



## Cultural awareness training - China:

### Overcoming cultural walls in China

#### Our client

The Medical Research Council (MRC), based at Harwell in Oxfordshire, is a publicly-funded organisation dedicated to improving human health through world-class medical research.

The organisation supports research across the biomedical spectrum, from fundamental lab-based science to clinical trials, and in all major disease areas. Working closely with the NHS and the UK Health Departments, MRC gives a high priority to research that is likely to make a real difference to clinical practice and the health of the population.

#### The brief

MRC needed to send a delegation of senior scientific staff from the UK to meet with colleagues in China. Conscious of the broad cultural differences between the two nations, the Council was keen to ensure that their staff were fully briefed before undertaking the visit. **expatknowhow** was tasked with making sure that MRC staff were fully prepared for their visit -informed in the art of conducting business in China, as well as being aware of and sensitive to the cultural differences they were likely to encounter.

#### Solution

**expatknowhow** prepared a two hour, face to face cultural awareness briefing for MRC staff. Arranged to take place at MRC offices to minimize disruption to work, the briefing was tailored so that it focused clearly on the business objectives and took into account the travelling experience of the delegates. Areas covered included;

- Essential, country-specific information
- Chinese society & culture
- Communicating effectively in China
- Doing business successfully in China
- General travel advice

**Outcome**

The MRC delegation enjoyed a positive and rewarding cross-cultural meeting with their Chinese hosts. The visit was judged to be a success and achieved the pre-determined business objectives.

**Feedback**

'Very good – the briefing was well tailored to meet our needs'

Biological Resources Manager – MRC

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