

## CHKD-Academy 2021-10

### Communication & presentation skills- what German customers expect

28th of October 2021 (Thursday), 9:00 am- 12:00 pm | click [Registration](#)

**Training venue:** Online Webinar

**Target group:** Chinese members of company boards and other company executives

**Language:** English

**Certificate:** every participant will receive a course certificate issued by the Chinese Chamber of Commerce in Germany e.V. and the China Netzwerk Baden Württemberg e.V.

#### Course Content:

Germany is Europe's largest economy and a profitable place to do business. However, even decades after its reunification it is still characterized by regional identities, at the same time having a national culture: facts, task-orientation and of course direct communication play central roles in Germany.

But what does direct communication mean in Germany? Knowing how to communicate with a different culture is the most important skill in order to build connections and building, successful business. What is the formal way of German communication, what are non-verbal clues? What are the German expectations of a presentation?

By using practical examples from the many years' experience of the trainer, the participants will practise how to solve conflicts successfully according to German culture and business practices. Case studies and role plays will teach and prepare the participants how find the appropriate way of communication in Germany.

#### Trainer Profile:

Mr. Karsten Schmidt features over 20 years of international working experience working Germany, England, USA and China. A fully qualified German lawyer and global communication expert he trains and coaches top executives all over the world.

- He got over 15 years of experience as a world trainer at C-Level in Asia and Europe
- In 2017 he relocated from Shanghai to Düsseldorf, Germany, conducting training and coaching for medium-sized and DAX-listed companies across Germany and Asia.
- He is also a registered attorney and partner in a Düsseldorf law firm.
- 14 years in Shanghai, first studied one year Chinese at the prestigious Fudan University, then he worked as Chief Representative building up the China office for Germany's most successful PR agency Pleon and his own training and coaching business
- He reported twelve years for "RTL TV", Europe's most successful private TV station, working six years in New York as a foreign correspondent and Live TV breaking news reporter
- He is a IFC-certified executive coach and speaks conversational Chinese



## Agenda

<b>8:45 - 9:00</b>	<b>Login</b>
<b>9:00 - 9:15</b>	<b>Introduction of participants and Trainer</b>
<b>9:15 - 10:00</b>	<b>The different communication styles in China and Germany</b>
<b>10:00 - 10:30</b>	<b>Communicating confidently with German business partners</b>
<b>10:30 - 10:45</b>	<b>Coffee Break</b>
<b>10:45 - 11:30</b>	<b>The secrets of presenting successfully in Germany</b>
<b>11:30 - 12:00</b>	<b>Summary and Q&amp;A</b>

**Registration Deadline: the 15th of October 2021 (Friday).** Max. 12 participants can attend the training. Due to the small number of free places, please register as soon as possible, if you are interested in the course. Please register [online](#) or contact Ms. Eva Fischkina ([info@chk-de.org](mailto:info@chk-de.org)) with your personal information (name, company, position, E-Mail address and Bill address). We will confirm your registration after receiving your transfer.

**Price<sup>1</sup>: members<sup>2</sup> 295,-\* / non members 395,-\***

**Package Price (5 Seminars) members: 1.195,-\***

**Package Price (5 Seminars) non members: 1.595,-\***

<sup>1</sup> Due to the strict number of participants in the course, the paid application fee is not refundable.

<sup>2</sup> CHKD Members and CNBW Members

\* All prices are exclusive of German statutory value-added tax // If the seminar is cancelled the course will be credited to you as a voucher, which can be used for any CHKD Academy seminar.



Registration

CHKD Academy

2021-10

Communication & presentation skills- what German customers expect

公司名称 Organisation		
称呼 Address	<input type="checkbox"/> 先生 Mr.	<input type="checkbox"/> 女士 Mrs./Ms.
参加者姓名 Name, Surname		
职务 Position		
联系电话 Telephone		
联系邮箱 E-Mail		
账单地址 Billing Address		
<input type="checkbox"/>	Confirming to pay the fee for the training on the 28 <sup>th</sup> of October 2021	

Please send us this application form till the **15th of October 2021**.

联系人 Contact Person:

Ms. Eva Fischkina

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About CHKD Academy

In recent years, Chinese enterprises have begun to invest more in Germany. In 2016, China's investment in Germany accounted for 40 percent of the EU's investment flows. At the end of August 2017, China's accumulated investment in Germany reached 10.858 billion US Dollars and the number of Chinese enterprises in Germany has reached more than 2,000. The Chinese Chamber of Commerce in Germany has made its regular member survey „Survey on the Investment Climate and Demand of Chinese Enterprises in Germany”, which shows that one of the biggest challenges faced by Chinese enterprises in Germany is the right way of leading international teams and how to operate in Germany. Based on this important background, the Chinese Chamber of Commerce will continue to actively play a “bridge” role. The CHKD offers Chinese companies, with the support of German professional expert and external institutions, trainings for executives and employees. These training sessions are designed to help Chinese companies to reduce organizational difficulties and costs, to promote the companies, to actively take on social responsibilities, to sustainably develop and to jointly establish a good Chinese economic image in Germany.