



# TRAINING PROGRAM 2011

French Chamber of Commerce and Industry in China  
Courses in Shanghai





Dear members and non-members,

The HR department of the French Chamber of Commerce in China (CCIFC) is pleased to provide you with our Training Program for 2011.

Since 2004, we have proposed **public and in-house training courses** to our members and non members.

Nowadays, the CCIFC organizes around 40 professional training courses, independently or in collaboration with other organizations. The topics of our courses are quite various, including **Management, Human Resources, Finance, Sales, Marketing, Team building, Quality and also Personal development.**

With efforts of our training team and our high-qualified trainers, we succeed in keeping the topics and the content of the trainings always updated to the rapidly and continuously changing demands of the workplace.

For 2011 we include news topics **on Logistics and Computer skills.**

From half a day to three days, our courses are provided in **English, Chinese and French** by professional trainers and experienced consultants who are quite familiar with the complex specificities of the Chinese market **and the Chinese – westerners' culture.**

Further more, each public session can also be proposed as an **in-house training**, custom-made, answering the specific needs of the company and its staffs.

**SEVERAL CLIENTS:**

Air liquide, Alcan, Altran, Arc International, Arkema, Auchan, Bureau Veritas, EFTEC, Ensival Moret, Hermes, L'Oréal, LVMH, Novasep, PCM, Peugeot Citroën, Saint-Gobain, Schneider Electric, Veolia ...

**CCIFC Training Team – Public sessions and in-house trainings**

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*Any CCIFC member who wants to develop some training courses with us, please let us know!*

## Training Calendar 2011

Schedule	Topics	Language	Price in RMB (members / non-members)
<b>January</b>			
11-12	How to be a Professional Receptionist	Ch	3600-3800
13	Time Management – getting more done with less stress	En / Fr	2490-2990
24-25	Project Management Essentials	Ch	4000-4200
<b>February</b>			
16	Re-define your career with wisdom - Capitalize on your profile to guide your career	En / Fr	1200
22	Establish an efficient recruiting system and improve your interview selection skills	Ch	1990-2490
23	How to Conduct Productive Meetings	En	2000-2200
23	Working with Westerners - What Chinese Managers should know to be Successful in International Business	En / Fr	2490-2990
24-25	Customs Management of Commodity Classification on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique	Ch	3800-4000
28	Create the training system for your company	Ch	1990-2490
<b>March</b>			
1-2-3	Executive Assistant Training	En	4990-5490
8-9	Developing, Implementing and Using KPIs (Key Performance Indicators)	En / Fr	3590-4090
10	Better Communication, Better Results - Effective Dialogue in all Business Situations	En / Fr	2490-2990
10-11	Key Account Management	Ch	4000-4200
15-16	Working Smart with PowerPoint 2003	Ch	1200-1400
15-16	Powerful presentations - Durably improve your presentation skills	En / Fr	3490-3990
17-18	The Life Journey Workshop	En / Fr	2950-3450
21-22	MS Office Advanced Skills for Human Resources	Ch	1600-1800
21-22	SCOR Walkthrough - Optimize your End - to - End supply Chain	En	3990-4490
23	Initiation à la Prise de Parole	Fr	500-900
24-25	Audit of procurement	En / Fr	3590-4090
30-31	Shopper and Buyer : Essential Selling Skills	En / Fr	3990-4490
<b>April</b>			
7-8	Prise de Parole Top Manager	Fr	1480-2080
8	Successful Design with MS PowerPoint	Ch	800-1000
11-12	Working Smart with PowerPoint 2007/2010	Ch	1200-1400
12-13	Strategic Financial Management	En / Fr	3590-4090

13	Re-define your career with wisdom - Capitalize on your profile to guide your career	En / Fr	1200
14-15	Become a great trainer – learn and practice all the essential training skills	En / Fr	3490-3990
14-15	Supplier Quality Management	Ch	3800-4000
19	Time Management – getting more done with less stress	En / Fr	2490-2990
21	CRM (Customer Relationship Management) - Do you know the value of your customers?	Ch / En	500-900
21-22	Customs Valuation on Import and Export Cargo and The Analyze of its Processing Skill Relating to Technique	Ch	3800-4000
20-21	Human Resources Management for Line Manager	Ch	3490-3990
26-27	Train the trainers	Ch	3490-3990
<b>May</b>			
9	Introduction to supply chain fundamentals	En / Ch	980-1490
10-11	Applied psychology in Human Resources management	Ch	3490-3990
11-12	One for you – One for me : Negotiations Skills	En / Fr	3990-4490
16	Efficient Management with MS Outlook	Ch	800-1000
16-17	Working Smart with MS Project	Ch	1600-1800
16-17	Visual Merchandising - Tools with focus on windows display workshop	En	3590-4090
17	Working with Westerners - What Chinese Managers should know to be Successful in International Business	En / Fr	2490-2990
18	Initiation à la Prise de Parole	Fr	500-900
19	Better Communication, Better Results - Effective Dialogue in all Business Situations	En / Fr	2490-2990
24-25-26	Executive Assistant Training	En	4990-5490
26-27	Prise de Parole Top Manager	Fr	1480-2080
26-27	Processing Customs Formalities for Import and Export and the Strategy of Optimal Cost Control	Ch	3800-4000
31-1 June	Powerful presentations - Durably improve your presentation skills	En / Fr	3490-3990
<b>June</b>			
31 Mai-1	Powerful presentations - Durably improve your presentation skills	En / Fr	3490-3990
2-3	Effective Selling Skills	Ch	4000-4200
9	Working Smart with Lotus Notes	Ch	800-1000
9	Create the training system for your company	Ch	1990-2490
10	CRM (Customer Relationship Management) - Do you know the value of your customers?	Ch / En	500-900
13-14	Working Smart with Word 2003/07/10	Ch	1200-1400
14	Establish an efficient recruiting system and improve your interview selection skills	Ch	1990-2490
15	Re-define your career with wisdom - Capitalize on your profile to guide your career	En / Fr	1200
16-17	Basic Marketing Concept and Account Management	En / Fr	3990-4490
23-24	Interpretation and Processing of the Rules relating import mechanical and electrical products	Ch	3800-4000
27-28	MS Excel Advanced Skills for Finance	Ch	1600-1800
29-30	Prise de Parole Top Manager	Fr	1480-2080

<b>July</b>			
5-6	How to be a Professional Receptionist	Ch	3600-3800
5-6	Transforming Strategic Performance through the Balanced Scorecard	Ch	3490-3990
6-7	Shopper and Buyer : Essential Selling Skills	En / Fr	3990-4490
7	Initiation à la Prise de Parole	Fr	500-900
7-8	MS Office Advanced Skills for Human Resources	Ch	1600-1800
<b>August</b>			
17	Successful Design with MS PowerPoint	Ch	800-1000
25-26	Customs Formalities Planning and the Strategy of the Customs' Check for Import and Export Enterprises	Ch	3800-4000
30	Time Management – getting more done with less stress	En / Fr	2490-2990
<b>September</b>			
2	How to Conduct Productive Meetings	En	2000-2200
6-7	Powerful presentations - Durably improve your presentation skills	En / Fr	3490-3990
8	Establish an efficient recruiting system and improve your interview selection skills	Ch	1990-2490
8-9	One for you – One for me : Negotiations Skills	En / Fr	3990-4490
8-9	Effective Selling Skills	Ch	4000-4200
12-13	Building Supply Chain Capabilities to tackle China issues	En	3990-4490
14	Re-define your career with wisdom - Capitalize on your profile to guide your career	En / Fr	1200
15-16	Supplier Quality Management	Ch	3800-4000
15-16	Customs Management of Commodity Classification on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique	Ch	3800-4000
20-21-22	Executive Assistant Training	En	4990-5490
21-22	Basic Marketing Concept and Account Management	En / Fr	3990-4490
<b>October</b>			
10	Working Smart with Lotus Notes	Ch	800-1000
12-13	Human Resources Management for Line Manager	Ch	3490-3990
12-13	Working Smart with PowerPoint 2003	Ch	1200-1400
13	CRM (Customer Relationship Management) - Do you know the value of your customers?	Ch / En	500-900
17-18	MS Excel Advanced Skills for Finance	Ch	1600-1800
18	Working with Westerners - What Chinese Managers should know to be Successful in International Business	En / Fr	2490-2990
19-20	Shopper and Buyer : Essential Selling Skills	En / Fr	3990-4490
20	Better Communication, Better Results - Effective Dialogue in all Business Situations	En / Fr	2490-2990
25-26	Train the trainers	Ch	3490-3990
27-28	Processing Customs Formalities for Import and Export and the Strategy of Optimal Cost Control	Ch	3800-4000

<b>November</b>			
2	Create the training system for your company	Ch	1990-2490
7-8	Working Smart with MS Project	Ch	1600-1800
9-10	One for you – One for me : Negotiations Skills	En / Fr	3990-4490
10-11	Working Smart with PowerPoint 2007/2010	Ch	1200-1400
15	Efficient Management with MS Outlook	Ch	800-1000
17-18	Interpretation and Processing of the Rules relating import mechanical and electrical products	Ch	3800-4000
22-23	Become a great trainer – learn and practice all the essential training skills	En / Fr	3490-3990
23-24	Basic Marketing Concept and Account Management	En / Fr	3990-4490
30-1 Dec	Powerful presentations Durably improve your presentation skills	En / Fr	3490-3990
<b>December</b>			
30 Nov-1	Powerful presentations - Durably improve your presentation skills	En / Fr	3490-3990
1er	Establish an efficient recruiting system and improve your interview selection skills	Ch	1990-2490
5-6	Working Smart with Word 2003/07/10	Ch	1200-1400
6-7	Applied psychology in Human Resources management	Ch	3490-3990
6-7-8	Executive Assistant Training	En	4990-5490
15-16	Project Management Essentials	Ch	4000-4200



## TRAINING REGISTRATION FORM

Thank you for sending back this form to the CCIFC Shanghai:

Tel.: +86 (0) 21 61 32 71 00 - Fax: +86 (0) 21 61 32 71 01

E-mail: [training-shanghai@ccifc.org](mailto:training-shanghai@ccifc.org) or [delnegro.sandrine@ccifc.org](mailto:delnegro.sandrine@ccifc.org)

NAME OF TRAINING COURSE:  
NUMBER OF PARTICIPANTS:

### COMPANY INFORMATION

NAME:

Office Address:

Phone Number:

Fax:

Sector:

### PARTICIPANT

NAME: Mr.  Ms

Office Phone Number and **Participant Mobile Phone Number** :

Email address:

**Occupation of the participant:**

### TRAINING MANAGER / PERSON IN CHARGE OF SUBSCRIPTION

NAME: Mr.  Ms

Phone Number:

Email address:

### INVOICING

**NAME of the company to be invoiced:**

**Invoicing address in Chinese:**

Invoicing address in English:

**To be addressed to**

NAME: Mr.  Ms

Phone Number:

**Email address:**

Payment by cash in RMB

Payment by bank transfer in RMB

Payment by bank transfer in Euros



Bank information for EUROS :	Bank information for RMB
Société Générale – Agence Paris Bourse 134, rue Réaumur – BP 904 75073 Paris Cedex 02 - Account # 00050695494 Key 57 Bank code : 30003 Branch Code: 03020	中国法国工商会 工行北京商务中心区支行国贸大厦分理处 北京建国门外大街 1 号国贸大厦 100004 人民币帐号： 0200041609014414080

**REGISTRATION CONDITIONS**

- 1) Each registration needs to be confirmed by sending back this reply-coupon to the CCIFC by mail.
- 2) The training fees have to be paid:
  - By cash in RMB the same day of the training. The attendee will receive a receipt with the CCIFC official seal;
  - By bank transfer in RMB or Euros before the beginning of the training. In this case, your company has to provide the CCIFC with the invoice details (Chinese and English name of the invoicing office of your company, Chinese and English address of the invoicing office of your company, account number which will be used to pay the fees). The registration will not be confirmed without this document.
- 2) After receiving the reply-coupon and the invoice details, the CCIFC will send you an invoice voucher. Thanks to settle it before the training day.
- 3) A written confirmation will be sent to the person in charge of the case and at the same time the participant will receive notice to attend the training course(s) a few days before the beginning of the training session.
- 5) Cancellation:
  - Cancellation requests must be confirmed by mail.
  - Cancellation will be accepted if the CCIFC receives it before the deadline written at the bottom of the reply-coupon.
  - Any cancellation after the deadline or absence from the training course will still be charged. No free access to the next session of the training course.

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# PERSONAL DEVELOPMENT

## Better Communication, Better Results - Effective Dialogue in all Business Situations

Communication skills are an essential element of business success.

People, who know how to use the right words at the right time, and how to adapt their communication style, are most likely to solve problems and achieve their objectives.

In this seminar, you will learn how to effectively convince your colleagues, customers and business partners in meetings, negotiations and day-to-day business.

### Benefits

You will learn and practice several techniques to:

- **Avoid misunderstandings** and create goodwill
- **Get what you want** by using the right words and body language
- Convince and “**sell your ideas**” to different types of people by adapting your style
- Smoothly **resolve conflict**

### Outline

- Active listening (to create true understanding)
  - 8 tools to be a better listener
  - The importance of feedback
- Assertiveness (to get what you want with minimum conflict)
  - What to say: using the right words
  - How to say it: using the right tone and body language
  - Handling difficult situations
- Four key communication styles (to be more convincing)
  - Discover your dominant style
  - Understand the other styles
  - Adapt to other styles

### Teaching approach

This is a dynamic and highly interactive training. Participants are involved through role-plays, group assignments, discussions, games and exercises, to ensure that they understand, practice and remember the new tools and skills.

### Who should participate?

Any employee or manager, regardless of culture, experience and function, who:

- Wants to interact more confidently and effectively with others
- Needs to handle difficult one-on-one situations with clients, colleagues or business partners

Date	March 10 / May 19 / October 20
Time	From 9 am to 5 pm
Price	2490 RMB/Member – 2990 RMB/Non member including lectures, course materials, breakfast and lunch
Language	English or French
Number of participants	4 to 12

## Initiation à la Prise de Parole - « Je parle donc je suis »

Prendre la Parole, cela n'est pas si simple.

Nous savons tous parler, mais savons-nous être écoutés?

Comment agir pour que notre parole demeure dans l'esprit de ceux qui nous écoutent?

### **Première Partie (2 heures)**

- Présentation des participants et de l'intervenant
- Power Point : Rappel des Notions de base
- Capacité à improviser une intervention :
  - L'improvisation n'existe pas, notion de "stock permanent".
  - Sujets tirés au sort.
  - Sketches improvisés.
- Théâtralité dans la prise de parole.
  - Jeu de rôle alternatif.
  - Adaptation au style de texte et de situation.

Pause active 30 minutes

### **Deuxième Partie (1heure 30 minutes)**

- Capacité à préparer une intervention :
  - Conférence/débat sur un sujet choisi.
  - Capacité à répondre aux questions.
  - Type conférence de presse.
- Communication non verbale ;
  - Les attitudes communicantes.
  - Les attitudes positives.
  - L'apparence et la conviction.
  - Capter les messages non-dits.
  - Prendre des points d'appui.

Date	Mars 23 / Mai 18 / Juillet 7
Heure	De 9h à 13h
Tarif	500 RMB/Membre – 900 RMB/Non membre
Langue	Français
Nombre de participants	6 to 12

## Prise de Parole en Public Top Manager

Prendre la Parole, cela n'est pas si simple.

Nous savons tous parler, mais savons-nous être écoutés?

Comment agir pour que notre parole demeure dans l'esprit de ceux qui nous écoutent?

Cet atelier vous apportera les outils nécessaires pour améliorer votre aisance et aboutir à ces résultats :

### **Atelier I**

- Convaincre et faire adhérer l'auditoire par votre conviction personnelle.
- Vérifier la compréhension et percevoir le retour de vos informations.
- Faire participer vos interlocuteurs, en faire des partenaires actifs.
- Ressentir les "zones rouges" et les désamorcer.

#### **Déroulement de l'Atelier:**

Exercices de présentation personnelle.

L'importance de la première minute.

Exercices de prise de parole improvisée sur un sujet tiré au sort.

Savoir définir son champ de compétences.

Retour sur ces exercices.

Mise en situation, jeu de rôles.

Occupation de l'espace.

Comportement positif.

Attitude communicante.

Exercices de prise de parole sur un sujet choisi, donc connu.

Validation de la compréhension par des échanges questions/réponses.

Retour sur ces exercices.

Analyse des vocabulaires et des filtres de compréhension.

Validation des échanges.

Validation des acquis.

### **Atelier II - « La bonne personne à la bonne place »**

- Passer de la contrainte au plaisir de convaincre.
- Utiliser le « trac » comme un outil.
- Capter l'attention et la conserver.
- Laisser l'auditoire dans un esprit de suite

#### **Déroulement de l'Atelier:**

Exercices de présentation personnelle.



Utilisation de l'automatisme pour observer.  
Exercices de prise de parole improvisée sur un sujet tiré au sort.  
Savoir gérer l'inconnu, capitaliser sur le silence.  
Retour sur ces exercices.

Mise en situation, jeu de rôles.  
Prise en compte de l'espace.  
Effet miroir : ils sont ce que vous êtes.  
L'humour adapté comme support.  
Exercices de prise de parole sur un sujet choisi, donc connu.  
Validation de la compréhension par des échanges questions/réponses.  
Savoir différer ses réponses.  
Retour sur ces exercices.

Analyse de vocabulaire  
Restitution individuelle.  
Validation des acquis.

### **Méthode de travail:**

- Basée sur l'interactivité entre les participants et l'animateur formateur.
- L'Atelier de Prise de Parole est un moment d'apprentissage, mais il reste aussi un lieu d'échange et de réflexion partagés.
- L'acquisition se fait par une activité intense qui doit rester ludique afin de ne pas provoquer de rejet.
- Chacun en repart avec des outils et des objectifs.
- Un suivi individuel optionnel peut-être assuré.

### **Participants:**

Toute personne qui doit, en toute circonstance, professionnelle ou personnelle, intervenir face à un auditeur ou un auditoire pour faire passer un message.

Groupe de 6 à 8 personnes.

Date: Avril 7-8 / Mai 26-27 / Juin 29-30  
Heure: 2 journées consécutives, de 9 h à 13 h  
Langue: Français  
Tarif: 980 RMB par atelier (membre) / 1280 RMB par atelier (non membre) (le déjeuner pour la première journée inclut dans le prix)  
Toutefois, ces formations étant complémentaires, le candidat souhaitant participer aux deux ateliers paiera la somme de : 1480 RMB si ce dernier est membre et 2080 RMB s'il est non membre.



## Powerful Presentations - Durably improve your presentation skills

Excellent presentation skills make all the difference when it comes to winning new clients, convincing your superiors of a new project, briefing your colleagues or training your employees.

In this training, you will learn tools and techniques to improve not only your presentation plan and visuals, but also your verbal and non-verbal skills to convince and interact effectively with your audience.

Invest two days and become a professional, confident and persuasive presenter!

### Benefits

- **Practice** speaking in public, **increase your self-confidence** and reduce stress
- Learn to project a **professional image** of yourself and your company
- Learn to **plan and structure** an effective presentation
- Identify cross-cultural issues involved in making presentations to a **foreign audience**
- Learn **to handle challenging questions** from the audience in a professional manner

### Outline

- Preparing for success:
  - Key steps to prepare a presentation
  - How to structure your message for maximum impact
  - How to design professional and effective visuals
- Delivering with impact:
  - Verbal skills: use of voice and public speaking techniques
  - Non-verbal skills: professional body language
  - Interacting with your audience and handling questions
  - Key tools to manage stress
  - Three rounds of practice and immediate personalized feedback to improve each participant's skills

### Teaching approach

In this highly interactive training course, you will be involved through a range of activities, such as studying videos of excellent presentations, group assignments, discussions, games and exercises.

You will have at least three opportunities to practice presenting to the group. Each time you will receive constructive and specific feedback, allowing you to visibly and rapidly improve your skills.

### Who should participate?

Any manager or employee who needs to make presentations in English to their superiors, colleagues or clients (with or without previous experience of giving presentations).

Date	March 15-16 / May 31-Jun 1 / September 6-7 / November 30-December 1
Time	2 consecutive days from 9 am to 5 pm
Price	3490 RMB/Member – 3990 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	English or French
Number of participants	3 to 12



## Executive Assistant

At the advanced levels, the executive assistant who support senior management needs to be professional, discreet, well aware of the company's environment, possess strong written and verbal communication skills, maintain and improve an efficient organization, show constant initiative, etc! In short, they have to be able to multitask. This course proposes methods for handling and enhances an always much needed job!

### Benefits

You will learn to

- Clarify your position within the company
- Apprehend better your company's environment
- Increase your contribution to the team
- Understand and meet the expectations of your western manager
- Enhance your written and verbal communication
- Improve your time management and organisation skills
- And develop new tools to achieve your goals.

### Outline

- Your position in the Company: work "with" your manager
  - Your role as an executive assistant
  - Skills and quality needed
  - Know the pulse of your department / your company
  - How to enhance your job
- Time and task management
  - Strategically direct the flow of information
  - Increase your contribution to the team with increased efficiency
  - Schedule and organise an event
- Communication management
  - Verbal communication
  - Business writing
- Study case: one hour presentation / 30 minutes presentation - half day test

### Teaching approach

The course is based on a practical approach, with down-to-earth tools and tips, individual exercises and realistic group case studies: how to organize a company event, gather and dispatch useful information, write a newsletter, deal with urgent and contradictory actions, give a oral presentation of the company business, etc.

### Who should participate?

Executive assistants of senior management or assistants who wish to enhance their job, office manager, and assistants in communication or marketing department.

Date	March 1-2-3 / May 24-25-26 / September 20-21-22 / December 6-7-8
Time	2,5 consecutive days, from 9 am to 5 pm
Price	4990RMB/Member – 5490RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	English
Number of participants	5 to 12



## Re-define your career with wisdom - Capitalize on your profile to guide your career

*“If you don’t stand for something, you’ll fall for anything” Michael Evans*

Making a career change can make your life up side down but what if it makes it right side up eventually?

In China, the word CRISIS is equal to the word OPPORTUNITY thus take all your chances to pursue your career as you wish by taking part in these workshops “Redefining your career”.

You would like to explore other career options, these workshops offer you the opportunity to redefine your profile, your goals and strengths with a professional coach, in charge of redirecting you and facilitate your research and target your jobs.

### Objectives

#### 4 STEPS TO CHANGE & EXCEL

- **Redefine & clarify your profile**
  - Your values
  - Your personality
  - Your priorities
- **Observe & analyze the market**
  - To fit the market, observe & seize opportunities in terms of jobs offers.
  - Target your searches according to opportunities on the job market
  - Correlate your profiles with the market opportunities (identify, evaluate, explore and commit yourself).
- **Move & Apply**
  - After having determined your objectives that will be coherent, feasible, viable and flexible.

### Who should participate?

This workshop is for those who would like to redefine their career.

Date	February 16 / April 13 / June 15 / September 14
Time	From 9 am to 1pm
Price	1200 RMB/participant including the 4 hours workshop and tests
Language	English or French
Number of Participants	3 to 5

## Cours de Chinois (Mandarin course)

Vous venez d'arriver en en Chine, vous parlez peu ou pas du tout chinois et souhaitez vous adapter plus facilement à votre vie quotidienne? La communication à l'oral en chinois facilitera vos échanges quotidiens.

Vous recherchez actuellement un emploi et souhaitez avoir une démarche active en vous investissant dans l'apprentissage de la langue?

La CCIFC vous propose des cours de chinois de 3 niveaux différents dispensés par des formateurs chinois qualifiés, expérimentés (plusieurs années d'expérience en cours collectif) et parlant français.

Cette session semestrielle vous permettra d'acquérir les notions importantes en chinois, en bénéficiant de la dynamique et de l'émulation d'un groupe restreint. Vous vous initierez au chinois, acquerez les bases permettant notamment de faire face aux situations courantes de la vie quotidienne. Les aptitudes en expression écrite seront développées à titre secondaire et en fonction des attentes du groupe.

- **Niveau Débutant:** découverte totale de la langue chinoise.
- **Niveau Intermédiaire:** vous avez déjà participé à des cours (minimum 3 mois).
- **Niveau Avancé:** vous devez déjà être capable de suivre une conversation en chinois + reconnaissance de caractères.

Date	De Mars à Juin 2011 / Septembre à Décembre 2011
Horaire	15 séances de 3h, tous les samedis matin, de 10h à 13h
Tarif	4000 RMB/membre – 4500 RMB/non membre (le prix inclut le cours, le livre et les petits-déjeuners) Optionnel : une offre Quickspeaker contenant 3000 phrases françaises traduites en chinois avec le son vous est proposé à 490RMB
Langue	Français
Nombre de participants	3 à 12

*\*Les conjoints des membres bénéficient du tarif membre*



## SPECIAL OFFER – Customized Individual Chinese Course for Senior Managers

Daily life learning with business focus: Full e-learning and face-to-face immersion training

You are a very busy executive,

You are a frequent traveler and you are wondering how is it possible to learn Chinese, a complex that requires time when you do not have much time?

### The solution: THE SURVIVAL KIT!

You learn when you want, just what you need and wherever you are.

Success is guaranteed!

Face to face + online 3D simulation game + Innovation = You speak basic Chinese within 72h !

And for those who want to SURVIVE in China WITHOUT LEARNING CHINESE?

You do not want to learn Chinese now?

You are sick of phoning to your Chinese assistant or your Chinese mate to translate what you need?

### The solution :

Download phrasebook QUICKSPEAKER in your pdaphone

And let your phone talk for you!

Get access to 3000 most useful ready-made phrases for your daily and business life in China. Include a selection of 20 most useful topics when you travel and live in China with original audio recordings.

Download quickspeaker + Click on your phrase + let your phone talk for you = You survive!

Our learning innovation is highly recognized as being effective with 100% customers' satisfaction.



ChinPass won all the National top prizes and awards from 2004 until 2007 in France related to Innovation, High Tech ICT and Entrepreneurs. Six French Ministers, including 2 Prime Ministers (J.P Raffarin, D.d. Villepin), 2 Research and Higher Education Ministers, 2 SMEs Ministers have personally endorsed ChinPass. We were selected by both, French and Chinese Prime Ministers, D.d.Villepin and Wen Jiabao to be part of the 100 Entrepreneurs official delegation. Our references: EDF, Bnp Paribas, Hermès, HEC, Schneider Electric, Beijing Olympic-Insep and X SMEs...

“This training experience with ChinPass helped me to overcome very important steps in my chinese apprenticeship”

Hervé Machenaud, EDF Executive Vice President and Asia Pacific Branch President.

Customize Private Chinese coaching at your place:

Date	On demand
Time	Package 80h (40h en face-to-face et 40h online) or 172h (72h face-to-face et 100h online)
Price	Package 80h: 11 900 RMB/Member – 12 900 RMB/Non member ; Package 172h: 31 725 RMB/Member – 32 250 RMB/Non member
Language	Courses delivered in you native language. English or French professors
Training mode	On site private teaching + telephone/Webconf if travelling

# MANAGEMENT SKILL

## Project Management Essentials - 项目管理精要

### Objective

Project Management Essential is the basic course for all Core Project Management Courses. In this course, participants will be systematically taught the basics about project management, major procedures and practical tools and skills. By means of lessons, exercises, case studies and games you will interactively learn and master the skills of project management, including project demand analysis, WBS, implementation and control of projects, as well as learning how to draw effective conclusions. For those who have not had systematic project management training, this course is recommended as an effective means of learning about project management.

### Outline

- How to use basic knowledge and techniques of project management
- How to set up a project's object
- How to set up a WBS
- How to design project plans
- How to implement and control project plans
- How to properly complete the project

### Who should participate?

Project Managers, Project Engineers and other Stakeholders

### 培训目标

项目管理精要是项目管理核心课程的基础课程。本课程将帮助您系统地理解项目管理的基本知识，主要过程和实用的工具和技术。本课程通过授课，练习，案例和游戏，使您能生动有趣地学习掌握项目管理的技能，包括项目需求分析和工作分解结构（WBS）的制定，项目的执行和监控，项目有效的收尾等。对于尚未参加过系统项目管理培训的人士，建议首先参加本课程的学习以便有效地获得项目管理的知识架构。

### 课程大纲

- 如何应用项目管理的基本知识和技术
- 如何设定项目目标
- 如何制定工作分解结构
- 如何编制项目计划
- 如何执行和监控项目计划
- 如何进行有效的项目收尾

### 培训对象

项目经理,项目工程师及其他项目相关人员。

Date	January 24-25 / December 15-16
Time	2 consecutive days, from 9 am to 5 pm
Price	4000 RMB/Member – 4200 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue

## How to Conduct Productive Meetings - 如何主持高成效的会议

### Objective

Does your staff complain that meetings are often too long and not useful? Do your meetings end without concrete results or decisions? In companies where meeting skills are poor, staff members often avoid or do not participate in meetings. This course will cover the fundamentals of effective meetings and provide participants with simple approaches and templates to immediately improve meeting effectiveness and participation.

The workshop will include the following:

- Making meetings shorter and more effective
- Tools and templates for effective meetings
- Strategies for successful open discussion in China
- Overview of the 4 key meetings every business should have

### Outline

- Overview of 4 Keys Meetings in Every Business
- Fundamentals of Effective Meetings
- Key Meetings and Simple Approaches to Make Key Meetings Effective
- Strategies and Tools for Different Meetings

### Who should participate?

New Managers and Supervisors, Leaders of New Teams, Senior Leaders struggling with poor meeting skills

### 培训目标

你的职员是否抱怨过会议时间太长且效果不好？会议结束却没有明确的结果或决定？在会议效率低的公司，员工会尽量避免参加会议。本课程将涵盖有效会议的基本准则，提供参与者提高会议有效性和参与度的方法。

本课程包含下列内容：

- 缩短会议时间并提高有效性
- 成就高效会议的工具和模板
- 适用于中国的成功开发式讨论策略
- 各行业必有的四大主要会议概述

### 课程大纲

- 各行业必有的四大主要会议概述
- 有效会议的基本准则
- 重要会议和行之有效的简单方法
- 针对不同会议的策略和工具

### 培训对象

新任经理和主管，新团队主管，会议技巧有待提高的高层领导

Date	February 23 / September 2
Time	From 9 am to 5 pm
Price	2000 RMB/Member – 2200 RMB/Non-member including lectures, course materials and lunch
Language	English
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue

## Time Management - Getting more done with less stress

Managing time effectively is more important than ever as the speed and quantity of information sharing across the globe never stops increasing.

This training course helps employees and managers understand the value of time and how to use it wisely to achieve the goals that really matter.

### Benefits

- Set **goals** and define **priorities**
- **Plan** their time effectively to achieve their goals
- Swap **ineffective habits** for **productive ones**
- Discover practical ways to **save time**

### Outline

#### Morning

##### Time management makes all the difference

- Realise the value of your time
- Understand how you spend your time
- Identify time wasters

##### Prioritising, planning and scheduling

- Set SMART goals
- Analyse and define your priorities
- 3 keys to effective planning

##### Processing information

- Best practice to process e-mail / paperwork
- Best practice for efficient filing / tickler files

#### Afternoon

##### Better self-management

- Be on time
- Overcome procrastination
- Resist multi-tasking

##### More efficient interactions with others

- Learn to say no
- Handle interruptions
- Delegate better
- Improve your meetings
- Communicate strategically

##### Continuous improvement

- Personal strengths and weaknesses
- Personal action plan

### Training style

The training is interactive and based on experiential learning techniques with high involvement of the participants (role-plays, group assignments, discussions, games and exercises) to ensure that they understand, practice and remember the new tools and skills, and can apply them to their real jobs.

### Who should participate?

Any employee, manager or team leader who wants to increase their personal effectiveness

Date	January 13 / April 19 / August 30
Time	From 9 am to 5 pm
Price	2490 RMB/Member – 2990 RMB/Non member including lectures, course materials, breakfast and lunch
Language	English or French
Number of Participants	3 to 12

## Working with Westerners - What Chinese Managers should know to be Successful in International Business

What is considered professional behaviour and what is expected of employees and managers varies from culture to culture.

This training course helps Chinese managers and employees understand the expectations of their foreign bosses, clients and business partners, and teach them how to change their work habits and business behaviour in order to meet those expectations.

### Benefits

After exploring and understanding cultural differences between China and the West, participants will learn how to:

- **Look, sound and act professional** according to international business etiquette
- **Avoid time-consuming misunderstandings** by communicating effectively with their western colleagues and customers, **verbally and in writing**
- Demonstrate **accountability and initiative** in the workplace

### Outline

#### Understanding the cultural differences between China and the West:

- Where do differences come from?
- Traditional values of Chinese culture and Western cultures

#### Impact of cultural differences in business:

- Four cultural dimensions and how they affect our day-to-day business behaviour
- Key success factors to work with Westerners:
  - Commitments and meaning of yes/no
  - Accountability and initiative
  - Speaking up and asking questions
  - Business etiquette: handshake, meals, e-mails, reports, meetings, etc...
- Study of real cases taken from participants' experience

### Teaching approach

In this interactive training course, participants are highly involved through a range of activities, such as group assignments, discussions, role-plays and exercises.

Ample time is allocated to analyze and discuss the real work situations they need to deal with.

### Who should participate?

Any Chinese manager or employee who wants to improve the results of their interactions with Western clients, bosses or business partners.

Date	February 23 / May 17 / October 18
Time	From 9 am to 5 pm
Price	2490 RMB/Member – 2990 RMB/Non member including lectures, course materials, breakfast and lunch
Language	English or French
Number of Participants	3 to 12

# SALES AND MARKETING

## Shopper and Buyer: Essential Selling Skills

*“As a successful sales professional, you should always be looking for ways to improve your skills and enhance your sales results.”*

We look forward to **working with you** over two days to help build your strengths, add to your skills, and have a great time in the process.

### Day 1 - Shopper or buyer

#### **Key learning**

This course will equip enthusiastic salespeople with the skills necessary to **return high sales-to-calls ratios** and ensure their place as highly valued deal closers and relationship builders.

#### **Benefits**

- You will increase your sales performance.
- You will feel more capable and confident in challenging sales situations.
- You will be able to work more effectively with other sales team members via consistent work practices and aligned efforts.

#### **Program Objectives**

After participating in this program, you will be better able to

- Create a positive First Impression
- Uncover key Buying Criteria
- Turn buyers' likes and dislikes to your advantage
- Demonstrate why your product is better
- Evaluate and improve your own performance

### Day 2 - Hook the Loop

#### **Key learning**

We recognize that salespeople sometimes run into challenging questions from difficult buyers. This module will prepare you to answer those questions professionally and delicately as **to please the client**.

#### **Benefits**

- Confidently respond to a buyer's objection
- Consistently move the buyer toward a commitment to purchase
- Be able to close the deals
- Evaluate your own performance

#### **Program Objectives**

After participating in this program, you will be better able to

- Respond with Confidence to buyer's objections
- Consistently move more buyers towards commitment to purchase
- Evaluate and improve your own performance

## Contents

- The Five Buying Needs
- Using Features to your Advantage
- Tune In
  - Starting well
  - Complete introductions
  - State call purpose
  - Build rapport
- Explore Needs
  - Why do people buy?
  - Three kinds of questions
  - Discover competitors
  - Listening
- Enlarge Needs
  - Going deeper
  - Clarify implications
  - Highlight benefits
- Match Needs
  - Match needs with features
  - Summarize needs and wants

## Contents

- How to dissolve resistance?
  - Learning to love resistance
  - Our most common objections
  - Acknowledge concern
  - Assess validity
  - Answer appropriately
  - Handling price objections
- How to Gain Commitment?
  - It pays to ask
  - Propose the next step
  - Confirm an agreement
  - Always end on positive note
  - Commit to action

## Who should participate?

This workshop is for anyone wishing to improve their sales skills.

Date	March 30-31 / July 6-7 / October 19-20
Time	2 consecutive days, from 9 am to 5 pm
Price	3990 RMB/Member – 4490 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	English or French
Number of participants	3 to 12

**\*Important Note:** For LSL Consultancy, to get the best “Selling Skills” those two modules cannot be separated and normally we deliver those training during two days each. Our objective is to give you the opportunity to be more efficient in your sale, so that’s why we have adapted our program.



## One for you – One for me: Negotiation Skills

During the next two days you will get a clear picture of your strengths and opportunities for improvement, you will gain new skills and learn **how to become a master negotiator**.

### Key Learning

Effective negotiations skills help improve your business and client satisfaction while simultaneously creating a “win-win” feeling for both you and the client.

### Benefits

- You will enjoy negotiating more, even in challenging situations.
- You will learn how to use language to give you more power.
- You will get better results, both in professional negotiations and in personal life.

### Programs objectives

- Establish Control of negotiation by using systematic process
- Trade currencies without unnecessary giveaways
- Defend your position when challenged

### Contents

#### Day 1

- Introduction
  - What is Negotiation?
- The Negotiation Process
- Planning
  - Steps of Planning
  - Objectives and Needs
  - Common Interests

#### Day 2

- Positioning
  - Steps of Positioning
  - Challenging the Other's Position
  - Sources of Power
- Trading
  - Steps of Trading
  - Making Proposals
  - Receiving Proposals & Handling Demands
- Contracting
  - Steps of Contracting
  - Behaviors that Help
  - Behaviors that Hinder
- Commit to Action

### Who should participate?

This workshop is for anyone wishing to improve their sales skills.

Date	May 11-12 / September 8-9 / November 9-10
Time	2 consecutive days, from 9 am to 5 pm
Price	3990 RMB/Member – 4490 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	English or French
Number of participants	3 to 12

## Basic Marketing Concept and Account Management

Most markets and industries are operating in an increasingly crowded market space. For many, the option of further reducing price to compete is simply not an option. Survival in today's market place is dependant on many more elements than price alone. You have to be able to differentiate yourself and your products and services to survive. In a message overloaded market place...your messages have to cut through. If you can't compel, you won't sell. Learn how the best influence their prospects and how they win and retain Key Account business. Learn step-by-step strategies for getting the attention of decision makers and start winning more business now!

### Objectives

Delegates attending this course will:

- Learn how to grow your sales volumes and Key Account business quickly and effectively
- Learn what really counts in the sales process and understand how Key Account decision makers are motivated to make their decisions
- Understand the importance of personal as well as product/service differentiation and win the business
- Develop strategies for managing "difficult" and "demanding" clients behavior
- Learn how to engage and compel your key customers to buy from you
- Learn techniques to influence and persuade
- What is added value and why is this so often confused with reducing margins?
- Identifying value drivers

### Day 1 - Marketing Skills Development

*"Marketing is a collection of processes for creating and delivering value for customers and controlling customer relationships that are in favor of your organization."*

#### Key learning

We want to make sure **you have a firm grasp of marketing** from the beginning steps to advanced levels of the trade. We can show you how to effectively market your product and improve your relationships all in this comprehensive marketing module.

#### Benefits

- Understanding the market context that you are in
- Adapt yourself to market dynamics
- Play a major role in market transactions

### Day 2 - Account Management

*"Making a sale once is easy but maintaining that account and successfully having that client come back again and again is the hardest part."*

#### Key learning

We've designed a program that will **help you build relationships with your accounts** whether they are large or small. With our exceptional organizational and analytical techniques you will see and increased ROI and improved relationships with your clients.

#### Benefits

- Confidently respond to a buyer's objection
- Consistently move the buyer toward a commitment to purchase
- Be able to close the deals
- Evaluate your own performance

## Contents

- Defining Marketing
- Company's Analysis: Internal/External
- Organizational Improvements
- Marketing Mix: 4 P's
- Marketing Strategies and Tools
- Defining Target Groups & Customer Analysis
- Sales, Media & Customer Satisfaction
- Business Growth Strategies
- Five Competitive Forces
- Value of Attractiveness of an Industry

## Contents

- Amount of accounts that individual sales people have
  - How many of them are top productive accounts?
  - How are the accounts distributed?
- Consider the sales pipeline
- A minimum of three months sales calls action plan for the individual sales professional

### **Who should participate?**

This workshop is for anyone wishing to improve their sales skills.

Date	June 16-17 / September 21-22 / November 23-24
Time	2 consecutive days, from 9 am to 5 pm
Price	3990 RMB/Member – 4490 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	English or French
Number of participants	3 to 12

## CRM (Customer Relationship Management) - Do you know the value of your customers?

Where is the largest pool of consumers? – China

Where will be spent the largest marketing budgets in the next 5 years? – China

Where is recorded the fastest change in customer behavior? – China

Where is the fastest increase in consumer's purchasing power? – China

Where are the largest distributors' channels? – China

Which tool in the marketing mix allows brands to recruit, measure, communicate, segment, promote and optimize customer value? – CRM

Do you want to go beyond traditional marketing, create differentiation and optimize your customers' values? – Please join!

### **Benefits**

The objective of this training session is to provide participants with a whole around understanding of CRM for both B2B and B2C businesses in China through a mix of real cases illustration and discussion (including cases from FMCG, Automotive, High Tech, Luxury and Hospitality), as well as giving tips and advises on the possible CRM strategies applicable on the China market.

### **Outline**

Training session will include presentation of both theoretical and real-life application in China of several CRM best practices.

### **Teaching approach**

- Lecture & debates
- Experience learning situations
- Case studies
- Team work & experience sharing

### **Who should participate?**

CRM Manager, Marketing Manager, Brand Manager, Sales Managers, Business Development Managers.  
Industry: All industries having to deal with clients in China: FMCG, Luxury, Automotive, Retail, Hospitality, Telecom, High Technology, Bank...

### **Attendees' Feedback on CRM training in 2009**

"I profited a great deal from this CRM training. The trainer's teaching approach is novel to me."

"Through a mix of the case studies and group discussion, I got a deeper understand on CRM for businesses in China."

"The trainer offered me useful tips and professional advice on the possible CRM strategies applicable on the China market during downturn time, which was of great help to our company."

Date	April 21 / June 10 / October 13
Time	From 2 pm to 5 pm
Price	500 RMB/Member – 900 RMB/Non member including lectures, course materials and tea-coffee breaks
Language	English
Number of participants	10 to 20

## Visual Merchandising - Tools with focus on windows display workshop

The customer store experience is impacted by many factors. Windows, store, layout, visuals, product and service all influence why we buy.

This training will show you how to merchandise your store, how to create more opportunities for increasing your impulse sales.

We have chosen to focus on one case example: **the windows display**.

### Benefits

Participants will be able

- to use merchandising tools ;
- to develop efficient store ;
- to understand which merchandising strategies are most effective
- to teach their staff windows displays basics

### Outline

#### Day 1:

- Retail Merchandising – key principles
- The adaptation of merchandising to customer
- The merchandising: a question de location
- The merchandising : the brand image
- The in store visual merchandising

#### Day 2: the 6 steps to set up a windows display

- The display standards: schemes, colors, lights, balance- What's a prop? Try to create your own
- Planning and setting a windows display: guideline
- Analysis of some key flagship stores and W.D: store study
- Key success factors for Windows displays
- W.D tools: useful documents

### Teaching approach

- Lectures, experience background
- Case studies
- Visual merchandising practice with exercises

### Who should participate?

Retail professionals who sell product in windows display (brand sales, retail managers, suppliers).

Date	May 16-17
Time	2 consecutive days, from 9 am to 5 pm
Price	3590 RMB/Member – 4090 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	English
Number of participants	5 to 12

# PURCHASING / LOGISTICS



## Introduction to supply chain management fundamentals – ½ day workshop

This workshop is designed to bring up the level of understanding and application of supply chain management in business, and to assist companies in achieving market competitiveness and corporate excellence.

### **Benefits**

You will learn and practice several techniques to:

- Get a clear insight of supply chain management fundamentals
- Use a common language to enhance collaboration and maximize visibility inside the company
- Gain competitive advantage through an end-to-end vision of supply chain and key principles

### **Outline - 1/2 day**

- What is Supply Chain?
  - Reviewing the definitions of supply chain management
- Supply Chain Scope
  - From within the organization to across organizations
  - From your suppliers' suppliers to your customers' customers
- Supply Chain and Value Chain
  - Three views of SCM model
  - SCM integration to gain competitive advantage
- The 7 principles of Supply Chain Management
  - Key principles to enhance supply chain efficiency

### **Teaching Approach**

This training is developed based on in-depth experience, best practices and real companies' case studies. Participants are involved through discussions and exercises.

### **Who should participate?**

CEO, General Managers, Directors, Senior Managers of the following departments: Sales & Marketing, Finance, Operations, Purchasing (Sourcing and Procurement), Logistics, Inventory Management, Customer service.

Date	May 9
Time	8:30 am – 12:30 am
Price	980 RMB/Member – 1490 RMB/Non member Including lectures, course materials and breakfast
Language	English or Chinese
Number of participants	5 to 12

## Building Supply Chain capabilities to tackle China issues

Stiffening competition, soaring labor costs, increasingly demanding customers, high logistics costs, greater supply chain risk have made the business in China more challenging than ever. Companies now need to break the walls inside the organization and collaborate actively with suppliers to improve customer service while driving down costs.

Companies have to develop superior supply chain capabilities to drive operational excellence and address key issues in China market. This training shows how companies in China can improve their supply chain capabilities and optimize their financial performance.

### Benefits

You will learn and practice several techniques to:

- Tackle China supply chain issues
- Initiate supply chain management improvements
- Manage your business effectively and achieve competitive advantage
- Define a sustainable supply chain strategy

### Outline

#### Day 1 - Supply Chain Configuration

- Configure your supply chain
- Build up Supply chain capabilities using different proven methodologies:
  - Process Management - SCOR Methodology:
- SCOR Fundamentals –SCOR Processes and Metrics& Best Practices
  - Case Studies: SCOR implementation in Beverage industry in China market

#### Day 2 - Supply Chain Excellence

- Benchmarking
  - Supply Chain maturity model to facilitate qualitative benchmarking
  - Four step benchmarking approach
  - Case studies: Strategic benchmarking in electronic and chemical industries in China
- Industry trend in China on operational benchmarks

### Teaching Approach

This training is developed based on in-depth experience, best practices and real companies' case studies. Participants are involved through discussions and exercises.

### Who should participate?

CEO, General Managers, Directors, Senior Managers of the following departments: Operations, Purchasing (Sourcing and Procurement), Logistics, Supply Chain, Inventory Management, Customer service.

Date	September 12-13
Time	2 consecutive days, from 9 am to 5 pm
Price	3990 RMB/Member – 4490 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	English
Number of participants	5 to 12



## SCOR Walkthrough - Optimize your End-to-End Supply Chain

SCOR® helps to manage the supply chain through a standardized language, standardized metrics, and common business practices which **accelerate business change and improve performance**.

The Supply-Chain Operations Reference-model (SCOR®) is a process reference model that has been developed and endorsed by the Supply Chain Council as the cross-industry standard diagnostic tool for supply chain management. It is a proven methodology and tool that has been **successfully applied and implemented in companies of all sizes / ranging from Fortune 500 to SMEs** (small and medium enterprises).

The SCOR® Walkthrough workshop is designed to provide a comprehensive examination of the SCOR® model and methodology to optimize companies' operational performance.

Workshop delivered by a qualified SCOR® instructor certified by the supply chain council.

### Benefits

You will learn and practice several techniques to:

- Apply SCOR® model for a detailed process mapping and configuration of your supply chain
- Manage your daily work effectively and efficiently based on process management of the SCOR® model and the methodology to optimize companies' operational performance
- Master performance metrics for end-to-end visibility on your operations
- Develop innovative and more cost-effective processes
- Use a common language to enhance collaboration

### Outline

#### Day 1

- **Introduction**
- **Mastering the Fundamentals of Supply Chain Management**
- **Gaining knowledge of the SCOR® Model**
  - Supply Chain Council Overview
  - SCOR® Overview: Processes – Metrics – Best Practices
- Introduction Alpha - The Workshop Business Problem
- **Configuring your supply chain to enhance collaboration and increase visibility**
  - Mapping processes
- Case Study (Alpha)
- **Objectively Measuring your Supply Chain Performance**
  - Using the right set of metrics
  - Building a SCORcard to assess and continually measure your performance

#### Day 2

- **Performing a Supply Chain Competitive Analysis**
  - Gap analysis: Using benchmarking technique to discover gaps in your company's performance by benchmarking against your competitors.



- Setting clear targets to be achieved
- Case Study (Alpha)
- **What's new in SCOR® version 9.0**
  - GreenSCOR®
  - Risk Management
- **Successfully implementing the SCOR® model in your company**
  - Mastering the top-down approach
  - Applying SCOR® processes from your customer's customer to your suppliers' supplier
  - Following the SCOR® implementation roadmap
- Case Study (Alpha)

This training is developed based on in-depth experience, best practices and real companies' case studies. Participants are involved through discussions and exercises.

### ***Who should participate?***

CEO, General Managers, Directors, Senior Managers of the following departments: Operations, Purchasing (Sourcing and Procurement), Logistics, Supply Chain, Inventory Management, Customer service.

Date	March 21-22
Time	2 consecutive days, from 9 am to 5 pm
Price	3990 RMB/Member – 4490 RMB/Non member Including lectures, course materials and breakfasts, also lunch for the first day
Language	English
Number of participants	5 to 12

## Supplier Quality Management - 供应商的质量控制

### Objective

Selecting a competitive supplier who offers quality, engineering, service and price is an important part of any project. This seminar will help you understand quality supplier activities and quality supplier assessments by giving you quality assessment skills based on QS9000, and by introducing quality tools. You will learn how to minimize quality risks with respect to suppliers and why it is so important to make continual improvements. Case studies will have you understand how to reduce quality risks and how to analyze and solve quality problems.

### Outline

1. Introduction to Supplier Quality Management
2. Selection, evaluation and management of suppliers
  - Selection of a supplier
  - Evaluation of a supplier
  - Management of a supplier
  - Assessment of a supplier's performance
  - Quality management of a supplier for development of new projects (Introduction of 16-step supplier selection, evolution and management process)
3. Practice of corporation supplier quality management
  - Legal assurance of supplier's product quality: quality agreement
  - Condition of the quality management system: measurement, verification of effectiveness
  - Product quality control of supplier
4. Case Study

### Who should participate?

Supplier Quality Engineers, Quality Managers, Quality Engineers, Process Engineers and other interested staff who have a basic knowledge of the quality system.

### 培训目标

如何在质量,工程,服务和价格方面选择合适的供应商是做好一个项目开端的第一步. 本课程将使你理解供应商质量活动并通过 QS9000 质量体系介绍质量审核的技巧和质量工具. 本课程还将介绍如何降低供应商质量活动中的风险和持续改进的重要性. 案例研究将使你通过现实案例了解如何具体降低供应商质量风险和解决供应商质量问题.

### 课程大纲

- 一、供应商质量管理概述
- 二、供应商的选择和评估与管理
  - 供应商选择
  - 供应商评估
  - 供应商的管理
  - 供应商绩效考核
  - 供应商开发新项目的质量管理 (介绍供应商的选择、评估、管理 16 步)
- 三、企业供应商质量管理的实践
  - 供应商产品质量的法律保证
  - ——质量协议
  - 质量管理体系实施的情况、有效性审核
  - 供应商产品质量控制
- 四、案例分析

### 培训对象

供应商质量工程师,质量经理,质量工程师,工艺工程师或其他感兴趣者.参加者要求对质量体系有初步了解.

Date	April 14-15 / September 15-16
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue



## Processing Customs Formalities for Import and Export and the Strategy of Optimal Cost Control - 进出口企业通关实务操作及其成本优化控制策略

### Benefits

- Understanding customs clearance, management and foreign trade control of import and export cargo;
- Becoming familiar with customs clearance procedures for import and export cargo;
- Regulating the management of customs matters; improving the efficiency of customs clearance, and reducing running costs;
- Mastering technical factors which influence cost and efficiency in processing customs formalities and gaining the utmost commercial profit; understanding recently issued laws; reducing running costs;
- Effectively applying these policies.

### Outline

- Customs clearance of import and export cargo and customs management
- Customs clearance of import and export cargo and foreign trade control
- Procedure for customs clearance of import and export cargo and processing
- Operation of commodity classification, customs valuation and origin
- Unscrambling and processing the preferential policies of import and export duties for import and export cargo
- Interpretation and processing of the new policy and changed supervision from customs and other governmental departments

### Who should participate?

Import and Export Managers, Procurement Managers, Logistics Managers, Customs Supervisors, Customs Brokers and concerned staff

### 培训收益

- 对我国进出口货物通关与海关管理、对外贸易管制具有一定的了解;
- 知晓我国进出口商品通关作业流程, 规范企业关务管理, 提高企业通关效率, 降低企业通关成本;
- 掌握影响海关相关事务操作及企业通关成本和通关效率的技术因素, 合理利用这些技术层面的操作策略谋取企业经济利润最大化;
- 充分理解海关新近推出的相关法律法规文件, 合理有效的利用这些政策, 降低企业成本, 便利通关。

### 课程大纲

- 进出口货物通关与海关管理概述
- 进出口货物通关与对外贸易管制解析
- 进出口货物通关作业流程及相关核心内容解析
- 海关三大技术活（归类、估价、原产地）实务操作解析
- 进出口税收优惠政策解读及其实务操作解析
- 国税新政和海关监管政策变革详解及其实务操作解析

### 培训对象

进出口部门经理、采购经理、物流经理、关务主管、报关员及其他相关人员

Date	May 26-27 / October 27-28
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue



## Customs Management of Commodity Classification on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique - 进出口货物商品归类海关管理及其技术层面操作技巧解析

### Objective

During this course the participants will be given the advantages as follows:

- Understand the international current Harmonized System applying on customs management and foreign trade control;
- Be familiar with the working mechanism of the classification of import and export cargo from customs, and gaining the utmost of the commercial profit according to be well up in the HS terms;
- Comprehend the recently issued rules of law, and reducing the running cost, giving the convenience according to effective apply these policies.

### Outline

- The connection between commodity classification and Import and Export Tariff of the People's Republic of China;
- Be familiar with the general rules of the Harmonized System and the basis of the right classification;
- The roles of the commodity classification in customs management and how to do it for import and export cargo;
- The emphasis and caution of the commodity classification in Import and Export Tariff of the People's Republic of China;
- What related measures did promulgate from customs and how enterprise understand and apply it;
- How enterprise to flexible handle the classification technique which with the legal right to gain the utmost of the commercial profit.

### Who should participate?

Financial Manager, Import and export manager, procurement manager, logistics manager, customs matters supervisor, customs broker and other concerned

### 培训目标

本课程可以让培训者获得以下收益:

1. 对国际通用的《协调制度》在海关管理、贸易管制等方面的应用具有一定的了解;
2. 熟悉我国海关对进出口商品的归类工作机制, 通过对其归类技术层面的条款及法律依据的充分掌握谋取企业经济利益最大化;
3. 充分理解海关新近推出的归类相关法律法规文件, 合理有效的利用这些政策, 降低企业成本, 便利通关。

### 课程大纲

- 商品归类与《中华人民共和国进出口税则》的内在关系?
- 海关商品归类的总规则及其法律依据是什么, 如何理解?
- 商品归类在海关管理中的作用及海关是如何对进出口商品进行归类的?
- 《中华人民共和国进出口税则》涉及部分商品的归类要点及其注意事项解析?
- 海关近期对归类工作新推出了哪些举措, 相关企业如何领会和应用这些政策?
- 进出口企业如何运用具有法律效力的归类依据, 灵活运用归类技巧合理避税、避证?

### 培训对象

财务经理、进出口部门经理、采购经理、物流经理、关务主管、报关员及其他相关人员

Date	February 24-25 / September 15-16
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue



## Customs Valuation on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique - 进出口货物海关估价及其技术层面操作技巧解析

### Objective

During this course the participants will be given the advantages as follows:

- Understanding the historical evaluation of the customs valuation and the system of China;
- Be familiar with the working mechanism of the customs valuation of import and export cargo from China customs, and gaining the utmost of the commercial profit according to be well up in the customs valuation terms;
- Comprehending the current policies of law (Measures of Customs Valuation), and reducing the running cost, giving the convenience according to effective apply these rules.

### Outline

- The introduction of the historical evaluation of the customs valuation and the system of China;
- The processing operation of customs valuation and the working mechanism of the customs valuation of import and export cargo from China customs;
- Measures of the duty paying value confirming of the import cargo;
- Measures of the duty-paying value confirming of the special import cargo (ex. goods of processing trade);
- Calculating of the freight charges, insurance premium and other related fees from the duty-paying value of the import cargo;
- Measures of the duty-paying value confirming of the export cargo;
- The auditing and confirming of the duty-paying value for the import and export cargo from China customs.

### Who should participate?

Financial Manager, Import and export manager, procurement manager, logistics manager, customs matters supervisor, customs broker and other concerned

### 培训目标

本课程可以让培训者获得以下收益:

1. 对海关估价的历史沿革以及我国的海关估价制度具有一定的了解;
2. 熟悉我国海关对进出口商品的估价工作机制, 通过对其估价技术层面的条款及法律依据的充分掌握谋取企业经济利益最大化;
3. 充分理解海关现行《审价办法》的相关法律法规, 合理有效的利用这些规则, 降低企业成本, 便利通关。

### 课程大纲

- 海关估价的历史沿革及我国的海关估价制度简介;
- 海关估价业务概况及我国海关对进出口货物的估价作业机制;
- 进口货物完税价格的确定方法;
- 特殊进口货物(如加工贸易货物)完税价格的确定方法;
- 进口货物完税价格中的运输及其相关费用、保险费的计算;
- 出口货物完税价格的确定方法;
- 海关对进出口货物完税价格的审查确定。

### 培训对象

财务经理、进出口部门经理、采购经理、物流经理、关务主管、报关员及其他相关人员

Date	April 21-22
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue

## Customs Formalities Planning and the Strategy of the Customs' Check for Import and Export Enterprises - 进出口企业关务筹划与海关稽查应对策略解析

### Objective

- Understanding the background and features of the nationwide customs revenue check and know what risks enterprise existence on it;
- Realization the necessity and importance of conducting customs formalities planning for enterprise, be familiar with the workflow and notes of conducting customs formalities planning for enterprise, regulating the management of customs matters, avoiding to influence its public aptitude and add the running cost for the ignorance of enterprise;
- Mastering the issued control regulations of the u goods which regulated by customs and keeping track the manner and emphasis of customs check and designing customs matters in accordance with customs and other governments' requires, eluding the check of customs, quickening the pace and reduce the running cost of customs clearance.

### Outline

- Interpretation of the legal rules about enterprise's customs formalities planning;
- Customs revenue, export tax rebate, customs clearance efficiency, Integrity Certificate planning for foreign enterprise;
- Overview, operational process, related right and duty of customs check;
- Dialectical relationship between customs formalities planning and customs' check from the enterprise's point of view;
- The emphasis inspection from customs and the strategies for enterprise of General trade processing;
- The emphasis inspection from customs and the strategies for enterprise of bonded business processing;
- The emphasis inspection from customs and the strategies for enterprise of preferential policies processing.

### Who should participate?

Financial Manager, Import and export manager, procurement manager, logistics manager, customs matters supervisor, customs broker and other concerned

### 培训目标

本课程可以让培训者获得以下收益:

1. 了解海关现行全国性税收稽查的背景、特点以及企业在这方面存在何种风险;
2. 意识到企业开展关务筹划的必要性和重要性, 熟悉企业开展关务筹划业务作业流程及注意事项, 规范企业关务管理, 避免由于无知触犯法律, 影响企业资质、通关效率及增加企业不必要的经营成本;
3. 掌握海关对监管货物管理的各项规章制度, 明了海关对企业的稽查方式及工作重点, 合理制定符合海关及其他相关政府部门要求的企业关务操作规划, 规避及有效应对海关稽查风险, 加快通关速度, 降低通关成本。

### 课程大纲

- 企业关务筹划的基本原则和操作思路;
- 企业关务筹划涉及的相关法律法规解读;
- 企业海关税收、出口退税、通关效率、诚信资质的关务筹划;
- 海关稽查概述、操作流程及相关人的权利和义务;
- 从企业角度如何正确审视关务筹划和海关稽查之间的辩证关系;
- 海关对一般贸易企业稽查的重点及企业应对策略;
- 海关对经营保税业务企业稽查的重点及企业应对策略;
- 海关对享受减免税优惠措施企业的稽查重点及企业应对策略。

### 培训对象

财务经理、进出口部门经理、采购经理、物流经理、关务主管、报关员及其他相关人员

Date	August 25-26
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue



## Interpretation and Processing of the Rules relating import mechanical and electrical products - 机电产品进口政策解读及其实务操作

### Objective

Enterprise especially foreign invested need professional manager and abundant knowledge from earlier equipment imported to latter added investment and product line. During this course the participants will be given the advantages as follows: Understanding foreign trade control of import mechanical and electrical products; Be familiar with the procedure of customs clearance of import mechanical and electrical products with various trade methods, and regulating the management of customs matters, improving the efficiency of customs clearance, and reducing the running cost; Mastering the technical factor which influencing cost and efficiency on the processing customs formalities and gaining the utmost of the commercial profit according to be well up in them.

### Outline

- Foreign trade control of mechanical and electrical Products;
- Processing of the important part of the customs clearance of general mechanical and electrical products; Management of the free offered equipment by foreign invested enterprise of the processing trade;
- Tax-free sheet Application of the special equipment and its latter management of ;
- Management of mechanical and electrical products with temporary admission import;
- Registration and inspection before shipping on used mechanical and electrical products;
- Management and processing on mechanical and electrical products' ship back ;
- Commodity classification, customs valuation and origin on mechanical and electrical products and processing relating to technique.

### Who should participate?

Financial Manager, Import and export manager, procurement manager, logistics manager, customs matters supervisor, customs broker and other concerned

### 培训目标

企业从开厂初期进口设备，到后继的扩大投资、引进产线，均需要专业的管理人员和娴熟的机电产品进口相关知识。通过本课程的学习可以让培训者获得以下收益：对我国机电产品进口所涉的贸易管制情况具有一定的了解；知晓我国各种贸易方式下的机电产品进口通关作业流程和注意事项，规范企业关务管理，提高企业通关效率，降低企业通关成本；掌握影响企业机电产品进口通关成本和通关效率的技术因素，合理利用这些技术层面的操作策略谋取企业经济利润最大化。

### 课程大纲

- 机电产品对外贸易管制；
- 一般机电产品进口通关核心内容；
- 加工贸易不作价设备海关管理；
- 特定减免税设备免税申请及其后续管理；
- 暂准进境机电设备的海关管理；
- 旧机电设备装运前备案及预检验；
- 机电产品退运海关管理及其办理；
- 机电产品海关归类、估价、原产地技术操作。

### 培训对象

财务经理、进出口部门经理、采购经理、物流经理、关务主管、报关员及其他相关人员

Date	June 23-24 / November 17-18
Time	2 consecutive days, from 9 am to 5 pm
Price	3800 RMB/Member – 4000 RMB/Non-member including lectures, course materials and lunch
Language	Chinese
Number of participants	6 to 12
Address	Malacca III, the 3rd Floor, Novotel Atlantis Hotel, 728 Pu Dong Avenue

# HUMAN RESOURCES

## Human Resources Management for Line Manager - 非人力资源部门经理的人力资源管理

Human Resources Management (HRM) is a management behaviors, based on corporate strategic objectives with a series of measures of the work of analysis, human resource planning, staff recruitment, performance appraisal, salary management, staff incentives, training and development of staff, and ultimately achieving enterprise Development goal to improve labor productivity.

Every line manager is a manager, which shoulder the responsibilities of the completion of the sector objectives and sector management. Line managers play an increasingly important role in the modern human resources management since they are the ones who are most familiar with the department's work and the staff situation. If they can accept the modern human resources management, consciously combined with their long-term goals, and continuously to improve their management skills to master and use human resources management methods, enterprises will glow.

本课程站在直线经理的角度解决其常见的人力资源问题。课程在从战略到具体操作有个全面的了解的基础上，系统介绍人力资源管理的主要模块，以及作为非人力资源经理如何做好人力资源工作，为管理人员，做好管理工作提升一个台阶。

### Outline

- Overview of Management System in a company
- Recruitment skills and candidates' selection tools for line managers
- Performance management of line managers - the necessary skills for managers
- Career path planning
- Encouragement policy and turnover management
- Training and in-service coaching
- Team management and efficient authorization

### Who should participate?

Line managers, department heads, team leaders.

### 课程大纲

- 公司主要管理体系系统览
- 直线经理的招聘面试技巧与人才甄选工具
- 直线经理的绩效管理 - 经理人的必备技能
- 职业生涯规划
- 激励机制与员工流失控制
- 员工培训与在职辅导(岗位说明书之操作性)
- 团队管理与有效授权

### 培训对象

直线经理，部门负责，团队领导

Date	April 20-21 / October 12-13
Time	From 9 am to 5 pm
Price	3490 RMB/Member – 3990 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	Chinese
Number of participants	5 to 12

## Establish an efficient recruiting system and improve your interview selection skills - 招聘体系建立与面试甄选技巧

As a recruiter or line manager, there may be a lot of pressure to get the right person in a short time. How to be an efficient interviewer? How to improve your recruiting skills? How to identify the profile of the interviewee?

This course will focus on the recruiting skills to help you find the high caliber candidate who can perfectly match the company's needs and its culture.

为什么招聘的员工，会常常不符合工作要求？为什么部门/员工之间经常相互“推诿”？本课程从系统性的角度，全面检视招聘技巧的实务操作技巧。主要特性如下：1. 实用性。以理论为基础，站在企业经营战略的高度和管理运营的角度，致力于改善人和组织的和谐，进而推动组织运营效能的提升。2. 提升性。讲授、研讨、演练相结合，并对诸多中外著名企业案例进行深入分析，鞭辟入里地揭示企业人力资源的奥秘。

### Outline

- An efficient interview process:
- Define the profile and the job description with line managers
- Study the different channels to select the appropriate ones accordingly
- CV screen
- Interview and feedback
- Interviewing techniques and core issues for recruiter and decisions makers
- Talents testing and competence evaluation

### Teaching approach

Case study, group discussion and practical exercises

### Who should participate?

HR professionals, line managers and directors

### 课程大纲

- 人力资源规划：
  - 企业战略与人力资源规划
  - 组织的设计与岗位的设置原则
  - 定岗、定编与定员
  - 岗位的设置体系
  - 人力资源规划的步骤-需求与供给
- 招聘选拔与构建人员评价体系；
- 岗位胜任能力与能力素质模型的建立；
- 招聘面试技巧与人才甄选工具：
  - 面试的一般流程
- 关键面试技巧-肢体、面相、星座、血型

### 教学方法

课堂讲解，实例解说，分组讨论

### 培训对象

人力资源相关从业人员、经理、总监、企业高管

Date	February 22 / June 14 / September 8 / December 1
Time	From 9 am to 5 pm
Price	1990 RMB/Member – 2490 RMB/Non member including lectures, course materials, breakfast and lunch
Language	Chinese
Number of participants	5 to 12

## Create the training system for your company - 创建企业的培训体系

How to establish a tailor-made and well-fit training system in your group? How to maximize the training effects with the minimal cost in terms of time and money? Do you have any difficulties when selecting a suitable training service provider to well train your employees in order to develop their competence and qualifications? Our high qualified trainer will share you with his precious experience in training and clarify all these points during the training.

建立为企业量身定做的培训体系是人力资源的又一重要模块，如何以最小的成本和时间来优化培训的效果？您是否也在面对花样众多的培训课程时茫然不知所措呢？我们的培训讲师将从系统性的角度，跟你分享他的实务操作技巧。

### Outline

- Business Plans and Training Strategies
- Challenges for creating the training system
- How to set up the Training Program
  - Design the training path
  - Design a training Plan
- Training Budget
- Process of creating a training system:
  - Training Needs Analysis
  - Needs Assessment
  - How to convert training results to performance outcomes
- Improve training Techniques
  - Evaluation of trainings

### Teaching approach

Case study, group discussion and practical exercises

### Who should participate?

HR professionals, line managers and directors

### 课程大纲

- 企业战略与培训;
- 培训面临的挑战;
- 如何制定企业培训计划;
  - 培训路径图的设计
  - 培训计划的制定
- 制定培训预算;
- 如何制定培训的组织实施:
  - 如何确定培训需求
  - 如何将培训成果转化
  - 如何进行培训效益评估
  - 如何进行培训的持续改进;
- 如何让培训管理更有效 - 培训的电子化系统

### 教学方法

课堂讲解，实例解说，分组讨论

### 培训对象

人力资源相关从业人员、经理、总监、企业高管

Date	February 28 / June 9 / November 2
Time	From 9 am to 5 pm
Price	1990 RMB/Member – 2490 RMB/Non member including lectures, course materials, breakfast and lunch
Language	Chinese
Number of participants	5 to 12



## Become a Great Trainer - Learn and Practice all Essential Training Skills

No matter what kind of training they do, trainers need self-confidence, flexibility and thorough preparation, in order to create useful content and deliver it effectively. They also need a specific set of skills to facilitate group learning. This training course prepares your managers to become professional, effective and inspiring trainers, making a lasting impact on their trainees' learning.

### Benefits

Build skills and self-confidence to:

- plan, prepare and deliver **exciting, creative and easy-to-remember training content**
- choose and prepare **appropriate support materials and activities**
- **facilitate** group and individual learning
- **involve and inspire** all kinds of participants to maximize their learning

### Outline

#### Day 1

##### Understanding how people learn

- Adult vs. child learning
- Learning phases
- Learning styles
- Motivators and barriers to learning

##### Designing a stimulating training course

- Understand the audience
- Plan and design a training course
- Design and choose the right materials and activities
- Use and combine compelling audiovisual aids
- Choose creative and stimulating delivery formats
- Create and select meaningful and inspiring activities
- Plan training course evaluation

#### Day 2

##### Facilitation skills: keeping participants interested and increase their learning

- The role of a trainer
- Establish an environment conducive to group learning
- Use voice and body language to clarify messages
- Use questioning skills
- Understand group dynamics
- Facilitate pair and group activities
- Give constructive feedback to participants
- Use feedback from participants
- Transfer information from short-term to long-term memory
- Adjust your style to different participants
- Handle difficult situations and participants
- Meet participants' needs and expectations
- Keep track of time
- Keep cool (stress management)

### Training style

In this highly interactive training course, you will be involved through a range of activities, such as group assignments, discussions, games and exercises. You will have the opportunity to practice the various skills you learned, allowing you to rapidly improve yourself and remember them.

### Who should participate?

- any director, manager or team leader who need to train their teams
- HR and training managers
- people without training experience who would like to learn to deliver effective training

Date	April 14-15 / November 22-23
Time	2 consecutive days, from 9 am to 5 pm
Price	3490 RMB/Member – 3990 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	English or French
Number of participants	5 to 12

## Train the Trainer - 杰出的职业培训师培训技巧

### Outline

The ability to train the staff is one of the essential skills of an effective manager. Whether by one to one coaching or in group sessions, the training must have identifiable objectives, be well structured and include elements of evaluation in order to make it truly effective.

The aim of this training course is to enable participants to design, train, evaluate and follow up effective training programs.

They will also learn how to design trainings of any length for groups of varied sizes, learning styles and experience. We focus on delivery skills (effective body language and voice projection) and also teach classic techniques about handling difficult trainees and controlling the training ambiance.

### Training Agenda

- Morning – 9:30-12:30
  - Working with different learning styles
  - How to write and structure a course
  - Using flip charts, overheads, handouts and workbooks
  - Importance of planning and timing
  - Delivery skills : maximizing body language and communication
- Afternoon – 13:30-17:00
  - How to keep the training interesting
  - Importance of constructive feedback
  - Group control and handling difficult trainees
  - One to one training
  - Presentation and communication skills

### Who should participate?

Anyone who needs to train staff members to perform competently and confidently.

Past participants include:

- Directors, managers, department heads, team leaders and supervisors
- Full-time and part-time trainers
- HR and personnel managers, training managers

### 课程大纲

TTT (Train the Trainers) 课程最早起源于美国，后有中国学者带回国内，是全程互动、全程体验的课程，它结合了成人教育心理学、行为学、神经科学等多种学科，使学员在整个课程中通过认识自我、分析自我、重塑自我形象、同化、巩固几个阶段之后，塑造一个可以在任何场合、任何时间有效展示自己的专业人士。

现代企业的内部培训师培养，已经日益成为学习性组织不断发展和建立培训系统的一个重要组成部分。可是在内部培训师的培育上，很多企业依然存在着诸多的问题。尤其是如何将那些技术背景的内部培训师训练成为一名优秀的内部培训师。此次培训绝对让您收益颇丰！

Date	April 26-27 / October 25-26
Time	From 9 am to 5 pm
Price	3490 RMB/Member – 3990 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	Chinese
Number of participants	5 to 12

## Applied psychology in Human Resources management - 心理学在 HR 管理中的应用

Human resources psychology is a branch of applied psychology which consists in applying psychological theories and methods to solve problems in human resources management. It aims at accelerating the realization of organizational objectives and ensuring the organizational development by making most use of human resources.

If you want to know more about the application of psychology in human resources management and become skillful in negotiations, this training will be your best guide.

人事心理学是运用心理学的原理和方法，处理人事管理问题的工业心理学分支，其目的在于充分利用人力资源，促进组织目标的实现，维持组织的生存和发展。

你是否了解心理学在人力资源管理中的神奇作用，你是否期望成为谈判高手，我们的公开课将给你最好的指导。

### Objectives

- Learn about the basic psychological theories and principles
- Learn about the application of psychology in human resources management
- Enhance the communication and negotiation abilities of the participants

### Outline

- Selection criteria in recruitment
  - Competence Model and selection of candidates
  - Tools of selection and their application
- Enneagram and human psychology – one of the management skills
  - Why learn Enneagram
  - Interpretation of different types of character.
  - Changes of different types of character
  - Distinction of different types of character
- Find answers through observation of expressions
  - Psychological issues in management
  - Influence of feelings on team performance
  - Three elements in communication: expression, listening and feedback
  - Secrets revealed by

### 课程目的

- 了解心理学的基础理论与原理
- 基本掌握心理学在人力资源管理中的应用
- 提升学员的沟通、交涉能力

### 课程大纲

- 第一部分:人才招聘中的测评技术
  - 岗位胜任能力与人才测评
  - 人才测评的工具与使用方法
- 第二部分:管理技能之——九型人格与人性心理
  - 为什么学习九型人格;
  - 每个型格的性格解析;
  - 每个型格的性格变化;
  - 不同型格的区分点;
- 第三部分:微观表情——看表情找答案
  - 管理活动中的心理问题;
  - 心理气氛对团队效能的影响;
  - 沟通三要素 ; 表达、倾听、反馈;
  - 表情所透露的秘密;
  - 肢体语言的沟通技巧;
  - 隐藏在表情背后的心理秘密;
  - 如何透过微观表情来管理员工;
- 第四部份:面相学实战
  - 不可错过的人才
  - 不如别跟的老板

- expressions
  - Skillful use of body language
  - Psychological secrets hidden behind expressions
  - How to manage your staff through observation of their expressions
- What to know from one's face?
  - Candidates not to miss
  - Managers not to follow
- About unspoken rules in the office
  - Management of employees born in the 80s
  - How to manage employees 'with problems'
- 第五部份：也论职场潜规则：
  - “80后”员工管理
  - 如何管理问题员工

### **Teaching approach**

Case study, group discussion and practical exercises

### **Who should participate?**

HR professionals, line managers and directors

### **教学方法**

课堂讲解，实例解说，分组讨论

### **培训对象**

人力资源相关从业人员、经理、总监、企业高管

Date	May 10-11 / December 6-7
Time	From 9 am to 5 pm
Price	3490 RMB/Member – 3990 RMB/Non member including lectures, course materials and breakfasts, also lunch for the first day
Language	Chinese
Number of participants	5 to 12

# FINANCE

## Strategic Financial Management

### Objectives

- Understand better the role of finance and why it is important and communicate financial objectives
- Learn the basic concepts of finance and read financial statements;
- Learn the financial tools that can be used for the company to improve financial performance on short term and long term basis (investment analysis, financial analysis, accounting for transactions, cash flows...)
- Identify value-creation initiatives and make financial decisions
- Develop action plans to improve financial performance
- Understanding the impact of cultural differences on financial management practices
- Exploring strategies to facilitating a "value creation" mindset and work more proactively with the finance function
- Creating a common "finance" language then facilitating communication between cross cultural teams

### Outline

- The strategic role of finance
  - How do companies succeed on finance?
  - What are the conditions for the finance function to be effective?
  - Liquidity, profitability and risk
  - Value creation concepts
  - Working closely with the finance function
- The value creation formula
  - ROCE
  - Cost of Capital
  - Capital structure
  - Economic Value Added ®
- Tools & techniques for financial management
  - Reading financial statements
  - Looking at beyond the numbers: the most common pitfalls
  - Identifying value drivers and key performance ratios
  - Identifying the strengths and weaknesses and making action plans
  - Managing working capital
  - Managing liquidity
  - Financial Leverage
  - EBITDA
  - Free cash flows
  - Performing NPV calculations and investment analysis
  - Basics of management accounting

- How to measure value creation?
  - Accounting refresher
  - Net Present Value
  - Discount rate
  - Discounted Cash Flow analysis
  - Cash flow forecasting
  - Pro-forma statements
  
- Creating shareholder value: presentation of case (simulation)
  - Company valuation
  - Cash Flow forecasting
  
- The cost of capital
  - Sources of funding
  - Optimising the capital structure of the firm
  
- Mergers & Acquisition (case application)
  - Identify opportunity for increasing financial performance and creating value
  - Use the different tools to measure value creation
  - Present financial objectives to management
  
- The impact of cultural differences on financial management practices
  - Communicating financial objectives
  - Working effectively with the finance function
  
- Personal development plan
  - Formulating an action plan
  - Coaching the financial teams

### ***Who should participate?***

- Directors
- General managers
- Managers with responsibilities of financial targets
- Senior and medium level non-financial management

Date	April 12-13
Time	2 consecutive days, from 9 am to 5 pm
Price	3590 RMB/Member – 4090 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	French or English
Number of participants	5 to 12

## Developing, Implementing and Using KPIs (Key Performance Indicators)

The course will bring together executives keen to learn on the latest methods and developments of performance management in China and share professionals views on the current practices in China from various industries for Key Performance Indicators management

The focus of the workshop seeks to show how key performance indicators can work in best practice settings. Key performance indicators will show the highest and most efficient instance knowledge or intelligence about a company's operations and their impact on finances. By gaining access to their KPIs, decision makers will transform their operations. The cultural aspects impacting the implementation will be discussed during the session

### Outline

#### Day 1

9.00am - 3.30pm

- What are Key Performance Indicators
  - Difference between the 3 types of performance measures
  - The characteristics of a winning KPI
  - The importance of ranging KPIs
  - The 10, 80, 10, rule for performance measures
- Important Management Models
  - Balance scorecards
  - Beyond budgeting
  - Decision based reporting
- Finding the Critical Success Factors (CSFs) in Your Organization
  - Case study
  - The three stage process
  - Workshop: Brainstorm the CSFs in sector groups
- Brainstorming Performance Measures
  - Using mind-maps to brainstorm measures
  - Understanding the need for past, present, and future measures
  - Workshop: Performance Measures in a couple CSFs
- 12 Step Model to Develop and Use Winning KPIs

#### Day 2

9.00am - 5.00pm

- 12 Step Model to Develop and Use Winning KPIs Using Technology to Enhance Performance Management
  - Overall view of technology available
  - Freeware to be evaluated
  - Maximize use of existing software
  - The intranet as the backbone
- Being a Facilitator of a KPI team
  - The role of a facilitator in a KPI Team
  - What makes a good facilitator
- How to find your Winning KPIs
  - Sifting through all the performance measures
  - Applying the KPI checklist
- How to Present your Performance Measures in a Decision-Based Way, rather than as an Information Memorandum
  - Better practice reporting techniques
  - Develop reporting formats for the board and the senior
- Management Teams
  - An opportunity to share with other participants
  - Developing team balanced scorecards



- The four foundation blocks
- Outline and define the benefits for each step of implementation timeline
- Customize your own implementation plan

**Exercises:**

- Fact gathering questionnaires
- Team worksheets and checklists
- Workshops on each step
  - 1:SMT commitment
  - 2:Establishing a “winning KPI” team
  - 3:Establish a “just do it” culture for this project
  - 4:Setting-up a holistic KPI development strategy
  - 5:Marketing KPI system to all employees
  - 6:Identifying organization-wide CSFs
  - 7:Recording of performance measures in a database
  - 8:Selecting team performance measures
  - 9:Selecting organizational “winning KPIs”
  - 10: Developing the reporting frameworks at all levels
  - 11:Facilitating the use of winning KPIs
  - 12:Refining KPIs to maintain their relevance
- Tailor made a plan to better suit your organization
- Sharing of changes

**3.30 - 5.00**

- Cultural factors in implementation: lessons from experience

- Exercises:
  - Design of 2 scorecards
  - Sharing of findings

➤ Development of Specific Performance Measures

- Identification of performance indicators relevant to your sector
- Investigate the likelihood of performance indicators becoming winning KPIs
- Ascertain the better practice graphical displays for each KPI
- Likely issues of data collection and reporting

**Exercise: Measures sharing with participants**

➤ Performance Measures and the Fit with Other HR

Performance Measurement Initiatives

- Individual performance management (360 degree feedback, performance appraisals)
- Staff feedback and opinion
- Performance related pay

➤ KPIs: The Road Ahead

- Marketing Strategies to promote KPI development to the SMT
- Completion of implementation plan for your organization

**Who should participate?**

Who should attend -This seminar is designed for people who want to design and implement KPIs within their organizations, including:

- CFOs
- Finance Directors and controllers
- Financial executives
- Managers responsible for organization-wide performance measurement
- General Managers who are dissatisfied with performance management in their organization
- Anyone involved in financial decision making, financial analysis and implementation of financial intelligence

Date	March 8-9
Time	2 consecutive days, from 9 am to 5 pm
Price	3590 RMB/Member – 4090 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	French or English
Number of participants	5 to 12



## Audit of Procurement

The purpose after attending this seminar is to learn methodologies, tools and develop the skills required to perform purchasing audits and performance evaluations internal to the organization. It will also bring the basic knowledge of the purchasing function which is necessary for non-specialist to understand the objectives, risks and critical processes of the purchasing department.

### **Why is procurement important?**

It is the primary agent for acquiring goods and services used in an organization: the price tag for inefficiencies and flawed processes can be steep!!

- Purchasing department effectiveness and economy are critical: direct connection to the bottom line of any organization, often representing half of all expenditures.
- Purchasing function can be especially vulnerable to fraudulent transactions because it involves cash disbursement.

### **Benefits**

Provide Methodology Roadmaps and Tools to Support Effective Implementation (Templates Will Be accessible On Line after the Session); interpret The Results of Audit Tests and Formulate Audit Recommendation Based on Audit Findings.

Cover Case Studies Based On Recent Projects Conducted Locally In China

Discuss The Cross-Cultural Factors In Implementation Though Active Teaching, Encouraging Participation And Experience Sharing;

Include Succession Of Lectures And Practical Simulations, Through Self-Assessment Charts And Case Studies.

### **Objectives**

Locating and eliminating waste and inefficiency; recommending improvements in policies and procedures;

Identifying criteria for measuring the achievement of purchasing management's goals and objectives;

Reviewing compliance with purchasing objectives, policies, and procedures;

Testing for existence of unauthorized, fraudulent, or otherwise irregular acts; identifying future trouble spots; and providing an independent, objective evaluation of the purchasing operations.

## Outline

### Day 1

#### Revisiting the roadmap, skills and tools to successfully conduct operational audits on procurement

- Announcing the audit: develop a proactive communication, install a good climate for cooperation
- Planning: carefully define the scope and objectives of the assignment
- Building the audit approach: develop a top-down approach for risks and processes
  
- "The fieldwork phase": gathering evidence, documenting work in order to support findings, interviewing...
- Report findings in proper manner to get greater acceptance of the audit report

### Day 2

#### The knowledge of purchasing audit function: objectives, risks and processes; best practices in China

- Performance measurement of the purchasing function: which information do we need to gather for the preparation of the audit
- Organisation models, critical processes for purchasing
- Understanding strengths and weaknesses in purchasing
- Common issues experienced in a variety of purchasing departments and typical solutions
- Fraud matters: how to best prevent fraud practices
- Localising the control framework: address the company or country-specific approach for auditing the purchasing departments
- Case study

## Who should participate?

- Internal auditors: the course will also be accessible to non-auditors
- Controllers, consultants
- Purchasing and merchandising staff,
- Others involved in structuring and assessing either procurement activities or the purchasing function; this may include either specialist or non-specialists in the area of purchasing.

Date	March 24-25
Time	2 consecutive days, from 9 am to 5 pm
Price	3590 RMB/Member – 4090 RMB/Non member including lectures, course materials, breakfasts, also lunch for the first day
Language	French or English
Number of participants	5 to 12

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