

# China

## Growth engine of the world

### Export sales and cultural awareness

China is moving at full speed. The time to act is now, if you are not to see only the rear of the Chinese express train. With the enormous Chinese **growth** follows a productive workforce and solid scientific research. In the years to come, many companies will bring in a lot of expats from China and at the same time expand on the Chinese market. And you have to be a part of it!

To not be the one left on the platform, companies must possess solid knowledge and **good contacts** abroad. Relocare has taken a forward-looking view. In 2010 we started a branch in China.

The Chinese workday and the culture in China are very different from the western way of life. Companies especially experience this in situations where deadlines are tightening in, when employees have to work in teams or when they need to be motivated. Our exhaustive knowledge of both the Danish and the Chinese culture ensures you **productivity** where you could have met problems.

The company managers have to be properly dressed to handle the growing **diversity** – both when it comes to nationality, the motivational factors of the employees and what they demand from the company. If you neglect the challenges it can lead to worse communication and cooperation – in the end it will be an expense for your company.

#### We offer

- Development of cultural awareness between western and Chinese branches, also in relation to mergers and acquisitions.
  - Cross functional team courses in cultural awareness in long distance work
  - Culture courses for both the employee and family.
  - Sales cultures courses.
  - 360° Relocation to China.
  - Help for hiring in China.
- Contact managing director Else Christensen and hear how we meet your needs.

From DKK 5.100,- ex. VAT.

**relocare**  
it's all about people...

info@relocare.dk  
+45 2085 1711  
+45 3512 1711