



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

# China Market Development

Exploring and navigating China market opportunities



Western and European companies are showing increasing levels of interest in further developing, along with new business opportunities in China. This 3 day programme will explore the best practices for current and emerging businesses in the Chinese market. These best practices are essential for their future business expansion, performance and profitability.

This new China Market Development programme will focus on guiding business executives in order to develop new markets and ventures for their businesses. It will also instruct participants in how to negotiate business agreements. We aim to explore the impact of the China Five Year Plans and major policy decisions which are essential for developing new businesses and expansion for companies currently doing business in China. The programme will provide a proven frameworks for excellent strategic management and planning, which are vital when navigating new business deals and ventures in this exciting market. Real life high level business cases will be discussed and reviewed during different modules to promote learning and sharing of best practices.

Executive Education  
Trinity Business School

## Taught Modules

### DAY 1: Planning for Successful Business in China



Chinese business environments, key masterplans and major policy directions which are essential for developing new businesses and expanding existing businesses in China. High level China master-plans and business cases will be discussed to promote learning and best practices sharing.

### DAY 2: Successful Business Negotiations in China



Key areas on negotiation management, planning and strategies which are essential for new business deals and ventures in China. Real life high level China business negotiation cases will be discussed to promote learning and sharing of negotiation best practices.

### DAY 3: Successful Business Implementation & Growth in China



Best practices for establishing and implementing successful new ventures and growing existing businesses in China. Real life high level business growth cases in China will be reviewed to promote learning and sharing.

## Who should do this course?

Senior and Middle managers involved in growing new businesses, business expansion and development, plus establishment of new business ventures in China. Business executives involved in detailed new business negotiations and new venture establishment in China. SME executives interested in exploring and developing new businesses in China.

## Benefits

This newly designed China Market Development programme will guide business executives to develop new businesses and undertake negotiations while developing new markets in China. It will help to build up a better understanding of the China plans and major policy directions which are essential for developing new businesses and expanding current businesses in China. It will also help to have a better understanding of the Chinese and the requirements which are essential for successful business negotiations in China. Covering the best practices for establishing and implementing emerging successful ventures in China.

## Faculty:

Prof Louis Brennan and Eurlng. Henry K. H. Wang are Co-directors of the China Market Excellence programme. They will be supported by experienced business executive guest speakers, including Ireland's consultant on China imports and two Case Study Speakers. They will also be working with leading partners in China and Hong Kong.



**Dr. Louis Brennan**  
Programme Co-Director

An award winning international researcher and inspirational teacher, Dr Louis Brennan has made a unique and enduring contribution to the fields of Operations and International Business. Dr. Louis is a lecturer with Trinity Business School. He is especially recognised for his exceptional international research leadership in the area of emerging economy multinationals and their outward investment. In recognition of his outstanding record of research publication, he received the Trinity Business School inaugural Research Excellence Award in 2016. Dr Brennan has been awarded over 1.6 million euro in research funding and has led research teams within Trinity College as well as at national, European and Global levels. He has published scores of articles in leading international journals including 40 in ABS ranked journals alone and six books with leading international publishers including the seminal work on the Business of Space which has been featured on prime-time coast-to-coast US TV.



**Henry K. H. Wang**  
Programme Co-Director

Eurlng. Henry K. H. Wang is an international adviser, author and speaker with extensive high level business experience globally. He is President of Gate International Ltd and was a former Director of both Shell China and SABIC in Riyadh. Henry is a Fellow of the Royal Society of Arts FRSA and Fellow of Institute of Chemical Engineering. He has been invited to join the London University SOAS China Advisory Board and University College London China Advisory Board. He is also a member of the Imperial College London Grantham Climate Change Stakeholder Committee & China Carbon Forum Advisory Board. He was Vice Chairman of the EU Chamber of Commerce in China and Vice President of the British Chamber of Commerce in China. He has published 3 books plus over 100 papers and speeches globally. Henry has been invited to write two new books on Climate Change & Renewables plus present at the House of Lords plus leading international forums and universities. His negotiation management paper was selected as one of Top Five UK Management Papers of the Year 2015. He also holds international patents on new process inventions.

## Applications Welcome from

**Senior and Middle Management in large Corporates involved in growing existing businesses or establishing new business opportunities in China. Business executives or Business owners within SMEs involved in new business developments and negotiations in the Chinese market. Senior Sales and Marketing Leaders wishing to explore and understand the opportunities and scale within China**

## Fees

Course fees are €2,000



## Apply

Applications are currently open for the 2019 course, which will run over 3 days taking place in Dublin on July 2, 3 and 4 2019.

How to Apply:  
Email: [trinity.exed@tcd.ie](mailto:trinity.exed@tcd.ie)

[www.tcd.ie/business/executive-education/](http://www.tcd.ie/business/executive-education/)