Cultural differences and Business Development Challenges and Opportunities for Management Consultants

Astana, Sept 6, 2017
A survey by the European Union Chamber of Commerce in China found that Chinese companies rated labour laws, human resource costs, immigration rules and “cultural differences in management style” as the biggest obstacles to operating in the continent.

But in a sign of things to come, an overwhelming majority – 97 per cent – of Chinese companies that have invested in Europe said they plan to invest more in the coming years.
The Existing Model

Global exhibition estimates (Minimum figures based on events with a minimum of 500 sqm held in 2012)

- Approximately 31,000 Exhibitions per year
- Corresponding to 124 million sqm of total net exhibition space rented
- And where 4.4 million exhibiting companies welcomed 260 million visitors

85/day

720,000/day
The **problem**

Is not how and where to meet

The real **challenge**

starts after the meetings
Innovation & Management

Branding

Values

Globalization

Cultures

CMC

Certified Management Consultant

Business behaviours

How to link managers each other and successfully develop business together

Life styles

Buying behaviours
Cultural Challenges to manage

West

Informations

Planning

Budgeting

Contract
Cultural Challenges to manage

East

Decisional process

always looking for the best...

Informations

- +

Weakness in taking responsibilities and risks

Friendly and indirect ways to advice

to Please the Boss
How to manage

Looking for Concrete and Pragmatic

Feeling safe taking the best
Designing a new approach in the Management

Focus to the Reputation
Designing a new approach in the Management

Focus to the Reputation
Designing a new approach in the Management

Focus to your Talents
Focus to your Business Model

You must know your final goal
Pre - Design your business model
Be simple
Be clear
Be open
Be flexible

Take your time, but
- be professional!
Designing a new approach in the Management

Focus to your Operational Model

How to manage this business
- which value I have to guarantee
- what my partners are buying
  - products
  - services
  - brand
  - knowledge
  - connections
  - conditions

Which organization is needed
- structure / legal entity
- size / investments
- management / talents

Buy  Outsourcing
Which Business & Operational Model for

Big Organization

Network
Which Business & Operational Model

Investments:
How to manage

**Short term**
- Networking
- Learning by doing

**Long term**
- Cultural Challenges to manage
- Decisional process
- Information management
- Always looking for the best
- Weakness in taking responsibilities and risks
- Friendly and indirect ways to advice

**West**
- Budgeting
- Planning
- Contract

**East**
- Decisonal process
- Information management
- Always looking for the best...
ICMCI: The meaning of belonging

Management Consultant (CMC)

- Degree, or
- Minimum number of professional experience
- Member of a National Professional Community
  Accept to be assessed every three years by the National IMC
- Subscribe the Professional code of Ethic

Family

Values

Language
My experience

Be there = TRUST
My experience

Networking

Values
Family
Language

Producing Value

Understanding the business
Contacts

For those participating you will have the opportunity to ask questions by Skype, phone or email to:

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