



The Power of Communication



**SinaLingua –
Your Specialist for Global Success**



SinaLingua – What We Offer

- **Training & Coaching**
- **Consulting**
- **Educational Activities**



Training & Coaching

People - We believe **people are the basis of a company's success**. Qualifying people to improve their professional skills is our passion.

Clients Needs - We focus on each **individual needs**. Customized training programs and professional training experts are our engagement.

Systematic Approach - We conceptualize **professional, modern and scientific standards**. Methodical and learnable input is our pursuit.

Sustainable Results - We chase for **practical but continuous solutions**. Long-lasting and traceable impact to performance improvement is our motivation.





Training & Coaching

Cross-Cultural Focus



Cross-Cultural Competence is the key for the growth of your international business.

SinaLingua **Training & Coaching products** will enable your employees to deal with international business partners and colleagues in a professional way, full of **trust** and **mutual understanding**.



Training & Coaching

Cross-Cultural Focus

Business & Culture

- Cross-Cultural Communication
- Living, Working & Leading in China
- General Cultural Awareness
- Western Business Culture
- Business Cultures of Germany, USA, Japan, Brazil, Singapore, etc.
- International Business Etiquette

Cross-Cultural Challenges

- Mergers and Acquisitions
- Project & Time Management
- Quality Management
- Supply-Chain Management
- International Negotiation Skills



Training & Coaching

Leadership & Management



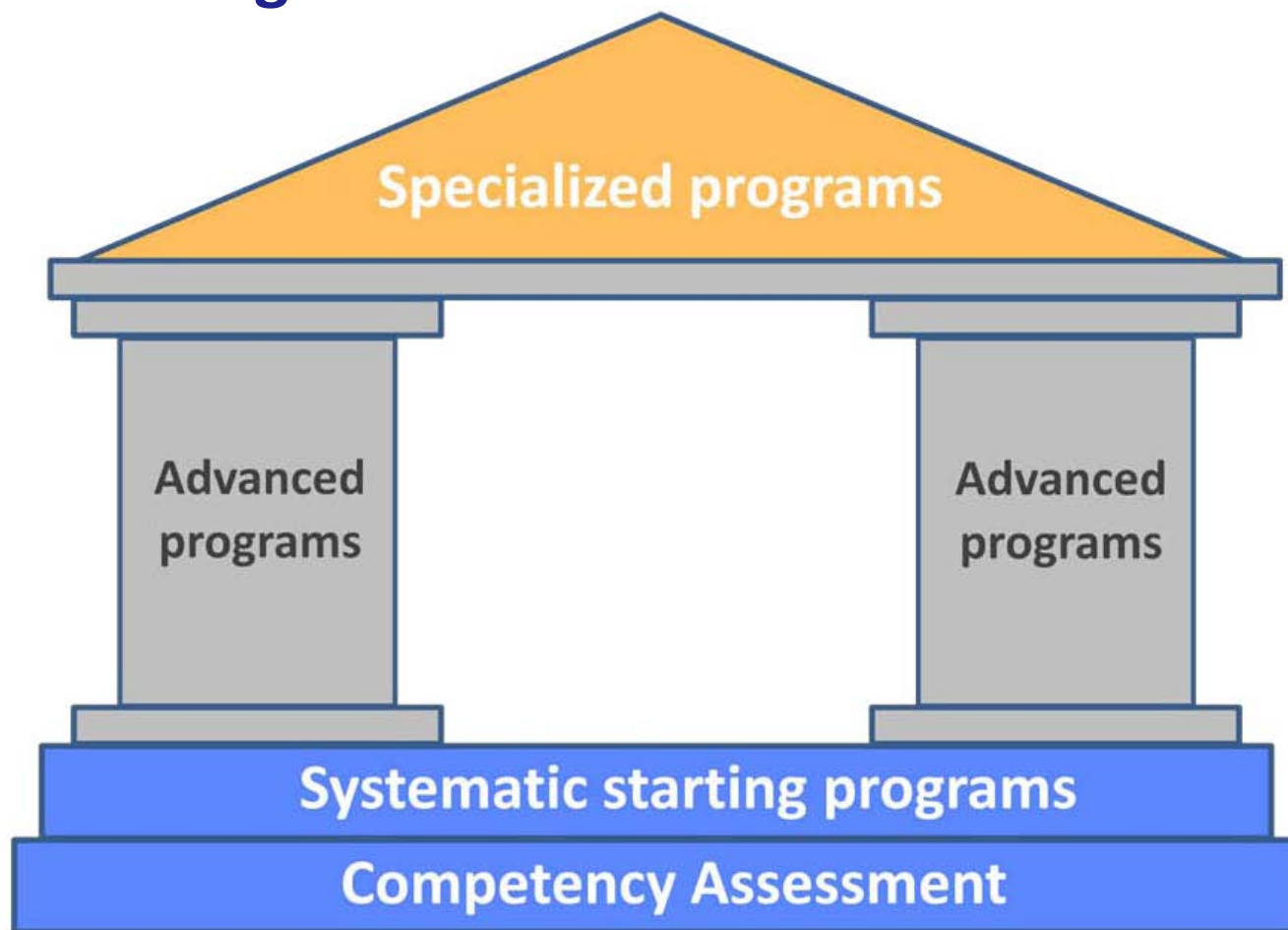
Leading people is an art. And a challenge. This challenge can be mastered through **practice and professional qualification.**

Our leadership programs are centered around the **practical skills & scientific theories**, and are involved in four aspects: establishing **trustful relationship**, inspiring **new ideas**, improving **skills** and **organizational strategies.**



Training & Coaching

Leadership & Management





Training & Coaching

Leadership & Management

Systematic Starting Programs	Advanced Programs	Specialized Programs
<ul style="list-style-type: none"> • From a Competent Manager to an Effective Leader • Leadership Assessment Tools • Effective Communication & Constructive Feedback • Presentation/Moderation • Stress & Emotion Management 	<ul style="list-style-type: none"> • Building High-Performing Teams • Conflict Management & Change Management • Innovation Management and Creative Thinking • Problem Solving & Decision Making 	<ul style="list-style-type: none"> • Coaching Skills in Leadership • Situational Leadership • Global Competencies in Leading an International Team • Global Corporate Culture & Strategic Organizational Development



Training & Coaching

Personal Efficiency



“Only if you master yourself you can master others.”

Our courses for personal efficiency focus on **performance improvement** and provide **systematic tools** for a successful self-management.



Training & Coaching

Personal Efficiency

Be a Professional

- Time Management
- Business Writing
- Business Etiquette
- Excel Skills
- Organizing an Efficient Meeting
- Making a Powerful Presentation

Be an Expert

- Working in a Virtual Team
- Using Trainers' Skills to Organize your Work
- Persuade Others & Sustain Impact
- Sales Communication
- Train-the-Trainer



We **maximize value** for foreign companies **start-up business in China** and **global M&A transactions** with our end-to-end capabilities from initial screening to value acceleration to synergy realization.

We **minimize risk** to achieve fundamental and potential integration with broad global scale and industry and functional depth.

We **implement organizational strategies** by tailoring each project to specific client needs.



Foreign business expansion & start-up companies in China

- General overview- and/or in-depth-market studies
- Feasibility studies
- Investor strategies in compliance with your HQ's vision and mission:
 - Corporate structure,
 - Structure of operations, management and local HR-structure
- Searching for an ideal location for your company, products, services, employees, logistics and even visitors
- Relocation and expatriate support
- Planning local HR-structure & finding the right employees for your company
- Marketing and sales activities
- Logistics & supply chain management
- Expansion & integration strategy



Global M&A Transactions

- Consolidation of core values and the corporate mission
- Strategic planning and strategy implementation
- Consolidation of expansion & integration strategy
- Change management
- Leadership and team-building
- Operational restructuring
- Consolidation of marketing and sales activities
- Risk management
- Consolidation of logistics
- Consolidation of your supply chain



Educational Activities

Courses for School Students - Our children are our future. With our cross-cultural courses for Chinese school students we create the basis for the international economic success of the future generation of China.

International school projects – We connect young people from different countries. By bringing together schools from China and abroad with specific projects and virtual exchange we foster the international understanding of our young generation.

Exchange Programs – We bring young students together across borders. For hands-on learning and a lasting international experience we organize short and mid-term exchange formats. These include e.g. summer camps, training courses and special educational programs abroad.



Training & Coaching

Our Concept

- ASK Model
- Systematic Triangle of Interdependence

Training & Coaching - Our Concept

The three aspects of Cross-Cultural Competency

Attitude
Skills
Knowledge



Training & Coaching - **Our Concept**

Systematic Triangle of Interdependence

OUR TRAINING
CONCEPT





Training, Coaching & Consulting

How we do it

■ Assessment

Pre-Course Needs Assessments
Tool for Profiling & Evaluating Preferences
Competencies & Potentials

■ Training & Workshop

Customized Content, Modular Structure
Current, Relevant Cases
Individual Briefing & Feedback
Strict Result & Quality Control
Comprehensive Documentation

■ Coaching

For individuals and groups
Short & Long-Term

■ Consulting

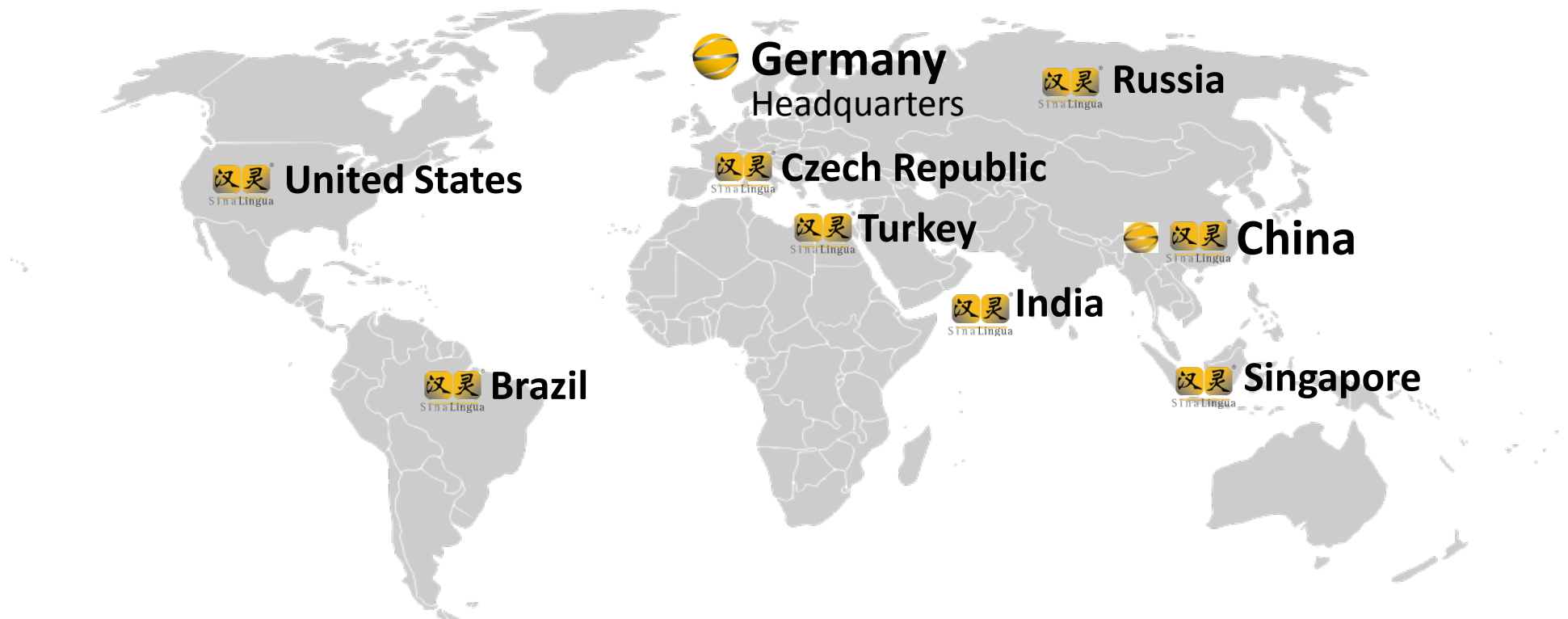
Initial Inventory, Analyse Situation
Formulate Objectives, Draft Ideas
Create Concepts, Implement new Procedures



Traning, Coaching & Consulting

What We Stand for

- **One-Stop Training & Service Solutions**
- **Excellent Trainer & Product Development**
- **Entire Client Request Process Management**
- **Strict Quality Control & Documentation**





SinaLingua References

**Together we are strong –
With our partners and customers**



Co-operations with

- Chambers of industry and commerce
- Associations and trusted partners
- Chambers of foreign trade in China

An excerpt of our valued customers

- | | |
|------------------------|-------------------------|
| ■ BASF | ■ Kongsberg |
| ■ Bosch (China) | ■ Lanxess |
| ■ Boehringer Ingelheim | ■ NBHX |
| ■ Benecke | ■ Roche |
| ■ Continental | ■ SAIC Volkswagen |
| ■ Commerzbank | ■ SAP |
| ■ Dspace | ■ Sanyi Group |
| ■ Duerr | ■ Saurer |
| ■ Evonik | ■ SIG |
| ■ Expo Xi'an | ■ Siemens SH |
| ■ ElringKlinger | ■ TESA Group |
| ■ Goethe Institute | ■ TURMPF |
| ■ Grob-Werke | ■ Voelker |
| ■ Heraeus | ■ Voith |
| ■ Hoffmann | ■ Weber |
| ■ Johnson Controls | ■ Weidmueller Interface |
| ■ Johnson Electric | ■ Xugong Group |
| ■ KSB | ■ ZF (China) Investment |
| ■ KACO | ■ Ziehl-Abegg |



Contact us



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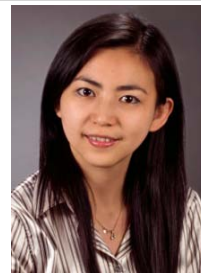
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Thank You!

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