



**CHINA READY
& ACCREDITED®**
中国消费者值得信赖的服务和产品

CHINA READY Training and Accreditation™ for Individuals

CHINA READY Specialist Training and Accreditation™ teaches individuals how to effectively engage, conduct business with, and better understand Chinese customers and clients.

The engaging online CHINA READY Training™ program is designed to provide officially endorsed cultural awareness training, international certification and membership into CHINA READY & Accredited®.

KAPLAN PROFESSIONAL

CHINA READY Specialist Training and Accreditation™

CHINA READY Specialist Training and Accreditation™ is available to individuals who want to improve their engagement with Chinese people, either socially or for business opportunities. The training focuses on respect for cultural sensitivities; do's and don'ts; business and social engagements; regional diversity; language; and the ever-changing expectations of Chinese consumers.

Those who complete the CHINA READY Training™ program will be awarded personal use of the globally recognised CHINA READY & Accredited® trademark.

Why become China Ready & Accredited®?

- Improve skills and confidence when dealing with Chinese people
- The CHINA READY® qualification is recognised internationally
- An advantage when applying for China-related career opportunities
- Use of the CHINA READY® trademark identifying you as a CHINA READY® certified member*
- Cultural understanding that will help you in any China travel experience and engagement
- Become a more valuable employee
- No Chinese language skills necessary

**Membership needs to be renewed annually at a nominal fee*



Become a CHINA READY® specialist and receive a globally recognised qualification.

CHINA READY Specialist Training™ Program

Kaplan Professional together with CHINA READY® have developed the engaging online CHINA READY Training™ program, which is the foundation of CHINA READY® accreditation for both businesses and individuals.

"Chinese people are different from Western people and have their own unique customs and preferences. The CHINA READY® Program provides a very good professional platform helping non-Chinese individuals and businesses how better to welcome, understand and engage with Chinese visitors."

Mr James Zhang, Vice-President, Jin Jiang International Hotels, China.



Delivered using a distinctive animation style, the program is designed to provide an understanding of Chinese culture, lifestyle, politics, history and economic development. Those who successfully complete the CHINA READY Training™ program will receive CHINA READY & Accredited® certification and membership.

The online training consists of 12 core cultural subjects.

- 1 China Today
- 2 Positioning China
- 3 First Impressions
- 4 A Diverse China
- 5 Chinese Family
- 6 Confucianism
- 7 FACE '面子'
- 8 The Guanxi Tradition
- 9 Chinese Numbers and Colours
- 10 Chinese Lifestyle
- 11 Chinese Investment Mindset
- 12 Chinese Banking: UnionPay

Structure

The program consists of 12 cultural core learning modules. Each online module includes learning material and "checkpoint" quiz questions.

Delivery

Available online and can be completed anywhere, at any time.

Duration

6 hours

Completion

Receive an official China Ready & Accredited® certificate of completion.

Membership

Individuals who enrol into the program receive a 1 year membership.

Cost

\$295 + GST

Additional industry specific modules are available including education, tourism and hospitality, banking and finance, etc.



Contact us via email at corporatesolutions@kaplan.edu.au
or alternatively on **1300 728 505** or speak to your Business Development Manager.

www.kaplanprofessional.edu.au

07/16 – 000590