



BBC WORLD SERVICE LEARNING ENGLISH

Doing Business in China



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Doing Business in China 在中国经商

How to Win in Business in China 怎么在中国赢取商机

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习。

China has changed enormously over the last 20 years. Its economy has been growing at 10% a year, and it's on track to be the world's largest economy soon. Today, 80% of the world's electronic goods are made in China. As a result, more and more western companies want to do business in China. But how easy is it for a westerner to do business there? Here are some tips from the British Embassy in Beijing.

Take your time. In the west, business is ruled by deadlines. Chinese business people seem to act slowly by western standards, so be prepared to wait for decisions.

Build relationships. In the west, it's usual to do business first, and then see if a relationship is possible. In China, it's the opposite. You need to build a relationship before you can do business. This leads to the idea of 'guanxi'. Guanxi means using personal contacts and relationships to do business, and westerners need to understand how real and strong this is in China.

It can also be useful to find a reliable Chinese ally to work with you. He or she will be able to help with language or cultural problems and will also be able to understand Chinese body language. Remember too that a visit by a westerner is often seen as a great honour by Chinese companies.

You must remember to respect 'face'. Face means having high status with your peers. Face can be lost, given or earned. Never criticize or insult someone in front of others, as losing face will make it impossible to make a deal. On the other hand, if you praise someone by saying good things about him or her, then he or she will gain face, but be careful not to do it too much.

Accept the pecking order. Hierarchy is very important in China, and the group is more important than the individual. In business, Chinese people often don't like taking responsibility individually and may also not like giving opinions in front of peers, in case they lose face.

All these tricks of the trade can help you to play the game and do business successfully in China. Be prepared and be patient, if you want to be a winner in China.



Glossary 词汇表

economy – 经济	on track – 步入正轨
goods – 商品	tips – 秘诀
take your time – 慢慢来	deadlines – 限期
build relationships – 建立关系	ally – 联盟
body language – 肢体语言	high status – 高地位
peers – 同等地位的人	criticize – 批评
insult – 侮辱, 攻击	make a deal – 做交易
pecking order – 直译是“啄序”, 指以尊卑, 高低等划分的秩序	hierarchy – 等级制度
taking responsibility – 承担责任	giving opinions – 发表意见
tricks of the trade – 生意秘诀	play the game – 按照游戏规则

1. Reading Quiz 1 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真? 哪句是假? 请圈出正确答案。

1. China is now the world's largest economy. True / False
2. Western business people act more quickly than Chinese ones. True / False
3. 'Guanxi' is not important in China. True / False
4. It is OK to criticize people in front of others. True / False
5. You need to take your time to be a success in China. True / False

2. Reading Quiz 2

Answer the following questions about the text. You should write a short answer (1 to 6 words) 根据课文内容简短回答问题（1-6 个词）。

1. What do you need to build if you want to do business in China?

2. What do westerners need to understand about 'guanxi'?

3. Who should a westerner work with in China?

4. What can make someone gain face?

5. Why do some Chinese not like giving opinions in front of their peers?

3. Summary Completion

Complete the summary with words from the box.

选词填空完成下面文章小节：

ally	deadlines	game	language	status
build	do	hierarchy	peers	trade

China will soon be the world's largest economy. Many western companies want to 1. _____ business there.

It is important to take your time. Western businesses are controlled by 2. _____, but Chinese ones are not.

You must 3. _____ relationships first in order to do business, and learn that 'guanxi' is very important.

It is a good idea to find a reliable Chinese 4. _____ to work with you.

They will understand body 5. _____ better than you.

Remember to respect face. Face means having high 6. _____ with your 7. _____. If you cause someone to lose face, they will not do business with you.

Don't forget the pecking order. 8. _____ is very important in China.

You need to know the tricks of the 9. _____ and play the 10. _____ to be a winner in China.



4. Wordsearch 单词搜索

Try to find the words associated with doing business in China in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与在中国经商有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

w	d	p	o	i	f	u	j	k	g	g	f
e	m	e	j	h	a	l	k	j	o	g	f
r	n	c	a	v	c	y	u	i	o	m	a
s	b	o	m	d	e	a	l	l	d	n	s
t	v	n	b	f	l	h	j	k	s	b	d
a	c	o	v	g	h	i	e	u	i	v	f
t	x	m	f	s	t	l	n	g	p	c	g
u	z	y	h	q	f	k	f	e	k	t	h
s	h	x	j	w	e	j	g	b	s	r	j
s	n	t	i	p	s	y	v	a	x	a	k
d	t	a	s	d	f	g	h	j	m	d	l
f	y	b	u	s	i	n	e	s	s	e	m

economy	deadlines	face	game	trade
goods	status	deal	business	tips

Answers 答案

1. Reading Quiz 1 阅读测验

- China is now the world's largest economy. **False**
- Western business people act more quickly than Chinese ones. **True**
- 'Guanxi' is not important in China. **False**
- It is OK to criticize people in front of others. **False**
- You need to take your time to be a success in China. **True**

3. Summary Completion

China will soon be the world's largest economy. Many western companies want to **1. do** business there. It is important to take your time. Western businesses are controlled by **2. deadlines**, but Chinese ones are not. You must **3. build** relationships first in order to do business, and learn that 'guanxi' is very important. It is a good idea to find a reliable Chinese **4. ally** to work with you. They will understand body **5. language** better than you. Remember to respect face. Face means having high **6. status** with your **7. peers**. If you cause someone to lose face, they will not do business with you. Don't forget the pecking order. **8. Hierarchy** is very important in China. You need to know the tricks of the **9. trade** and play the **10. game** to be a winner in China.

2. Reading Quiz 2

- You need to build relationships.
- How real and strong it is./That it is real and strong.
- A reliable Chinese ally.
- By praising them
- In case they lose face

4. Wordsearch 单词搜索

	d				f				g		
		e			a				o		
		c	a		c				o		
s		o		d	e	a	l		d		
t		n			l				s		
a		o				i					
t		m					n				
u		y						e		t	
s							g		s	r	
		t	i	p	s			a		a	
									m	d	
		b	u	s	i	n	e	s	s	e	