

ESSEC IRENE launches a new training program

"Negotiate Business Deals in China"

談判

Negotiating with China or Chinese partners represents a major business challenge, especially considering the nation's status as the fourth largest world economy, the second largest exporter on the planet and soon one of the biggest consumer markets of all.

In response, ESSEC's Institute for Research and Education on Negotiation in Europe (ESSEC IRENE) has chosen to launch a new intensive and interactive seminar program, **designed to teach participants how to effectively lead commercial negotiations in China.**

This training workshop is a direct result of the work carried out since 2006 by **Mr. Ta-Wei CHAO, visiting researcher at ESSEC IRENE and a consultant for Accenture-Taipei.**

Aimed at managers and executives involved in negotiations with Chinese partners, the program combines **the unique professional experience of a specialist in the field, and the findings of research activity into negotiation and dynamic approach to training** of ESSEC IRENE.

The first sessions will be held at the CNIT-La Défense on **July 7-8** and **October 13-14** 2008.

The essential aspects of the training program will be conducted in English via interactive simulation exercises, followed by debriefing sessions and discussion.

For further information, please contact:

ESSEC IRENE

Ta Wei Chao, Project leader

00 33 1 34 43 30 79 - chao@essec.fr

Press service

Olivia RETALI

00 33 1 34 43 28 47 - retali@essec.fr