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Global ambitions Local solutions

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Asian Tigers & The Yellow Dragon

SIETAR, Soesterberg, 14 juni 2014

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Perceptions about Asia

Asian Leadership

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Asian Values

- Formal and polite
- Calm and collected
- Life philosophy and rituals
- Focused on harmony & balance
- Importance of family
- Business and private life often connected
- Respect for seniority
- Hierarchical
- Avoidance of conflict
- Hospitable
- Importance of network
- Face (‘shame’)
- Fate (life happens)

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Asian Heroes

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中国

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Structural Opportunities

- Market potential
- > 300 million new consumers & spending power on the rise
- Learning capabilities / R&D developments
- Financial reserves / savings
- Internet penetration / e-commerce
- Rise of 2 and 3-tier cities

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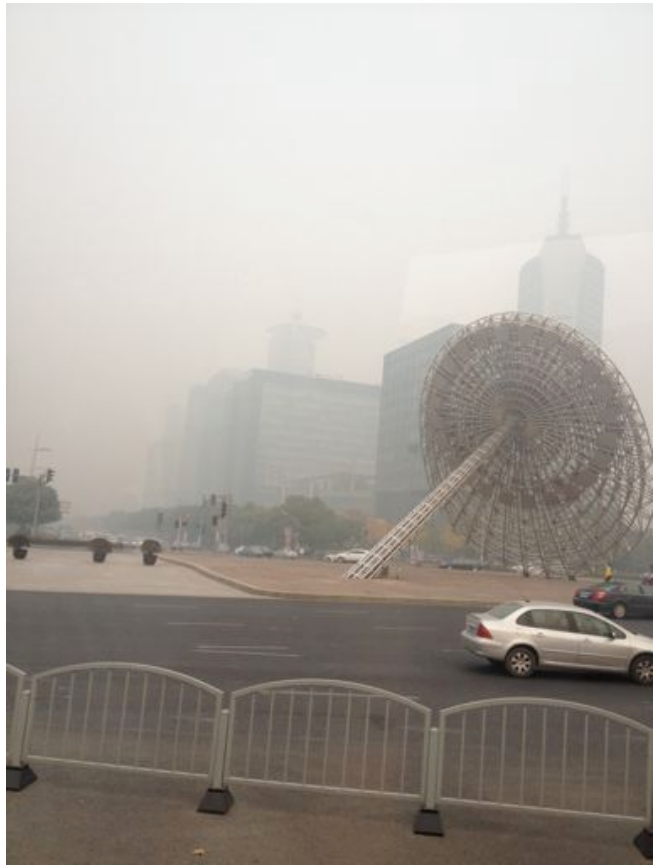
Structural Challenges

- HR: Lack of global mindset and managerial competencies / Rising salaries & Retaining
- Environmental pollution /quality of life
- Government control over market and private domain
- Corruption
- Bad loans and ineffective construction



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Understanding the Chinese Mindset

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China: Drivers of Conduct

History

- Old civilisation
- Isolation from the world / Protection against invaders
- Dynasties
- 100 years of humiliation
- Communism
- Opening Up Policy Deng Xiaoping

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China: Drivers of conduct

- Taoism: flexibility & go with the flow
- Buddhism: suffering, long hours, 24/7
- Confucianism: how to behave, morality, modesty, the highest good
- Revival of old masters such as Laozi, Chunzi e.g.

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China: Patterns of behaviour

Harmony

- Yin and Yang
- Loss of face
- No public criticism
- Avoid confrontations
- In-group loyalty
- Discipline
- Lack of initiative

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Chinese Society

- 中国 / national pride
- Towards a Harmonious Society / Chinese Dream
- Continuous improvement
- Revival of Confucian values
- Young and old / modern vs traditional lifestyles

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