

CHINA CROSSROADS

Thursday, April 29th, 2021, 19:00 – 20:30

Business Negotiation in China: Navigating Roadblocks and Traps

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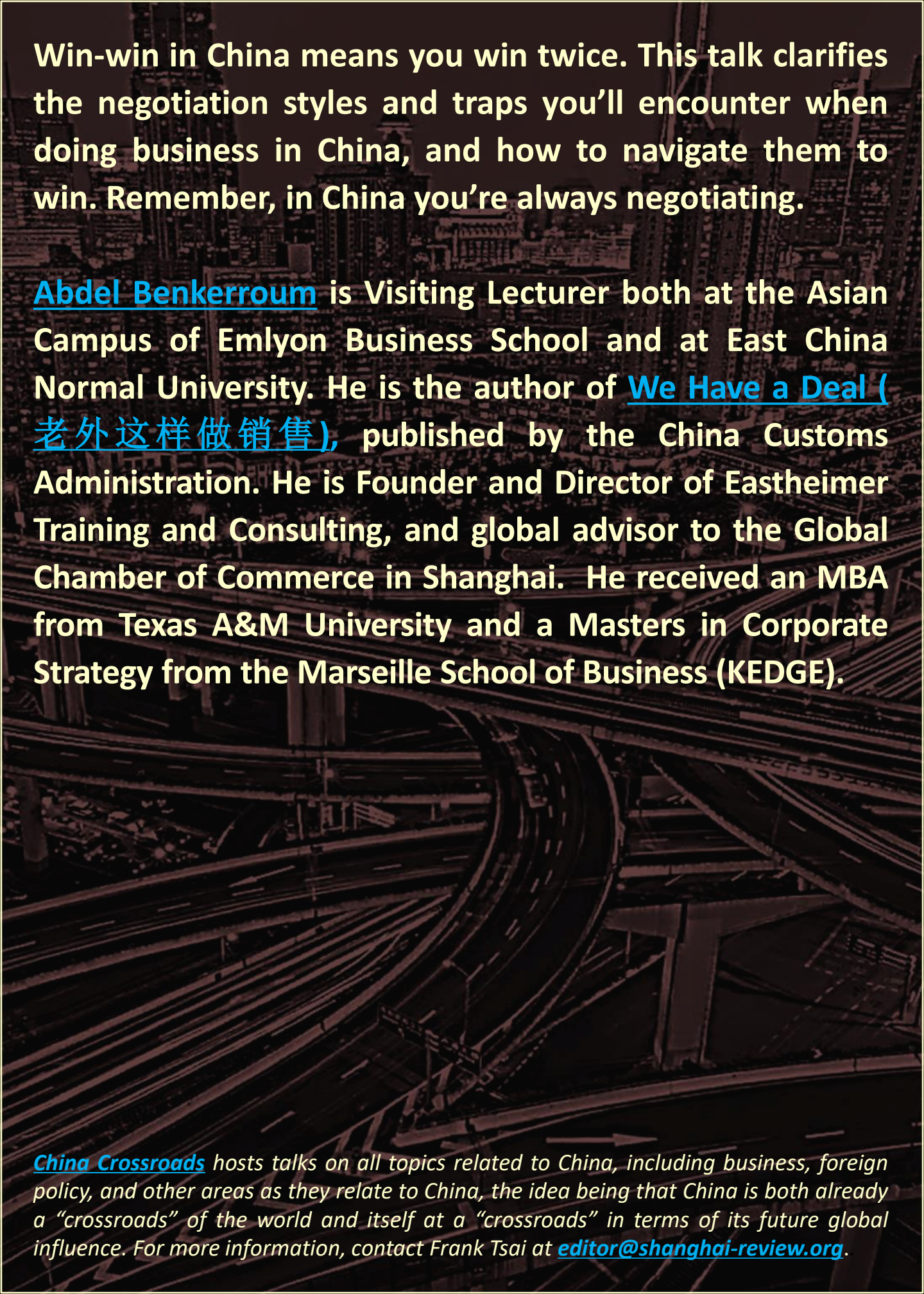
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Win-win in China means you win twice. This talk clarifies the negotiation styles and traps you'll encounter when doing business in China, and how to navigate them to win. Remember, in China you're always negotiating.

[Abdel Benkerroum](#) is Visiting Lecturer both at the Asian Campus of Emlyon Business School and at East China Normal University. He is the author of [We Have a Deal \(老外这样做销售\)](#), published by the China Customs Administration. He is Founder and Director of Eastheimer Training and Consulting, and global advisor to the Global Chamber of Commerce in Shanghai. He received an MBA from Texas A&M University and a Masters in Corporate Strategy from the Marseille School of Business (KEDGE).

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.