



Before Boarding

A workshop to get the most out of meeting the Chinese

Before Boarding is a highly interactive workshop developed by Mrs. Lu Chen and Mr. Erik Voskuijl. It focuses on the insight that when westerners meet with Chinese, they put the wrong emphasis on their preparations and have different expectations of their dealings than the Chinese.

Before Boarding helps to increase the return on investment in meetings with Chinese business partners. It gives the participants the insight and tools to develop a strategic approach on achieving their goals during meetings with their Chinese business partners.

The workshop includes topics such as:

- How to prepare your meeting with the Chinese
- How do the Chinese prepare for meetings
- Insight in how to behave during meetings
- Understanding how Chinese behave and why
- Follow up of your meetings and how you can influence a positive outcome

We give you insight into how Chinese view meetings, why they sit at the meeting table, what their expectations are and how they strategically plan meetings with foreigners. You get tools to assess the position and mental state of your Chinese counterparts so you can avoid coming home empty handed.

All the knowledge is backed up with cases of real situations experienced by Lu Chen and Erik Voskuijl. They tell you what they did wrong during their dealings with the Chinese and how they discovered how to turn things around.

The Workshop

Available in 2 versions:

- Including role play the workshop will take a full day from 9 – 5
- The workshop excluding role play takes a morning or afternoon

Contact details

Before Boarding

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Lu Chen

I was born and raised in Shanghai, China. I came to The Netherlands when I was 21 year old. After my study at University of Amsterdam I worked for several insurance companies in The Netherlands. Since 2007 I have been working as General Manager at Talent&Pro Business Consulting Shanghai Ltd. It was a fantastic opportunity to live in the city where I was born, especially with husband and our children. It was special for me to be part of the new China. China is developing fast. Working in current China, I have gained experience and insight in doing business with the Chinese. I still travel very frequently between China and The Netherlands for my work. I like to share my insight and experience with you.

Erik Voskuijl

After an extensive career in advertising at agencies such as Ogilvy, and BBDO I started my own company in 2005 and decided to put my eyes on China. In 2005 we started sharing knowledge in China by hosting communication training for young Chinese marketing professionals in Shanghai. This gave me the opportunity to work with Chinese people solving marketing challenges in this tough and challenging market. Through our training work I got in touch with a large Dutch paint producer who wanted to launch a premium paint brand in China. I took on this challenge and over the last 3 years managed the project from market entry assessment to implementation and sales. The knowledge acquired in dealing with the Chinese is made available in this workshop, which I host with Lu Chen. In this exciting combination of East and West we provide you with insight on how to prepare for meeting the Chinese. We look forward to meeting you!