

Interrel in China

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**Cultural Contexts & Government Affairs in
China**

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ABOUT INTEREL

- Interel is an integrated public affairs, government relations and association management consultancy servicing global clients in over **45 countries and regions**.
- We have own offices and partners in **Brussels, London, Berlin, Paris, Washington, Beijing and Delhi**.
- We recently acquired Washington D.C. based **association management specialist company AMG**, bringing us 90 new colleagues and greatly expanded capabilities in North America and beyond
- In addition we have built the **Interel Global Partnership** of best-in class public affairs firms around the world.
- Together we are over **1,100 policy consultants & communication strategists**, jointly serving clients from **65 offices** around the world.
- Over 300 **blue chip companies, institutional investors, trade associations, professional societies and governments** **count on us**.

AGENDA

1. Terminology

2. Cultural Issues & Government Affairs

CONFUSING TERMINOLOGY - USA

**Government
Relations**

GR

Direct
engagement,
also 'registered
lobbyists'

**Public
Affairs**

PA

'Indirectly' influencing
central government
via third parties, or
influencing regulators

**Public
Relations**

PR

Engaging with
the public

**Corporate
Comms / Affairs**

Managing corporate
Reputation

CONFUSING TERMINOLOGY - EUROPE

**Public
Affairs**

PA

Direct engagement
+
'Indirectly'
influencing the
government via
third parties

**Public
Relations**

PR

Engaging with
the public

**Corporate
Comms / Affairs**

Managing corporate
Reputation

Confusing Terminology - Asia

**Government
Relations**

GR

Direct
engagement

**Public
Relations**

PR

Engaging with
the public

**Government
Affairs**

'Includes both GR
and PA

**Corporate
Comms / Affairs**

Managing corporate
Reputation

AGENDA

1. Terminology

2. Cultural Issues & Government Affairs

Misconceptions about China

- A communist country?
- A centralized state?
- A monolithic state?



Pop: 1.38bn

A One-Party State

- Legislature, administrator and judiciary
- Opaque decision-making
- Regulation changes quickly
- Enforcement changes too



Political Correctness China-style

- Taiwan, Tibet, South China Sea
- Countries and regions
- Maps
- Western conceptions



Meetings & Relationships

- Guanxi: connections & ability to 'get things done'
- Formerly regarded as 'be all and end all' of GR
- Make those visits regular
- Build personal connections
- Use senior meetings to engage mid/working-level

Timing: Fixed or Flexible?

- A changeable commodity – at the behest of senior people
- Feels last-minute
- Government is boss
- Build flexibility in timings/schedules

(Dis)organization?

- A Chinese way?
- Companies are (relatively) new
- Processes often aren't there
- But *is* flexible
- Used to last minute organization

Clear Communication?

- Poor communicators?
- Work by relationships
- Spoken vs written

Hierarchy

- Top-down decision-making
- Push the buck up
- Reinforces guanxi with decision-makers



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**THANK
YOU!**

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