

Cultural Diversity of China and Helpful Information

The Chinese are generally circumspect towards outside sources of information. They usually process information through a subjective perspective, derived from experience. One's feelings are a primary source of the truth. Facts are accepted, but not if they are in conflict with the other two sources.

The family, school, work unit and local community are the basic social structures to one's life. There is a strong commitment to the extended family.

Use black and white for collateral materials, since colors have great significance for the Chinese. The U.S. professionals have a reputation for impatience, and the Chinese will drag out negotiations well beyond deadlines just to gain an advantage. Never exaggerate your ability to deliver, because to the Chinese humility is a virtue, as well as they will investigate your promises.

- Most Chinese will not make a decision before first consulting the stars.
- Never place a person's card in your wallet and then put it in your back pocket.
- The Chinese appreciate Western visitors who demonstrate an interest in their culture and history.
- Be patient, expect delays, show little emotion, and do not "harp" on deadlines.
- The Chinese nod or bows slightly when greeting another person; although handshakes are common, wait for the Chinese to extend a hand first.
- Introductions tend to be formal, with courtesy rather than familiarity preferred.
- Most people you meet should be addressed with a title (President, Engineer, Doctor, etc.). If there is no title, use Mr., Mrs., Miss and Madam plus the name.
- Avoid making exaggerated gestures or using dramatic facial expressions.
- The Chinese do not use their hands when speaking, and become distracted by a speaker who does.
- The Chinese do not like to be touched by people they do not know.
- Use an open hand rather than one finger to point.
- Do not put your hands in your mouth.

For business men should wear conservative suits, shirts and ties. Loud colors are not appropriate. Women should wear conservative suits with high necked blouses, and low heels – with colors as neutral as possible.