

## Destination focus: Hong Kong

### China – handle with care

Having already played an important role in the world economy for centuries, the 1997 handover from British to Chinese control marked the start of another new chapter for Hong Kong. Economic globalisation and predictions that the country will be Asia's leading economy by 2040 has seen major brands racing to establish a presence, ready to take advantage of market opportunities.

But as China's influence on Hong Kong becomes stronger, successful trading is increasingly dependent on a genuine understanding of Asian cultural differences. Get it wrong, and you could have a tiger by its tail.

#### The Expat – Brian W

Having worked for our client in the UK since 2001, Brian was excited at the prospect of a 9 month posting to Hong Kong. Initial enthusiasm at the opportunity to travel and advance his career was tempered as the practicalities of the move became reality. What about the impact and disruption to his family? How would he find suitable accommodation? What about the implications of mundane issues like pensions and tax? Although well travelled, Brian was very aware that living – and working in an alien culture would require significant adjustment. Preparation for the posting was a real concern as he had to make the transition to taking up his Hong Kong position with the minimum impact on his UK role.

#### How did expatknowhow help?

Brian's employer engaged **expatknowhow** to provide Brian and his family with practical support to ensure a stress-free transition - so they would arrive culturally adjusted to their new environment. This included;

- Advice & assistance on immigration, visas, tax, & social security,
- Accommodation search
- Shipment & storage
- Travel & insurance

To help Brian integrate quickly into his new cultural environment and do business effectively, he undertook expatknowhow's intensive online **Intercultural Assessment & Skills Test Program**. An initial online questionnaire identified Brian's personal cultural profile and potential areas requiring development. Further online sessions focused on these areas with role play scenarios specifically tailored to his needs.

### **The outcome**

Brian's assignment is underway and so far, a great success; The Online Intercultural Assessment and Skills Development Programme I undertook helped me to understand the cultural differences of working in Hong Kong. The business scenario and role playing prepared me for practical situations I might encounter in my new position. In particular, I found the personal service and one to one time invaluable. It is also reassuring to know that I can go back to the online reference library for the next few months, if a new question or issue should arise.

Brian W - Project Manager

### **expatknowhow – for business**

Limiting the pain of change. Bespoke programmes to support and train staff and their families through Expat & Repat relocation. Designed to sustain performance and ensure retention through the transition process.

at work all over the world

### **Get in touch:**

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