



Contact: Elizabeth Rowland
Telephone: 865-387-7012
Email: ERowland@TNChinaNetwork.org

FOR IMMEDIATE RELEASE

Training and Panel Discussion on China Business Intercultural Communication

Knoxville, TN – October 9, 2015 -- The Confucius Institute at the University of Tennessee-Knoxville, the Knoxville-US Export Assistance Center, and the TN-China Network will jointly host a training and panel discussion event on **China Business Intercultural Communication**, on **Wednesday, October 21, 2015, 2:00 – 5:00 pm at the Knoxville Chamber of Commerce**, 17 Market Square, #201, Knoxville, TN 37902. The cost to attend is \$25 (includes Chinese snacks and refreshments).

With China as Tennessee's third largest export market and Chinese investment into Tennessee growing each year, more Tennessee companies are facing the challenges and opportunities of intercultural communication in business. On an individual level, a manager's ability (or lack thereof) to successfully navigate intercultural communication and etiquette can impact the strength of business relationships and work efficiency. On the enterprise level, a company's ability to recognize and manage cultural differences in business with China can impact profitability – and viability – in the China market.

“This event is intended to provide practical and substantive guidance on navigating differing American and Chinese cultural communication tendencies and business practices,” says TN-China Network Executive Director Elizabeth Rowland. “At the event, companies will have the opportunity to share their experiences and best practices so that more Knoxville-area companies will be prepared to take advantage of opportunities the China market offers.”

At the event, Rowland will give a training on Chinese business protocol and etiquette in meetings and banquets as well as provide tips for understanding and navigating differing interpersonal communication tendencies between Americans and Chinese in business. After the training, a moderated panel discussion will take place during which the following esteemed panelists will discuss and answer questions from the audience about actual intercultural communication challenges and opportunities they have faced when doing business with China:

- **Tim Behling**, Vice President of Supply Chain, [Bailey International](#)
- **Stephen Johnson, PhD**, President, [Gryphus Diagnostics, LLC](#)
- **Robert Leach**, Director, [Knoxville-US Export Assistance Center](#), US Department of Commerce
- **Raymond Liu**, Graduate Assistant of International Business, [Southern Adventist University](#)
- **Elizabeth Rowland**, Executive Director, [TN-China Network](#)

Registration, snacks, and networking will begin at 2:00 pm. The training will kick off at 2:15 pm.

For more information, please contact Elizabeth Rowland (ERowland@TNChinaNetwork.org, 865-387-7012), or Robert Leach (Robert.Leach@Trade.gov, 865-545-4637). To purchase tickets for the event, please visit the [online event posting](#).



The [Confucius Institute at the University of Tennessee-Knoxville](#) enhances the learning of Chinese language and culture in East Tennessee by offering Chinese language and cultural classes, holding events and activities, and providing services to UT and the local community.



The [Knoxville-US Export Assistance Center](#) (Knoxville-USEAC) is an office of the US Department of Commerce Commercial Service that provides customized solutions to East Tennessee companies to help them compete and win in the global marketplace. The Knoxville-USEAC draws on the expertise of US Commercial Service trade specialists in over 100 US cities and more than 150 overseas offices in 85 countries in order to help companies succeed in exporting.



[TN-China Network](#) (TNCN) is a 501 (c) 3 non-profit organization that educates and connects people in Tennessee with an interest in doing business with China. Through educational and networking events, a blog, and online resources, TNCN seeks to strengthen TN-China business ties and enhance bilateral trade and investment. To learn more, visit www.TNChinaNetwork.org or call 865-387-7012.



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