

## CHKD-Academy 2022-04

### Sourcing in Germany - Maximizing Success with German Business Partners

7th of April 2022 (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:

Based on the first webinar, this in-depth course for experienced professionals will show the participants how to achieve optimal results in their business arrangement and negotiation with German business partners.

In order to conduct the business successful, a deep understanding how the German business partners "tick" is instrumental to build trustworthy relationships.

Knowing the Communication style of German business partners und applying the right negotiation strategy is essential to succeed. In this Webinar the participants will learn the relevant aspects for winning negotiations and gain insights into the specific business practices in Germany.

By using practical examples from the many year's experience of the Trainer, the participants will practice how to prepare and respond to the concerns of the German business partner. Case studies and role plays teach how to deal with various typical scenarios with German business partners.

Optionally the webinar may start of with an "Impulse speech" of a participant who will explain his specific case for discussion with the Coach and the other participants.

#### Contents of the Webinar:

- Do's and Don'ts in doing business and in negotiations
- Understanding the other party's values and Codes of Conduct and how to use them
- Case Study
- Differences in communicational behavior
- Understanding „Non-verbal Signs“ and how to react
- Business Etiquette and Business Conventions
- Case Study
- Strategies how to build your negotiation position
- How to deal with typical objections and resistance
- Keeping Face – Giving Face
- How to behave in difficult situations
- Case Study
- Contract conditions and particularities
- Optimizing Payment Terms and Alternative

### Trainer Profile:

**Mr. Stefan T. Schwaab** features over 30 years of international experience in negotiations for both procurement and sales.

- He was appointed to various Top Management positions in Asia and Europe with leading global companies such as ABB, Siemens, Alstom, etc.
- The first foreigner to the Top Management Board of famous China First Heavy Industries Inc. where he was in charge of Sales and Marketing.
- Senior Professor at the prestigious “East Asia Institute” of the University of Applied Studies in Ludwigshafen, Germany.
- Giving MBA Lectures on “Global Sourcing” at the European Management School in Mainz, Germany.



### Agenda

8:45 - 9:00	Login
9:00 - 9:15	Introduction of trainer and participants
9:15 - 9:30	Optional Impulse Speech of a participant
9:30 - 10:00	Do's and Don'ts in doing business and in negotiations Understanding the other party's values and Codes of Conduct and how to use them Case Study
10:00 - 10:30	Communicational behavior Understanding „Non-verbal Signs“ and how to react Business Etiquette and Business Conventions Case Study
10:30 - 11:30	Strategies how to build your negotiation position How to deal with typical objections and resistance Keeping Face – Giving Face How to behave in difficult situations Case Study
11:30 - 12:00	Wrap-up, conclusions Questions & Answers

**Registration Deadline: the 31th of March 2022 (Thursday).** 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,-\***

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

2 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

2022-04

Sourcing in Germany - Maximizing Success with German Business Partners

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 7 <sup>th</sup> of April 2022

Please send us this application form till the **3<sup>rd</sup> of March 2022**.

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.