



## WHAT WE

### OFFER?

This programme is a comprehensive **6 Days & 5 Nights Training & Business Tour** programme, aimed at providing participants with in-depth knowledge and practical experience in conducting business with China. Before the visit, participants **complete 20-30 hours of self-paced online training** through the ITEA Learning Platform, covering topics such as Language, Cultural Awareness, Basic Business Etiquette in China. This program is designed to help individuals and organizations find new suppliers in China, offering a wider variety of products at lower costs through direct sourcing.

## TYPES OF INDUSTRY

- ▶ Furniture & Wooden Industry
- ▶ Smart Learning & Laboratory Technology Equipment Industry
- ▶ Fashion & Textiles Industry
- ▶ Automotive & Technology
- ▶ Pharmaceuticals & Medical Devices Industry
- ▶ Electronics Industry

## ABOUT US

The International Transnational Education Association (ITEA) was established in 2022. ITEA promote cooperation, knowledge exchange, and enhancing the quality and sustainability of transnational education programs globally. As the Secretariat for ITEA, International Cultural Communication Center Malaysia (ICCCM), established in 2009 has dedicated itself to serve as the central hub for managing and facilitating the day-to-day operations of ITEA while also acting as an international hub for education and cultural exchange. ICCCM has actively fostered collaborations with **more than 60 countries across Asia and beyond**. Recently, ITEA launched a business tour package to China, helping participants explore new market opportunities. Don't miss out on this unique opportunity—join our business tour to China and take your global business network to the next level.

## PROGRAM OVERVIEW AND OBJECTIVES

**Online Training:** 20-30 Hours of Self-Paced Training at ITEA Learning Platform

**Trip to China:** 6 Days & 5 Nights

Day	Details
Day 1 & 2	Physical Training at China
Day 3, 4 & 5	Visits to key factories and business sites in China, cultural visit
Day 6	Cultural activities and graduation ceremony



世界教育组织联合会  
International Transnational Education Association



## CHINABIZ: BUSINESS EXPLORATION & SOURCING

*Trusted Partner for  
INTERNATIONALIZATION ACTIVITIES*

## PRICE PACKAGE

Package	Price (USD)
Starter Online Learning Course	500
Essential 6 Days 5 Nights Trip to China	2000
Pro Starter + Essential	2500

### REMARKS:

CUSTOMIZED CHINABIZ SOLUTIONS ARE AVAILABLE FOR GROUPS WITH A MINIMUM OF 15 PARTICIPANTS, TAILORED TO ADDRESS SPECIFIC BUSINESS NEEDS AND OBJECTIVES IN THE CHINA MARKET



## KEY BENEFITS

### Participants will gain:

- Acquire expertise in China's trade regulations and economic landscape.
- Gain practical experience through exclusive factory visits and expert-led sessions.
- Master Chinese business practices and cultural nuances for successful market engagement.
- Access strategic insights on market trends, trade policies, and business etiquette.
- Enhance skills in supply chain management, negotiation strategies, and market entry tactics.
- Build connections with key industry leaders and potential business partners.
- Earn a recognized certification to enhance your professional profile.

### CONTACT US!

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## TRAINING OUTLINE

### Training 1: Online Learning at ITEA Learning Platform

- Module 1: Introduction to China's Business Environment
- Module 2: Introduction to Mandarin for Business
- Module 3: Chinese Culture and Business Etiquette
- Module 4: Basic Trade Principles in China
- Module 5: Intercultural Communication in China
- Final Stage: Final Exam and Certification

### Training 2: Two (2) Days Physical Training at China

#### Day 1

- Module 1: Overview of China's Trade and Market Structure
- Module 2: Import/Export Procedures and Trade Documentation
- Module 3: Supply Chain Management
- Module 4: Chinese Market Trends and Opportunities

#### Day 2

- Module 1: Advanced Negotiation Techniques
- Module 2: Industry-Specific Trade Practices
- Module 3: Business Etiquette and Cultural Insights
- Final Stage: Final Exam and Certification

### REMARKS:

TRAINING PROGRAMS CAN BE FULLY CUSTOMIZED TO MEET YOUR SPECIFIC NEEDS AND OBJECTIVES