

Management of a Powertrain Project with Chinese Partner

2 days

MOT/SINGMP-E

Overview

LEVEL

Awareness

PURPOSE

This course provides designers or project managers with keys to manage new situations following their involvement in multi-company multicultural collaboration projects.

LEARNING OBJECTIVES

Upon completion of the course, participants will be able to:

- understand the powertrain sector in China,
- know the Chinese development process,
- identify development opportunities,
- better understand Chinese culture.

WAYS AND MEANS

Training presented by a Chinese-French company manager in a play approach.

PREREQUISITES

No prerequisites for this course.

Agenda

AUTOMOTIVE MARKET IN CHINA

1 d

China's auto market.
Major players: foreign and Chinese manufacturers.
The ambitions of Chinese manufacturers.
French manufacturers in China: PSA and Renault.
French OEMs in China: Valeo, Faurecia, ...
Major issues of powertrain in China.
Existing and mature technologies.
Regulatory changes.
Technical developments of powertrains.
Research organizations related to subcontractors.
The perspective of the Joint Venture.
Case study.

WORKING & NEGOTIATING IN CHINA

1 d

Introduction to Chinese culture.
Political, economic and cultural environment in China.
Traditional values and those of future generations.
Understanding cultural differences.
Communicating effectively with the Chinese.
Multicultural context project management.
Negotiating with the Chinese.

Realizing purchases in China.
IP protection in China.
Key factors for success.
Case study.