

## **Managing Business Relationships and Risks in China**

Academic research matched by practical business experience

**A symposium for organisations engaging in business in China and  
academies wanting an update on the latest China based research**

Jointly organised by

**New Zealand China Trade Association and New Zealand Contemporary  
China Research Centre**

with generous support from

**New Zealand Trade and Enterprise, Victoria University, AUT University,  
FRST and Cathay Pacific**

### **Keynote speakers:**

- Professor Willem Burgers, China Europe International Business School, Shanghai
- Professor Richard Fletcher of the University of Western Sydney
- Stephen Le Febvre, Biovittoria, Guangxi, China
- Peter Moore, Fonterra International Farms, China
- Ben Shipley, Hill and Knowlton, Sydney
- Amy Adams, Occam, Shanghai

**On: Friday 3 December 2010**

**At: AUT University, North Shore Campus, 90 Akoranga Drive, Northcote**

**Time: Registration from 8.00 a.m., starts 8.15 a.m., concludes at 4.00 p.m.  
with refreshments;**

**Parking: Pay and display in-campus car park available**

**Cost: Members of NZCTA/ENZ and NZCCRC: \$175, Non members \$195, Full  
time students \$70 – all incl gst.**

**Attached: Symposium brief**

**Symposium programme**

**Introducing the speakers**

**To register email [cushla.matheson@aut.ac.nz](mailto:cushla.matheson@aut.ac.nz)**

**Briefing Paper**  
**Managing Business Relationships and Risks in China**  
**A national business symposium on 3 December 2010, Auckland**

**Organisers:**

New Zealand China Trade Association Inc and the New Zealand China Contemporary Research Centre.

**Purpose:**

The symposium will match recent academic research on the topic with practical business experience, thus will provide exporters and potential exporters to China the opportunity to benefit from the research and seek to apply it in their business dealings in China. It will benefit the academic sector by testing the validity of their research and assumptions with the actual experiences and outcomes of NZ Exporters.

**Format:**

The topics will be explored in turn by academic and practical speakers, with substantial time allocated for panel discussion, debate and questions. Networking opportunities will be maximised during breaks, lunch and post-event refreshments. (for programme [click here](#))

**Targets:**

The prime targets are exporters and potential exporters to China and academics and students wishing to extend their knowledge of China. The event will also attract others with a general interest in China or doing business with China.

**Speakers:**

The keynote speakers include Professor Willem Burgers from the China Europe International Business School in Shanghai, Amy Adams from Occam, human resource practitioners in Shanghai, Ben Shipley of Hill and Knowlton, Sydney, who introduced 42 Below to China, Peter Moore of Fonterra International Farms, Stephen Le Febvre of Award winning Biovittoria who grow fruit in China and export to USA and Professor Richard Fletcher of the University of Western Sydney, complemented by other experienced China hands from the academic and business sector.

Trade Minister Hon Tim Groser has been invited to give his thoughts on the direction of our relationship with China post- FTA and a senior NZTE Manager will cover NZTE's latest China research.

**Venue:**

AUT North Shore Campus with AUT Events Management. A brand new venue with superb facilities.

**Scroll down for programme and biographies .....**

## Symposium programme

**Chairman: Alasdair Thompson, Chief Executive Officer, Employers & Manufacturers Association, Northern**

8:00 Registration

8:20 **Welcome**, housekeeping, backgrounder and introduction: Alasdair Thompson

### 8:30 **Cross-border Relationship Management**

8:30 Cross-border relationship management: the framework and principles  
Professor Richard Fletcher, University of Western Sydney

9:00 Immersing your business in the China way: a practical case-study  
Stephen Le Febvre, Director Sales & Marketing, Asia Pacific  
Biovittoria

### 9.30 **Managing cross-cultural employer-employee relationships in China**

9.30 Romie Littrell, Associate Professor, AUT University

9.50 Amy Adams, Programme Director, Occam Cross Cultural Training,  
Shanghai.

10.10 Morning tea

### 10.30 **Philosophy of guanxi management – a gatekeeping perspective**

10.30 Guanxi gatekeepers – an overlooked party in intercultural business  
relationships Dr Hongzhi Gao, Victoria University, Wellington

10.50 Benefitting from a sound guanxi - a practical case study:  
Richard Mannell, Managing Director, Vindico Negotiants

11.10 **Panel Discussion** and questions from morning session moderated by Alasdair  
Thompson

Panel: Morning's speakers

11.55 Lunch break

## 12.35 **Risk Management in China**

12.35 Managing risk for foreign firms in trading with and investing in China  
**Key note: Professor Willem Burgers, China Europe International Business School, Shanghai**

1.15 Safeguarding your I.P.  
Paul Davies, Senior Associate, EverEdge IP

1.35 Brand management in China – 42 Below, a practical case study  
Ben Shipley, Creative Director, Hill and Knowlton, Sydney

1.55 Survival strategies for NZ businesses in China – post entry challenges  
Val Lindsay, Associate Professor, Victoria University

2.15 Practical risk management strategies in China  
Peter Moore, Fonterra International Farming Ventures

2.35 Afternoon tea break

2.55 New Zealand's Trade Vision for China  
Kefeng Chu, Director of Operations, China, NZ Trade and Enterprise

3.20 **Panel and audience discussions** moderated by Alasdair Thompson  
Panel: Afternoon's speakers

3:50 **Conclusions and future action** : Alasdair Thompson

4:00 **Networking and refreshments** until 4:45 pm

**We acknowledge with grateful thanks the support of New Zealand Trade and Enterprise, Victoria University, AUT University, FRST and Cathay Pacific**

**Attached / below:** Introducing the speakers.....

## **INTRODUCING THE SPEAKERS.....**

**Here are brief biographies of the guest speakers (in expected order of appearance):**

### **Professor Richard Fletcher, the University of Western Sydney, Sydney**

Professor Richard Fletcher is an Adjunct Professor of Marketing at UWS. Prior to becoming an academic, Richard was a Senior Trade Commissioner for the Australian Government and for over 25 years he has published widely in well regarded academic journals including IBR, JBR, EJM and IMM in the marketing and international business field.

### **Stephen LeFebvre, Co-founder, and Director of Sales and Marketing Asia Pacific for BioVittoria Limited**

has over 40 years within the US functional food and beverage and nutraceutical industries. BioVittoria, recipient of NZCTA China Trade Awards in 2007 and 2009, has become the world's largest producer and processor of monk fruit (Chinese luo han guo) and has created a vertically integrated value chain operating in the Guangxi region in China. BioVittoria's corporate offices are in Hamilton, production facilities in Guilin China, and sales and marketing offices in the US.

**Associate Professor Romie Littrell of AUT University** has previously worked as human resources manager for InterContinental Hotels & Resorts in Zhengzhou City, Henan Province and has taught at Sheng Da Institute of Zhengzhou University, Sun-yat Sun University, and the Dalian Nationalities University.

He has been conducting managerial leadership research in China since 1997.

### **Amy Adams, Programme Director, Occam Cross Cultural Training, Shanghai**

holds Chinese Language, Literature and Teaching qualifications in America and China.

Formerly with the China National Offshore Oil Company, a State Owned Industry, her current work and research takes her throughout mainland China and to Singapore, Taiwan and Hong Kong.

Occam provides business training and resources for the staff of multinational companies and government organizations operating in China, with clients from over 30 different countries and 50 multinational companies.

### **Dr Hongzhi Gao, Senior Lecturer, Victoria University of Wellington**

Dr Gao was chief analyst of foreign loans and risk management for Jilin Provincial Government in China. As well as teaching and researching in the School of Marketing and International Business at Victoria, he is also an Associate Director for the New Zealand Contemporary China Research Centre.

Dr Gao has published in highly regarded academic journals including LRP, IMM, Appetite, and JMM.

**Richard Mannell, joint founder and managing director of Vindico Negociants Ltd**, a virtual vineyard business which is completely marketing, sales and brand rather than production led, aimed squarely at Asia in general and China in particular.

Prior to this he was the founding partner and managing director of Bordeaux Index Ltd in London, the largest fine wine trading business in the UK with a well established and thriving office in Hong Kong serving the Asian region.

**Professor Willem Burgers, permanent faculty member at China Europe International Business School, Shanghai** has been working in Asia since 1994 and writes for leading world journals on strategic management and human and organisational behaviour.

He has consulted, designed and delivered in-company education programmes for Chinese and global companies, including Nokia, Kodak, Lufthansa, BASF, Siemens, Honeywell, HP, Unilever, Motorola and many other substantial corporates.

**Paul Davies, Senior Associate with EverEdge IP** specialises in the commercialisation of technology and strategic advice on Intellectual Property. He holds a degree in Civil Engineering from the University of Auckland and is a registered New Zealand Patent Attorney.

Paul has recently returned from 12 years in the Asian region including 9 years as the Head of the Patent and Design section of Deacons Hong Kong, the largest IP firm in Hong Kong.

**Ben Shipley, Creative Director, Hill & Knowlton, Sydney** is a Sinophile, Marketer and passionate believer in the ability of stories to cross cultural barriers and create meaningful connections.

After moving to Shanghai in 2003, Ben established ConfuciusSays. This creative agency set out to connect brands entering the China marketplace with niche social groups and help them translate their brand personality. Ben worked extensively with New Zealand brands, including 42 Below vodka, Antipodes Water and Sileni Wines.

Ben holds a Bachelor of Arts in Political Science, focusing on Conflict Theory and Logistical Information Systems.

**Val Lindsay, Associate Professor, School of Marketing and International Business, Victoria University** has extensive experience working in government organisations and in industry. She has conducted training programmes and consulted widely in the areas of strategic management and international business for organisations in New Zealand and the UK.

Val has recently led a major research project on the internationalisation of New Zealand service firms into China and India.

**Peter Moore, General Manager, International Milk Sourcing & Operations, Fonterra Ltd** joined Fonterra in 2005 and in 2008 was appointed General Manager International Farming, part of Fonterra Milk Supply and has just taken up his current role. Its focus is to develop high quality traceable milk supply outside of New Zealand including Fonterra Farming operations in China.

Fonterra's Hangu farm in China was established in 2007/08 and is now home to 3,000 milking cows plus replacement stock. A second farm of similar size is to be constructed at Yutian and will be operating in late 2011.

**Kefeng Chu, Director of Operations China, NZ Trade & Enterprise** manages the NZ based China Team, whose focus is on supporting New Zealand's business relationship with China.

Kefeng is of Chinese descent, originating from mainland China and holds degrees from universities in China, the US and New Zealand. He was previously Senior Manager-Strategic Ethnic Advisor for the New Zealand Police and has broad knowledge of Chinese communities in New Zealand.

#### **Master of Ceremonies:**

**Alasdair Thompson, Chief Executive Officer, Employers & Manufacturers Association Northern** is a member of the APEC Business Advisory Council and Managing Director of Linrick Investments (NZ) Ltd.

Formerly Mayor of the Thames Coromandel District Council, a member of the Waikato Regional Council Land Transport Committee, director of Power New Zealand Ltd, Health Waikato Ltd and Commissioner - Waikato Area Health Board, he received the Queen's New Zealand Commemorative Medal for Service to New Zealand.