



# NEWSLETTER

June 2007



VITA's mission is to promote the Greater San Fernando Valley as a leader in international trade by providing our members with valuable resources, informational programs, and referral assistance and networking opportunities.

## UPCOMING EVENTS

- VITA GLOBAL NETWORKING BREAKFAST
- 2007 CHINA GLOBAL CONFERENCE

## RESOURCES

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- TEN WONDERS OF THE "NEW CHINA"
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- TRADEPORT
- US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE
- CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

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### VITA GLOBAL NETWORKING BREAKFAST "Environmental Impact on Global Trade" Wednesday – August 15, 2007

7:30 a.m. – 9:00 a.m. at the Economic Alliance

5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

Continental Breakfast is included. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website

[www.vitainternational.org](http://www.vitainternational.org). If you have any questions, please call Darcy Winters at 818-379-7000.

### 2007 CHINA GLOBAL CONFERENCE

July 12-13, 2007

8:00 a.m - 5:00 p.m.

Come and attend the Premier conference on China. You don't have to travel to China to enjoy the direct access to Chinese companies with investment opportunities. Meet with a 110 member Chinese delegation led by the mayor of Chanzhou, Mr. Wang Weicheng. The delegation includes 55 owners of small to mid-sized companies with annual sales revenue ranging from \$20 million to \$350.00 million (USD) who wish to set up offices in the United States and are actively seeking U.S. investment, partners and distribution channels. The one conference that delivers unparalleled access to China.

- Access to potential investment deals and partners
- Access to world-class speakers who are influential Chinese leaders

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- Access to Chinese companies and government officials  
The event will be held at Western Bonaventure, 404 S. Figueroa St. Los Angeles, CA 90071. VITA members will receive a \$100.00 discount on registration. For more information or to make a reservation contact Rebecca Wang, Program Coordinator at 1-800-665-3609 or by e-mail at [rwang@apucc.org](mailto:rwang@apucc.org), Website: [www.gatewaytochina.us](http://www.gatewaytochina.us)

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## HOW CULTURE AFFECTS NEGOTIATION

Culture plays an important role in the negotiation process when people from different countries get involved. Here are some ways different cultural nuances impact the end result of reaching an agreement on different ideas and needs between the negotiating parties:

- Negotiating Goal: Relationship versus Contract

For many Americans a contract is a binding agreement between two or more parties who see it as “a deal is a deal”. The Japanese, for example, view a contract as a document that is conducive to change and open relationships.

- Personal Style: Formal or Informal?

The American style is extremely informal and people address each other by their first names. The majority of Asian cultures prefer formality until they establish a comfort level to be informal in their negotiation process. American negotiators also prefer simple and direct communication styles and have hard time adapting to the ritualistic and hierarchical styles that are reflected in other cultures.

- Communication: Direct or Indirect

Some cultures use a great amount of gestures, facial expressions and other kinds of body language to make their points during the negotiating process. Communication styles can be viewed within the framework of “high context” or “low context”. Asian cultures have communication forms which are considered as “high context”, which means that the message is embedded within the communication and it is the receiver’s responsibility to find out the true intent of the message being sent to them. Other countries, such as the United States, Canada and the most of the European countries, have “low-context” cultures. The meaning of the message is explicit in what and how it is stated, not within the context that is understood by the receiver. U.S. negotiators like direct and open communication and are very bottom-line oriented. People from “high context” cultures may find the American approach to be inconsiderate and insensitive. Americans are also fond of their space in their organizational lives. Clichés such as “give me some space”, “get out of my face”, and “back off” are ways to demonstrate their preference of having room while they are communicating with others.

- Sensitivity of time: high or low?

Americans are obsessed with time and see as time is money. Germans are Always punctual, Japanese take more time in negotiating and people in Latin are usually late to their appointments.

- Form of agreement: General or Specific?

Americans prefer a specific agreement that covers every contingency because the deal is the contract. The Chinese prefer a general contract that serves opening relationships.

- Risk taking: High or Low?

Some cultures are open to uncertainties and different approaches. Japanese are generally risk-averse, while Americans are risk takers.

- Gender Issues:

International business is still dominated by men. The best way to get around the gender issue in a country where women are repressed is to have the woman negotiator introduced by a counterpart who is a respected and trusted person or authority in that country.

Ayse Oge, President of Ultimate Trade LLC, International Trade Consulting,

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#### **THE TEN WONDERS OF THE NEW CHINA**

China is undergoing a massive facelift as we speak and construction has begun on massive architectural wonders that will be the keystone of the “New China”. The sixth wonder is the Linked Hybrid, in Beijing. Linked Hybrid, which will house 2,500 people in 700 apartments covering 1.6 million square feet, is a model for large-scale sustainable residential architecture. The site will feature one of the world’s largest geothermal cooling and heating systems, which will stabilize the temperature within the complex of eight buildings, all linked at the 20<sup>th</sup> floor by a “ring” of service establishments, like café’s and drycleaners. A set of dual pipes pumps water from 100 meters below ground, circulating the liquid between the buildings’ concrete floor. The result: The water-circulation system serves as a giant radiator in the winter and cooling system in the summer. It has no boilers to supply heat, no electric air conditioners to supply cool. The apartments also feature gray-water recycling, a process that’s just starting to catch on in Beijing in much smaller buildings to filter waste water from kitchen sinks and wash basins back into toilets. Linked Hybrid broke ground on December 28, 2005, and is scheduled for completion in 2008.

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#### **FITA**

The Federation of International Trade is recognized worldwide as a valuable source of information for International professionals worldwide.

- Learn how your organization can earn non-due revenue equivalent to 2 or more new memberships per month for the next five years.
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The US Department of Commerce Commercial Service has an excellent E-newsletter Asia Now eNews. Please refer to the following website to subscribe <http://www.buyusa.gov/asianow/enews.html>. Each month there is a detailed article on a featured country as well as reports on needs in various Asian countries for US products and services, and information about trade shows and events throughout the region.

#### **TRADEPORT**

California’s gateway to global trade. [TradePort](#) is a cooperating partner of VITA and a repository of free information and resources for businesses that seek to conduct international trade to and from California. Created in 1996, TradePort is backed by an alliance of regional trade associations that assist California export and import businesses. Includes information on California Trade Statistics, Tradeport Network, Export & Import Tutorials, Online Trade Services, Market Research, and a Trade Library. Go to [WWW.TRADEPORT.ORG](http://WWW.TRADEPORT.ORG).

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### **US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE**

Continuing its long-standing relationship with VITA and the Economic Alliance of the San Fernando Valley, the US Commercial Service and the Pierce International Trade Center will be available in the Economic Alliance offices to meet with companies to discuss their international opportunities. Make your appointment today to learn new global markets for your services & products. Call Sandra Edwards at 310-882-1043, email [Sandra.Edwards@mail.doc.gov](mailto:Sandra.Edwards@mail.doc.gov) or contact the Pierce International Trade Center at 818-710-4537 to schedule an appointment.

### **CALTRADE REPORT**

The [CalTrade Report](#) is the only dedicated source, online or in print, for international business news/information in and about the world's fifth largest economy, California. This edition is brought to you free-of-charge courtesy of Valley International Trade Association. Click [Here](#) for the most recent edition of the CalTrade Report with the latest news.

### **CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM**

Funded by a grant from the US Department of Education, this program offers one-on-one export consulting to small to medium size businesses free in collaboration with the CITD, SBDC, and the Wells Fargo Center for Small Business & Entrepreneurship. Call Carlos Gallardo, Program Manager at (818) 677-6211 or [internationalbusiness@csun.edu](mailto:internationalbusiness@csun.edu).

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Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance