



Adapting Your Home Culture to International Business

Thursday, Sept. 20th, 9.00-12.45

limited attendance, application closes Friday, Sept. 7

Shi Bisset & Associates (ITAP affiliates) offers you a unique opportunity to

- **Take a free CWQ2 on-line** (developed under license to Dr. Geert Hofstede, a pioneer in cross-cultural research)
- **Attend a seminar on Sept. 20 to:**
 - **Understand** why cultural differences exist in people relationships and how they can affect productivity in global companies working in China,
 - **Understand** how cultural priorities influence communication styles,
 - **Learn** how to apply practical solutions to cross-cultural issues in the workplace,
 - **Improve** understanding of how to deal cross-regionally in China, Korea, Thailand, America and Germany

Speakers:

Catherine Mercer Bing (President ITAP America)
Shi Bisset (Shi Bisset & Associates, Founding Associate)



Culture Shock: the Impact of Culture on Mergers & Acquisitions

Thursday, Sept. 20th, 14.00-15.30

Presented by **Dr. John W. Bing** followed by a Question & Answer session to an expert ITAP panel from China, the United Kingdom and the United States

According to a KPMG study, "26% of all mergers and acquisitions (M&As) were more likely to succeed if they focused on resolving cultural issues."

Learn through shared case studies linked to Geert Hofstede's Culture in the Workplace Dimensions:

- ◆ How, the difference in national cultures affects the success or failure of mergers and acquisitions.
- ◆ How and why strategies that work extremely well in one country may fail in another
- ◆ Why are there 7 barriers to success of M & As and how you can overcome them.
- ◆ How to integrate these strategies to your own work in multi-nationals and global companies in China

Speakers:

Dr. John W. Bing (Founding President ITAP International)
Shi Bisset (Shi Bisset & Associates, Founding Associate)

Ethics in the Workplace

Thursday, Sept. 20th, 15.45-17.00

'What is best practice in one culture may be wholly offensive, and potentially counter-productive, in another.'

In this post Sarbanes-Oxley era, through shared case studies linked to Geert Hofstede's Culture in the Workplace Dimensions, understand how to:

- ◆ Assess organizational & personal values,
- ◆ Review the 'code of conduct',
- ◆ Assess the risk of 'misbehaviour',
- ◆ Explore consequences of different behavioural choices,
- ◆ Identify viable alternatives to 'misbehaviour'

These workshops are aligned with the Open Compliance and Ethics Group (OCGE) frame approach to compliance and training programmes - and draw on the concept of culture to enable managers and employees to fulfill their compliance responsibilities.

Speakers:

Stephen I. P. Martin (President ITAP EMEA)
Shi Bisset (Shi Bisset & Associates, Founding Associate)



(of whom Shi Bisset & Associates is an affiliate) is a GLOBAL alliance with expertise in developing global/virtual teams and leaders who can successfully manage across borders – in any country. Global Clients include Deutsch Bank, AIG, AVON, Degussa, Vestas...

What Makes ITAP Unique: We TRANSFER Knowledge to our clients to make them completely able to grow their own organisations successfully

ITAP International and its Alliance members provide your company with an integrated international network of Affiliate and Associate companies across the major economic centers of the world. Our offerings are wide ranging in both geography and function and provide a great foundation for future cultural challenges facing Chinese companies as they launch more global initiatives. We specialize in uncovering areas within systems where culture plays a hidden role.

Speakers' biographies:

Dr. John W. Bing (Ed.D University of Massachusetts)

Dr. Bing founded the ITAP Alliance in 1986. This includes partners in Asia and Europe. He received his undergraduate degree from Harvard College and his Ed.D. from the Center for International Education, University of Massachusetts. In 1992 Dr. Bing received ASTD's International Practitioner of the Year Award. He is a member of the editorial board of the journal *Advances in Developing Human Resources*.

Catherine Mercer Bing (BS Drexel University)

Cass is President of ITAP Americas as well as SVP HR and New Business Development/Senior Learning Consultant with ITAP International. In 1976 she was awarded a Masters from Rider University in Educational Administration and Supervision and was an adjunct faculty member in the Evening/Adult School at Rider University teaching Marketing and Communications courses. She is a member of American Society for Training and Development, Society for Human Resources Management/Human Resource Management Association.

Shi Bisset (D. Phil Oxon)

Born on a boat to China, Shi Bisset was BASF & Virgin Atlantic Airway's principal Organisational Development consultant in Japan & China respectively. Shi set up her own company Shi Bisset & Associates in 2004. The company is involved in organisational development and design & implementation for blue-chip multinationals in the Asia-Pacific region, as well as globally, specialising in issues relating to M & As.

Stephen I. P. Martin (Managing Director, Kimball Consulting Ltd. / ITAP EMEA)
Stephen Martin is the founder of Kimball Consulting Ltd (KCL), ITAP International's European partner. His 25 year career spans international executive and consultancy roles in global financial services and manufacturing.
Thank you for confirming your attendance to the morning session before Friday Sept. 7th

Morning Session:

Venue: Mesa & Manifesto, 748 Julu Lu, near Fumin Road 巨鹿路 748 号, 近富民路
Tel: +86 (21) 6289 9108

Cost: 500 Rmb (this fee includes tea/coffee break, lunch with **ITAP INTERNATIONAL** and **SHI BISSET & ASSOCIATES** speakers and **FREE entry to the afternoon session**)

RSVP: emmanuelle@shibisset.com
cell: +86 134 7254 5364

Afternoon Session only (registration deadline : Sept. 15th):

Venue: Mesa & Manifesto, 748 Julu Lu, near Fumin Road 巨鹿路 748 号, 近富民路
Tel: +86 (21) 6289 9108

Cost: 200 Rmb (this fee includes tea/coffee break)

RSVP: emmanuelle@shibisset.com
cell: +86 134 7254 5364

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