The Chinese four character phrase - 高瞻远瞩 (gāo zhān yuǎn zhǔ) - captures an insight that is increasingly influencing business success in China. Translated as ‘Stand High to See Far’, the saying describes a person’s ability to rise above the mundane, see key opportunities and navigate upcoming challenges.

China’s increasing urbanisation has created a plethora of opportunities that play to British industry strengths: education, sustainable housing and infrastructure, universal healthcare, environmental protection and expansion of financial services. Based on 2011 research data from 120 British companies active on the mainland, CBBC and the UKTI have identified the top five strategies for successful business in China: building strong relationships, showing patience, commitment and flexibility, employing qualified Chinese staff, finding and collaborating with local partners and working with financial and professional service providers.

Neil Selby, Director of Executive Education for CKGSB (Europe), discusses how businesses can rise above challenges in China to achieve success.

The crucial nature of relationship building is why Cheung Kong Graduate School of Business (CKGSB), China’s most successful independent business school, offers innovative Executive Education programmes that bring together senior Western executives and Chinese CEOs to learn about each other’s environment, opportunities and cultures.

CKGSB’s Professor of Leadership and Management, Shalom Saada Saar, believes that understanding the components of the traditional Chinese character 聽 - ‘to listen’ is vital to building strong East-West relationships. In his latest book, Leading with Conviction, he identifies the Chinese traditional character’s combination of ear, eye and heart as indicators of the importance of verbal, non-verbal and emotional messages in East-West communications. When building relationships with Chinese partners, he suggests, it is best to ‘stand high to see far’ by being clear about long-term objectives, showing the ability to test assumptions, demonstrating sensitivity to self-esteem issues and always remaining emotionally controlled.

The need to identify and build strong relationships is why CKGSB has developed its China Strategy Challenge Programme in collaboration with top-ranked Swiss business school IMD. Learning objectives include understanding the way Chinese executives think and discovering the critical success factors in building relationships with Chinese CEOs.

From September 2 to 5 in Lausanne, Switzerland, participants begin their three-day programme by familiarising themselves with both the global implications and resultant opportunities of China’s rise, as well as competitive and collaborative strategies for success. In the programme’s second half, Western participants have the unique opportunity to network alongside a select group of 50 successful Chinese CEOs whilst exploring relationship strategies that will lead to greater opportunity in China’s market.

Recognising the importance of market knowledge and network building, CKGSB also offers ‘Knowledge and Network Partnerships’ to select European companies. Benefits include access to cutting-edge CKGSB Knowledge research, seminars and forums, discounts on executive education programmes and relevant roundtables for relationship building and recruitment strategies for local Chinese talent.

CKGSB’s European ‘China Strategy Challenge’ Open Programme has been prepared with IMD, a top-ranked business school with a global perspective, and is scheduled from 2 to 5 September, 2013 in Lausanne, Switzerland. To apply, visit www.imd.org. If you are interested in CKGSB’s exclusive ‘Knowledge and Network Partnerships’, please contact Neil Selby, Director of Executive Education (Europe), on neilselby@ckgsb.edu.cn.