowledge and practical tools that they can implement into their daily work.

## Seminar plan:

- The first phase of the seminar compares the Scandinavian and the Chinese culture in order to provide a background for understanding their mentality and the different cultures impact on professional and commercial behavior. Significant historical events, demographics, religion, educational system, etc. are involved in providing the understanding of the cultural differences.
- The second phase of the seminar is identifying the typical traits of the different cultures. A comparison of the Scandinavian and Chinese professional and commercial behavior is being made to outline the typical pitfalls when establishing cross cultural relations.
- The third part of the seminar provides a cross cultural toolbox providing the participants with the awareness, competence and practical tools to facilitate a more efficient and productive cross cultural cooperation with Chinese counterparts.

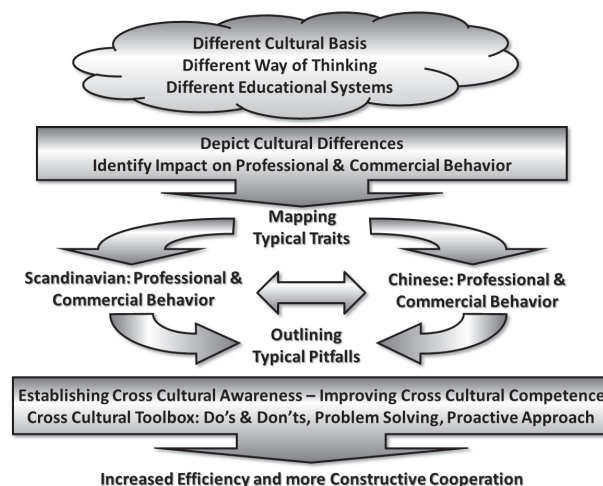
## Speakers:

Annie Tang, the founder of Eurasia Resources, was educated in China, Denmark and the US, and has over 10 years experience associating with and working with Scandinavians. She will share her insights and own experiences on how to, for a Scandinavian, excel at working with Chinese.

Gunnar Liland Thomsen, Executive Business Development Manager from DEIF Wind Power Technology, former director in DEIF China, will share his three years’ field experience in China. His thorough experience includes organizational development, establishment of R&D organization, managing the sales force, business development, etc.

The standard price for the seminar including meals is DKK 4.950 excl. VAT. However members of DWIA are admitted at a discounted rate of DKK 3.950 excl. VAT.

Date: September 20th, 2011  
Venue: Hindsgavl Slot,  
Middelfart



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For enlisting visit [www.thebridge.dk/enlisting](http://www.thebridge.dk/enlisting) using the password DWIA to enlist for the exclusive DWIA-seminar. A maximum of 20 attendees are admitted.

## Program:

10:00 registration  
10:30 seminar, part I  
12:00 light lunch/networking  
13:00 seminar, part II  
14:30 coffee break/networking  
15:00 seminar, part III  
16:30 Q&A

The Bridge is a consultancy company specialized in providing services bridging Scandinavia and China. We possess hands-on practical experience from Scandinavian operations in China – that is why we in a credible way can guide our audience to avoid the many potential pitfalls when entering China or when working with Chinese partners. Besides providing cross cultural competence The Bridge also offers a variety of other services facilitating SME's going East.

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*“We don’t see things as they are, we see them as we are”*

Anais Nin

## What former participants said about cross cultural seminars delivered by The Bridge

In January 2011 Danish Wind Industry Association organized a cross cultural management seminar for its members at DEIF Wind Power Technology in Skive.

The aim of the seminar was to prepare Scandinavian managers for their entry in China as cooperating with Chinese partners or managing/cooperating with Chinese colleagues – to bridge the cultural gap between Scandinavia and China.



Annie Tang

The speakers were Annie Tang, founder of Eurasia Resources – a Shanghai-based HR consultancy company and Gunnar Liland Thomsen, executive business development manager at DEIF Wind Power Technology – former director at DEIF China in Shanghai during his three years expatriation in China.

Kim Nedergaard Jacobsen Project Manager at the Danish Wind Industry Association was asked to evaluate the seminar.

‘I know that I do not only speak for myself when I say that the seminar was as well educating as entertaining from first to last minute’ Kim start. ‘- from many

*“A great many people think they are thinking when they are merely rearranging prejudices”*

William James

*“By nature men are pretty much alike; it is learning and practice that set them apart”*

Confucius

*“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle”*

Sun Tzu



Kim Nedergaard Jacobsen

of the attendees I have received feedback that they had a great and rewarding day in Skive’ Kim says.

‘I have attended cross cultural seminars before this – but what made this stand out of the ordinary was its refreshing element of relevant hands-on experience.’ ‘The combination of Annie being native Chinese educated in Denmark and Gunnar having hands-on experience from his time as a manager in China gave the seminar a lot of credibility.’ Kim continues.

‘it was very evident that both speakers had a great deal of knowledge about “both sides of the coin” which gave the attendees a strong feeling of relevance contrary to those pretty academic seminars that are also found’ Kim adds.

‘That the speakers performed very well as a team and understood how to spice up the serious topic with stimulating chunks of Danish humor all in all meant that we all left the seminar with a distinct feeling of having been well educated as well as well entertained’ Kim concludes with a smile.



Gunnar Liland Thomsen

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