

HRO INTERCULTURAL TRAINING

HRO is a comprehensive intercultural training provider. We provide traditional and innovative simulation based intercultural training for both expatriate and Chinese managers and staff, **in English, Chinese and German** languages. We have programs ranging from short lecture to long-term cross-cultural training programs, and most importantly, **we can customize and develop** learning experience for your people according to your specific situation!

Programs can be structured according to the cultural background of participants:



Training Methods:

- Lecture (own textbook)
- Workshop
- Simulation
- Games and activities

Our intercultural training programs are designed by a cooperation that is a cross-cultural experience by itself. Professor Zhuang Enping, Senior Consultant for HRO, is the leading Chinese specialist on intercultural issues in China, with three books and numerous articles published on the topic. In order to create a genuinely intercultural seminar, he worked together with Mr. Gabor Nagy, Managing Director of HRO Consulting, who is fluent in Chinese and has 12 years of experience in China. A multicultural team - consultants from Germany, Canada, Austria, and Hungary added their viewpoints. The program was greatly enriched by the actual experience of working with managers (Trainees) coming from China (Mainland, HK, Taiwan), Japan, Malaysia, Indonesia, Thailand, Australia, India, USA, UK, Netherlands, Belgium, France, Germany, Switzerland and Russia.

Business Behavior in China - Training Program for Expatriates

Even though China is adapting to global business standards in a fast pace, but Western managers and business persons are still facing unexpected situations here everyday. Some of these experiences are pleasant surprises, some of them appear strange, irrational and frustrating.

- What is behind these situations?
- How Chinese people think?
- What should someone do, and what should be avoided?

These are the questions that we explore via the intercultural training with expatriate managers and businessmen who work with China.

Potential topics:

- ❑ Cultural differences and conflict points
- ❑ Psychological effects of being an expatriate manager in China
- ❑ Chinese history and modern business behavior
- ❑ Communication style differences and how to deal with them
- ❑ Chinese negotiation tactics
- ❑ Managing and motivating Chinese employees
- ❑ Cultural stages of foreign companies in China
- ❑ Building Company Culture in China



Working in Intercultural Teams - Training Program for Mixed Groups (both expat and Chinese managers)

Fundamental differences in upbringing, education and life experience, differing values, perceptions and attitudes often stand between Chinese and foreign staff, hindering, sometimes stalling, effective communication, coordination and decision-making.

Potential topics:

- ❑ Cultural differences and conflict points
- ❑ Work values and managerial behaviors
- ❑ Perspectives on performance evaluation
- ❑ Cultural conflicts and miscommunication
- ❑ Intercultural communication skills
- ❑ Professional communication at work
- ❑ Presenting your viewpoints in a team



Working in a Foreign Company - Training Program for Chinese Managers

Multinational corporations working in China operate in an environment of high pressure created by the market and their own targets. Foreign and Chinese employees alike are expected to provide quality work and contribute to meeting targets from Day One.

When Chinese employees need to cooperate with foreign colleagues, their professional challenges are intensified by cultural ones.

We also provide similar intercultural training for Chinese people who go abroad for work or training.

Potential topics:

- ❑ Cultural differences and conflict points
- ❑ Work values and managerial behaviors
- ❑ Perspectives on performance evaluation
- ❑ Cultural conflicts and miscommunication
- ❑ Intercultural communication skills
- ❑ Professional communication at work
- ❑ Presenting your viewpoints in a team



HRO Shanghai brings world-class trainings to China!

Trainers:

Gabor Nagy

Mr. Gabor Nagy, Managing Director of HRO Consulting, Co-Author of FIT In™ assessment system, has acquired an extensive background in business and in intercultural issues, building on 17 years experience with Chinese culture and people. Mr. Nagy introduced many foreign businessmen to Chinese culture, and also conducted intercultural communication training for Chinese companies' top managers. He started his career as a Chinese-Hungarian interpreter in Hungary and in China, before holding a number of challenging positions across China for Global Autotech (Chief Representative), Singapore Premier Technologies (Market Development Department Manager), CemTek Computer Solutions (Project Manager) and eGate InfoTech (Business Consultant). Mr. Nagy has been invited to give speeches for MBA students at Tongji, Jiaotong and Maritime University, and conducted workshops for managers coming from PWC, Hewitt, Rolland Berger, Dun & Bradstreet, Shanghai VW, ICA, Roche, Merck, Omron, Bosch, and many other companies. Mr. Nagy is fluent in English, Chinese and Hungarian.

Professor Zhuang Enping

Mr. Zhuang Enping is an intercultural specialist, trainer and consultant specializing in cultural conflicts and cultural synergy in multinational companies. He is professor of intercultural business communication at Shanghai University, and used to do research and teaching at Austin Peay State University in the US. He is a vice president of the China Association for Intercultural Communication (Shanghai Branch), and also a director of the Intercultural Business and Management Consulting Center. His research and consulting include Shanghai GM (Sino-US), Shanghai Volkswagen (Sino-German), Shanghai GE (Sino-US), Beijing-Jeep (Sino-US), Guangzhou-Peugeot (Sino-France). He is also a senior trainer in the Shanghai Foreign Investment Association for top managers of foreign invested companies in Shanghai. In addition, he has experiences in teaching Intercultural Business Communication in MBA programs in China and in the United States. His publications include three books and numerous articles ranging from the framework of intercultural communication study and designing of training programs to the application of its study in joint ventures and mergers. His training material as a textbook has been widely used in China.

Istvan Mellau

Mr. Istvan Mellau, Senior Consultant has extensive experience in various fields of corporate consulting and training, including specialized projects in intercultural management issues, corporate culture and group dynamics. In addition to training and consulting projects for leading multinational companies (LG, Siemens, T-Systems, World of TUI, Raiffeisen Bank, Ford Motors, Clarion, C&A) he has delivered lectures and presentations, among others, in the German Chamber of Commerce and the Universities of Budapest and Hong Kong. He is a member of the TOPS Berlin - TOPS Munchen (Germany) of Trainer & Consultant Society. He has done cross-cultural field-studies in various Asian countries amongst Thailand, Malaysia, Indonesia, South-Korea and India. He holds a post-graduate degree in corporate training and psychology, delivers trainings in German, English, Hungarian and Romanian, and currently learns Chinese intensively.

Friedemann Demmer

Mr. Friedemann Demmer, Co-Founder, Senior Partner and Senior Consultant of HRO, Co-Author of FiT In™ assessment system, builds on more than 8 years experience in training and assessment in intercultural environments, including more than 800 job-fit assessment projects for the German Employment Office. Mr. Demmer has worked for five years in BFI Peters, a well known German vocational training company, as trainer, project leader and branch manager responsible for three institutes, coordinating the work of 100 specialist. In Shanghai, he has performed coaching and trainings for Shanghai VW, Nestle, Siemens Dematic, Schenker, ICA, Rohm & Haas, the German Chamber of Industry and Trade. He is the recommended expert by the German Chamber in Crisis Intervention and intercultural issues. Besides executive coaching, he also has significant achievements as a watersport's coach: has worked with World- and Olympic Champions in white-water kayaking, and now is a coach of the Shanghai International Friendship Dragonboating Team. His educational background includes a Master of Education, majoring in Diagnostics and Counselling, and a Postgraduate Program in Business Administration.

His articles about living and working in China have been published in several German Journals and just recently he was included as Co-Author for a new German University Textbook on International Project Management.

HRO Shanghai brings world-class trainings to China!

