

# EURO PATH

CEBCK/U-LEAP PROPOSAL

**THE EXECUTIVE PROGRAM TO STAY ONE STEP AHEAD !**



# BE PART OF A NEW WORLD

**In today's global marketplace, success depends on intercultural competence. Cultural differences influence every aspect of global business from greetings and entertaining to negotiations and global partnerships. Leaders who can navigate the minefield of cultural differences have a distinct market advantage.**

Every leader has to compete in a complex and fast-moving international marketplace. There are plenty of schools and organizations training European managers to deal with Chinese employees, or tackle the Chinese market properly, but just a few from the opposite perspective. Why should you send your employees to Europe for training whereas Europe can come to you? We will partner with you to design programs tailored to your objectives, building the specific skill sets that you and your team need to drive your organization to success. The result is an integrated solution that allows your organization to cascade the learning from top executives to middle management, facilitating harmonized transformation across geographical regions and business functions in a very short period of time.

No waist of time for productivity, no extra - travel expenses, the EUROPATH program is available seven days a week, 365 days a year, and takes

directly place at your offices in any location in China. We have all what it takes to get you to success : the Experience, the Resources and the Network.

Our approach is high standard and tailor-made. We will work with you according to the 5 D methodology : Diagnose, Design, Develop, Deliver, Debrief. EUROPATH is unique as a true blend of culture : composed by a multicultural team based in China. International training by local Chinese with no true capacity of representing foreign cultures. We are doing neither international training with no true understanding of Chinese specificities nor international training by local Chinese with no true capacity of representing foreign cultures.

We have a unique methodology, EHIC, that we are looking forward to apply with you along the line of the 5D approach.

# THE 5 D METHODOLOGY

The programs that we draw up for and alongside our clients are based on our recognized expertise in action learning and on the development of methods made specifically for you. We support our clients before, during and after the program. All our short programs are available intra-company. They can be adapted to the needs of your organization and serve as an additional resource, one that is highly flexible and easy to implement, for developing an employee's skills. These programs can be held at your company's premises.



1. **DIAGNOSE** : During the diagnose phase, our objective is to ensure that we have a solid understanding of your organization, its development needs and how specific delivery would fit in with and add value to its overall direction and strategy.
2. **DESIGN** : We don't have any standard programs since every organization and client is different and culture is not an exact science; that is why we make a point to customize each program for you and we find the teachers that fit your organization and needs. The objective of the design phase is to incorporate the enhanced understanding gained during the diagnose phase into a high-impact, fully customized program. Here we articulate the structure, the content and teaching methods of the program - and create a detailed proposal for the delivery.
3. **DEVELOP** : In many cases, the development phase involves creating new program materials based on proven theories and past empirical findings. We will provide a balance of structured input and discussion of case studies, critical incidents and scenarios relevant to your own particular context. The most appropriate training format, content and approach for your EUROPATH courses will be discussed during our diagnostic meetings.
4. **DELIVER** : There is no fixed teaching method and the learning approach will be one that you and our faculty believe will have the most impact on your executives. Our programs typically incorporate a blend of learning tools such as : classroom sessions, discussions and debates, workshops, simulations, role plays, case studies, outdoor activities, projects and learning expeditions.
5. **DEBRIEF** : To understand the impact of the program and to improve future delivery we get feedback both during and after delivery. We work with you to measure and evaluate the results at the end of each program. Depending upon the program, we may also get feedback from participants to assess changes they have made in their jobs over time. An optional business trip over Europe may be discussed as a way to put the learning into practice and of course, creating potential business opportunities.

# WHO ARE WE ?

## U-LEAP :

U-leap Education Group is a comprehensive group of schools and continuation centers located mainly in Shanghai, Hangzhou and cities of Zhejiang Province. For nearly ten years since it was founded, U-leap has been exclusively focusing on providing excellent education service to Chinese students as well as Chinese enterprises. The total amount of students and executive employees who have received the education service of U-leap exceeds 100 000.

U-leap has its own college in Hangzhou which enables it to provide associate degree to its students. Now there is nearly 3000 college students on campus. High School Education displays another important aspect of U-leap education heart. Hangzhou Zhijiang High School was built up by U-leap in 2014. It is one of the only 5 private-owned high schools of Hangzhou and famous for its beautiful campus nearby Westlake National Park. Now this high school has 1000 students, most of whom are intending to study abroad for their Bachelor's degree.

## CEBCK :

Founded in 2013 by Patrick Nijs, ex- Consul General and Ambassador of Belgium, living in China for almost 20 years, China Europe Business Center Kunming is creating business bridges between Europe and China. Out of the political life - while many would have retired - Mr Nijs decided to share his expertise, his broad network, and his knowledge of the Chinese customs and traditions.

Firmly convinced that China is and will be in the coming years, one of the global trade hubs, he settled down his office in Kunming, the perfect geographical location - Real hub for South Asia - with the ambition of creating a bridge between the Chinese and European markets. From market research to communication, translation, fundraising or legal and accounting assistance, CEBCK designs its services to suit each customer's profile and wishes. For each individual case, we identify the right experts and ways to help our clients to design and implement their expansion strategy.

### A STRONG PARTNERSHIP FOR A PROFESSIONAL SERVICE :

In one side, U-leap already provides various executive training to enterprises employees and different levels of management through its training continuation centers located in Shanghai. U-leap tailors either the linguistic courses or business administration courses from European top business schools for potential enterprise customers. On the other side, CEBCK is working for an important network of Chinese and European enterprises either private and public. As a Sino Belgium company, CEBCK already provides a strong « european view » support to all its clients.

The founders of CEBCK and U-leap, respectively Patrick Nijs and Zhikai Yang, met in 2014 on an education project. Knowing that Chinese employees will have to learn how to « do business with western countries », both decided to work on a new international training project, and created EUROPATH - the executive program.

# EUROPATH HOLISTIC INTEGRAL INTEGRATION COURSE

Succeed at an international level is not just due to language barrier overcoming. It is also, and often due to cultural comprehension and adaptation : How to be ? How to behave ? What to know ?  
Called in French : LE SAVOIR ETRE, LE SAVOIR FAIRE et le SAVOIR.



## EXISTENCE

If you wish to move to other cultures and be fully adapted and proficient, you need to understand about yourself and go into the existential dimension. This introspection exercise is about answering to the basic questions about your personal feelings about foreigners. No cheat. This touches your personal and family story with non-Chinese cultures and your motivation to move out of your usual framework to reach out to the unknown and unfamiliar. Most of the time, this dimension of « to be », « existence », is neglected. As a result prejudices are not addressed and interfere negatively in the conduct of business. We are mastering an all range of techniques that help people to reach a level of consciousness that addresses and repositions the very personal and cultural attitudes applicants have towards aliens and the way they are, think and behave. We will progressively concentrate on the 'non Chinese' cultural features you are earmarked to deal with for your company as dispatched personnel. This training takes place in individual coaching sessions and in small groups.

## ACTION

Been cleared as a person when reaching out to a different culture is the basis on which you learn how to behave properly. This chapter is about etiquette, savoir vivre, body language but also negotiation skills, the way to deal with the administrations, the trade unions, the subordinates, the officials..... We have a set of basic courses, immersions exercises, case studies of best and

worst practices on which we develop a specific program adapted to your needs and your level of familiarity with this range of behavioral patterns our trainees have. For Executives with no preexisting experience in dealing with non-Chinese we will have a special set of courses and exercises.

### KNOWLEDGE

There are 2 different tiers of knowledge that we will help you to master :

- I. Learn about the Country or Region where Executives are dispatched. This is about history, politics, arts, foreign policy, economy, gastronomy, geography..... We have a very broad range of natives coming from all over the world, we can call upon who can pass to you the gist of what you have to know before engaging.
- II. What do you need to know related to your activity : how is your market, whom are the most important players, what are the regulations, the standards you need to apply to be compliant ? This is specially important if you would move to the European Union. In this Entity, the European Commission has a direct power to act in a sovereign way in many different fields : custom, trade policy, agriculture, transportation.....This can be extremely sophisticated and requiring very specialized courses we can provide through our network in Brussels, the headquarter of the European Union. No operation in the EU can be successful if this aspect would be overlooked.

### BENEFITS OF THE EUROPATH PROGRAM :

- Acquire the frameworks to understand western ways of doing business. (Cultural differences in business customs and habits : how to create strong business relationships? How to deal with business meeting? How to go through business meals? ....)
- Assemble a portfolio of business approaches and gain insights into applying the right custom to each unique set of circumstances.
- Refine critical personal skills to succeed in senior leadership.
- Gain a high level of confidence to be able to speak in public in both verbal and non-verbal communication.
- Build a heightened awareness of the political, cultural, social and economic issues in the western markets.

The course program involves lectures and practical work to help your employees to well integrate all the new concept. Ultimately, participants will return to their companies empowered with the knowledge and skills to create and sustain competitive advantage in today's difficult business environment.



# CROSS-CULTURAL COURSES CORPSE

Working, meeting, entertaining, negotiating and corresponding with new clients from different cultures can be fraught with obstacles. One wrong movement or basic misunderstanding could delay months of work.

## GLOBAL LEADERSHIP - EXECUTIVE COACHING

Hold by experienced executive coaches, the EUROPATH program will help you to examine your own behavioral patterns, skill gaps and leadership style in more depth and to find solutions to dilemmas and challenges in global context. The use of Mind-mapping technics will be help you to facilitate creative thinking, problem solving and to manage yourself and others more productively. This part of the program will enable you to be more effective, more confident and to create more short and long term impact in your international role.

- ✔ Understanding your blockages and obstacles to your goals
- ✔ Challenge to your current assumptions and tried and tested ways of working
- ✔ Tangible steps to meet your goals
- ✔ Evaluation and development of your current style and behaviors
- ✔ Prioritization of your goals and objectives
- ✔ Handling public speech - Conducting a meeting

## DEVELOPING GLOBAL COMPETENCE

Given the risks of ignoring or being unaware of the cross-cultural differences within a multinational team, international operations must provide all employees with the required global competence to enable effective and professional performance across cultures. The EUROPATH program provides delegates with a concrete set of easily applicable global tools and strategies which will help eliminate the risks and pitfalls that cross-cultural working presents.

- ✔ Cross cultural theory and ways of application to a practical business context
- ✔ Key cross-cultural values and behaviors: how do they influence business interactions?
- ✔ Styles across cultures: communicating effectively and avoiding misunderstandings
- ✔ Anticipating differences in international working practices
- ✔ Skills, strategies and tips for working internationally
- ✔ Interpret body language and other nonverbal cues

## NEGOTIATING ACROSS CULTURES

The ability to adapt your negotiating skills to those of the local market is now, more than ever, crucial. As a tailor-made program, the EUROPATH negotiation skills course is design specifically for you in order to provide the require adapted negotiation skills to assist in your discussions with your European suppliers or clients.

- ✔ Key negotiation styles and strategies
- ✔ Cultural implications of negotiating across cultures
- ✔ Communication styles for international negotiations
- ✔ Step-by-step approach to international negotiations
- ✔ Adapting your English for an international context
- ✔ The use of humour in negotiation
- ✔ Culture clash and how to avoid failed negotiations

## SPECIFIC COURSES ADAPTED TO OUR NEEDS

In addition to the common courses, the EUROPATH program offers a wide range of specific courses adapted to each client needs :

- ✔ Tips and strategies for specific countries : Germany / France / UK....
- ✔ Leading across cultures
- ✔ Living and working as an expat
- ✔ Managing international teams
- ✔ Handling conflicts due to cultural misunderstandings.
- ✔ Having business diner meetings
- ✔ Technicals courses : insurance / finance / engineering / sales ...

### PRODUCE A WORKFORCE THAT WILL SUCCEED ANYWHERE IN THE WORLD

**Most programs offered today focus on "cultural congruence," or the assimilation of workers from a variety of cultures into a common corporate culture. But to be truly effective programs should also teach "cultural differentiation," or how to maintain one's own culture while recognizing the value that other cultures bring to the company.**

# OUR TEAM

## 100% INTERNATIONAL

Created by multicultural high-professionals, EUROPATH stands for culture and business. Our team has in common, international experiences of living and working within another culture and is able to leverage its practical knowledge in order to relate to our clients' experiences

*// Men build too many walls and not enough bridges. Isaac Newton //*



**Patrick Nijs** - Honorary Ambassador / Ex-Consul General and founder of CEBCK. His professional past in the diplomatic sector, working with international firms and associations as well as organizations has provided him a strong international network of certified experts and specialist consultants based in Europe.

Among it, trainers from VLERICK BUSINESS SCHOOL / HEC LIEGE / LOUVAIN SCHOOL OF MANAGEMENT / SOLVAY BUSINESS SCHOOL .



**Zhikai Yang** - Principal and Director of the Board of the U-Leap Education Group, he has a strong Educational background in Economics (PH.D. China University of Geosciences) which enabled him to master trainings in different subjects for many years. Previous Headmaster of Xi'an New Oriental School, he has been one of the pioneers to inspire Chinese students to achieve their potential, build self-confidence, inspiring a new generation of business and community leaders.



**Camille Rougelot** - Global Account Manager for a communication agency in Paris for 6 years, she has a strong experience in the field of corporate identity, and is equally experienced in issues connected with the emergence of social media, internal communication and employer branding. Holding a double French-English Master's degree in International Business (University of Middlesex - London / ESC Troyes), cross-cultural management have always been important issue.

# THE SPEAKERS 100% EXPERTS

The EUROPATH program is 100% tailor-made and the speakers are all Europeans living in China or in Europe. The EUROPATH network gathers high-level professional speakers, both from public and private sector.



**Jean-Yves Neu** - Founder of a consulting firm specialized in Corporate & Executive Coaching / Business Development / Change Management.



**Roelens Geert** - Ex CEO of Beaulieu International Group. Consulting services on strategy, coaching of high potentials, teaching at Business schools.



**Julie Desbuquois** - Coaching of high potentials teaching at Business and Engineer schools. (PhD political and economical science)



**Patrick Marie Herbet** - Founder of Abacare, Leading International Insurance Broker - Employee Benefits, Medical, Health and Life Insurance.



**Didier Pitelet** - CEO of On The Moon, communication agency specialized in corporate branding in Paris, and author of many books about Corporate Culture and the Z generation.



**Didier Barthelemy** - Communication advisor, instructor and guest speaker, working closely with global companies in France and worldwide.



**Lee Vincent** - Chairman of Tung tai securities Company, he has been actively engaged in overseas and national affairs (Master's Degree in Economics from the London University).



**Alexandre Levy** - Founder and General manager of ChinExpansion Ltd - consulting company specialized in western sales management techniques and methodologies.

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## CONTACT US :

CAMILLE ROUGELOT : +86 183 143 583 23  
CAMILLE.ROUGELOT@CEBCK.COM  
WWW.CEBCK.COM