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HOW TO NEGOTIATE WITH **CHINESE** COUNTERPARTS

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戴娜·总裁的奇赫国际贸易投资有限公司

I moved to China in order to be a volunteer for the Summer Olympics Beijing 2008. I did not speak the Mandarin language, therefore I moved to Beijing and signed up to a language school in January 2008. My dream to work for the Olympics didn't come true for me but I joined a Microsoft team testing Windows 7. That time I realised CHINA WAS AN EMERGING MARKET OFFERING MANY OPPORTUNITIES for international business development even to such young professionals as me. At that time I was still a young graduate! Chinese culture also impressed me a lot and I quickly made my decision to stay, pick up the language and use the wide opportunities China gave. I can say I was in the right time and place. I had a positive attitude to China and I felt good there. I was very active in social life, establishing new contacts, both Chinese and Polish, during the international meetings organized by the Chinese or events in the Polish Embassy in Beijing. My father is a businessman and he also kept me occupied with searching for new business ideas and exploring new opportunities. We are from the Silesia region in Poland, the coal mining area; it was naturally the first sector to start with. Even if I had arrived with a million dollars of capital to spend in China it would not have helped me establish business contacts because in China you first need to become friends with the Chinese. I met a few Chinese who worked within the coal mining industry by building relationships and meeting new people. We also linked with the Trade & Investment Promotion Section at the Polish Embassy in Beijing, as a consequence we closely cooperated with Counsellor Robert Góralczyk during promotion events, seminars, and fairs. Luckily, this is how business is done in China. It's called GUANXI, and it means relationship or connection. Once you meet a person who is in a good relationship with another person who is within the same

industry and then that person connects the next person. It takes time, many meetings, a lot of food consumed, a lot of wine drunken and many songs sung in karaoke together with your Chinese counterparts. The Chinese needed to accept me first as a person hence I don't have to search for business anymore. It's actually the Chinese who connect me with people. This is my exclusive "know how" in making valuable contacts. I think the Chinese accept me easily because I work together with my father; we created a family company in Hong Kong. It was indeed a tough school in practice, I HAD TO LEARN QUICKLY HOW TO NEGOTIATE WITH CHINESE COUNTERPARTS. The vision for my company now is to develop cooperation with China and other emerging countries in other industry sectors as well. In particular, we have plans in the food industry. There is logistics in place, for example Shanghai harbour is accepting Polish containers and the fast train from Łódź to Chengdu is operating. We have a network of local buyers and are working on it. Also, knowing that Chinese are becoming richer, not only western food has a future in China but also Polish luxury goods, such as cloths and furniture present an opportunity for my business. Last year Polish President Andrzej Duda's visit to China was a great success for the political side of Polish-Chinese relations. Therefore, I truly believe the visit of Chinese President Xi Jinping to Poland is a great example of a continuous political support between our countries. ANYONE WISHING TO COOPERATE NOT ONLY WITH CHINA SHOULD CONTACT ME! During previous trips CICHE IT&I representatives established many promising contacts and with time we will show how fast we can become close friends with new associates.

2008年1月, 我来到中国, 计划当一名北京奥运会的志愿者。由于我当时不会讲普通话, 就在中国报了一所语言学校。然而我没有成为2008年北京夏季奥运会的志愿者, 而是加入了微软Windows 7的

测试团队。那时, 我意识到中国是一个新兴的场, 可以为年轻的专业人员在中国开展国际业务提供很多机会。当时, 我还只是一位刚毕业的年轻人, 但中国文化给我留下了很深刻的印象, 于是我很快决定留下来, 学习汉语, 抓住中国的机会。可以说, 我处在了一个合适的地点、合适的时间。我对中国的感觉很积极, 觉得中国很好。我的社会生活也很活跃, 在波兰驻华大使馆在北京举办的国会议期间, 我结识了很多中国和波兰朋友。我的父亲是一名商人, 他也让我寻找新的经营理念, 寻找新的机遇。我们是来自波兰的西里西亚地区, 那里有很多煤炭开采业, 这也是开始合作的第一个领域。即使我带着一百万美元资金来到中国, 我必须先和中国人交朋友, 才可以和中国人进行商务合作。后来, 我遇到了一些从事煤炭开采行业的中国人, 并和他建立了关系。我们还与波兰驻华大使馆贸易和投资促进处取得了联系, 和罗伯特·古尔亦克先生进行合作, 参加了研讨会和博览会, 就是我如何在中国开展我的事业, 也就是所谓“关系”——你与同一行业的一个建立了很好的关系, 而这个人又与另一个人也有很好的关系。这种关系的建立需要花费时间, 需要很多次见面, 中国的合作伙伴一起吃饭, 一起喝酒, 一起拉OK。中国朋友接受了我, 这样我就不用自己找业务了, 而中国人会主动联系我。于是我会建立一些有价值的联系。我认为中国人很容易接受我, 因为我和我父亲一起工作, 我们在香港建立了一个家族企业。就好像在学校刻苦地学习一样, 我必须得学会如何与中国合作伙伴进行谈判。我们公司的前景是和中国以及其他新兴市场的其他行业进行合作。此外, 我们有与食品行业合作的计划。现在在上海接受来自波兰的集装箱, 从波兰到成都的货运车也已经开通, 我们有很多当地的客户, 和工作人员。大家也知道中国人日益富裕, 在未来不但西餐在国有市场, 而且波兰的奢侈品, 比如衣服、家具等在中国也会有很多市场。去年波兰总统安杰伊·达访问了中国, 这是波兰和中国在政治方面的巨大成功。即将访问波兰的中国国家主席习近平对波兰的访问, 将是我们两国合作的政治基础。所有希望波兰和中国合作的人都可以赶快联系我! 在之前的工作中, 我与很多代表建立了重要的联系, 随着时间的推移, 我们很快会看到这些新的联系变成亲密的友谊。