



Business Protocol Training—China

Tailored specifically to meet your organization's needs

In today's global economy, business is inherently international; Texas depends on global markets. In 2013, Texas's export shipments of merchandise totaled \$279.5 billion, \$10.8 billion of that was to China.¹ Your staff needs the skills to excel and outperform competitors in the global market place. Targeted training and coaching can help equip your team to avoid costly faux pas and cultural misunderstandings that can cost your organization significant money and time.

Asia Society Texas Center has partnered with Garza Protocol Associates to provide dynamic, interactive, training opportunities tailored to prepare your staff for the challenges and barriers of doing business in and with China.

This training will prepare your staff to:

- Engage in strategic cross-cultural communication
- Have a deeper understanding of the complexity of Chinese culture
- Understand protocol issues related to title, rank, gift giving, and meetings in China
- Organize a visit by an international Chinese partner
- Address other needs and objectives specific to your organization

Time: This training will be offered in Spring 2015 and can be delivered in two formats:

- One six hour intensive course
- Two to three sessions (totaling six hours)

Cost: Dependent on the number of participants. Cost quote will be included in an individualized proposal.

Contact: For more information and to get a tailored proposal for your team, please contact: Kelly Kleinkort, Director of Education, Business & Policy Programs, Asia Society Texas Center. Email: kkleinkort@asiasociety.org. Phone: 713.496.9939

About Asia Society Texas Center:

With 11 locations throughout the world, Asia Society is the leading educational organization promoting mutual understanding and strengthening partnerships among the peoples, leaders, and institutions of Asia and the United States. Asia Society Texas Center executes the global mission with a local focus, enriching and engaging the vast diversity of Houston through innovative, relevant programs in arts and culture, business and policy, education, and community outreach.

<http://asiasociety.org/texas>

¹ <http://www.trade.gov/mas/ian/statereports/states/tx.pdf>

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About Garza Protocol Associates:

At Garza Protocol Associates, we believe that where cultures collide, where business and diplomacy intersect, where titles meet egos, protocol is the tool that ensures success. Sonia Garza-Monarchi applies her years of experience, study, and practice to help others succeed in today's global economy.

Many Garza Protocol Associates clients are in the energy, hospitality and tourism, consumer products, or health care industries. Others are government agencies, educational institutions, or non-profits who serve an increasingly international and culturally diverse constituency. Some of her clients include: Marathon Oil, Halliburton, Lockheed Martin, and M.D. Anderson. She is a regular speaker to corporations, professional groups and conferences about our interlinked world and the way protocol can build relationships.

<http://www.garzaprotocol.com>