



TRAINING PROGRAMME



« 2019-2020



Adapting to the market by investing in people

Today, employee training is an essential part of business strategy.

With technological and structural changes constantly re-shaping industries, it is essential for both companies and employees to stay on top of the latest skills and knowledge.

The French Chamber, as a trusted partner for your growth and development, has put together a diverse offer of trainings for the year ahead. Through a cross-company environment which allows employees to compare practices with those of other attendees, these trainings are an immersive and practical tool for bolstering skills and staying ahead of trends.

The line-up of trainings has been tailored to reflect the issues frequently highlighted by managers and are designed to support business strategy. Take a look to see what we can offer you or your team!

TRAINING PROGRAMME 2019-20

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Embracing design thinking 3

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Working across cultures: Navigating differences 13



INNOVATION

EMBRACING DESIGN THINKING

No matter your role or industry, you can benefit from the collaborative and customer-centric approach at the heart of design thinking. Unlock your creative potential and add this valuable skill for the modern workplace to your toolkit.



16 January 2020
9AM to 5PM



Member rate: 2,900 HKD
Non-member rate: 3,400 HKD



To register, please
connect to our website



For more information,
please contact Leslie Marquis
leslie.marquis@fccihk.com



Aurélie Piraud
ASTRAKHAN APAC

Aurélie is specialised in project management, innovation management and agile methodology. She has coached top managers to define change management regarding current context and usage. She has also coached teams to help them define their product vision and design it.

As an innovation consultant, she has conducted various projects in design thinking, agile methods for lean startups, and serious games. She advises clients on different areas: ideation and creativity, 'Management 3.0', change management, project management, raising awareness through good practices, and definition of digital strategy.

www.astrakhan.hk

“Solve problems using a human-centred approach.”

TRAINING DESCRIPTION

Introduction: Design thinking

- A human-centred methodology: Understand what is design thinking, what are its objectives and why we use it.

Empathise with people

- Know the people you are designing for, so you understand their needs better.

Define a challenge

- Decide on who you want to design for and what you want to help them do.

Ideate possibilities

- Come up with different solutions that might be useful to people, there are no bad ideas!

Prototype your design

- Create a user flow and turn your ideas into interactive products.

Test your design

- Take your prototypes to your audience and get feedback.

KEY LEARNINGS

- Understand design thinking
- Design solutions
- Prototype and test your solutions

At the end of the day you will bring back some knowledge and practices you can deploy in your daily work.



LEADERSHIP

ADOPTING MANAGEMENT 3.0 PRACTICES

Management mindsets define the success of organisations. Embrace the fundamentals of Management 3.0 to place people at the heart of your business and rethink the way you work for the better.



12 March 2020
9AM to 6PM



Member rate: 2,900 HKD
Non-member rate: 3,600 HKD



To register, please
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For more information,
please contact Maude Piegay
maude.piegay@fccihk.com



Sophie Page
PALO IT

Sophie Page coaches groups and individuals from a diversity of backgrounds in understanding and implementing new workplace cultures and practices.

She has broad experience heading up global projects in the US, Europe and Asia, and facilitating workshops and training sessions for those seeking organisational change. Sophie currently acts as Agile Coach at tech consultancy PALO IT.

PALO IT helps to frame technology strategy, prepare leadership teams, change culture and rapidly turn ideas into business reality. Its team of 400 experts is present in seven countries across the globe.

www.palo-it.com

“Become an actionable leader by rethinking your culture.”

TRAINING DESCRIPTION

What industry out there isn't in a state of constant change? Rethinking organisational culture and practices is no longer a fringe activity, or an issue you revisit once every five years. It's something every business needs to be on top of.

“Manage the system, not the people”. That's the defining principle of Management 3.0—a forward-thinking management mindset that's fully focused on nurturing innovation, boosting productivity, and simply making sure teams are happy at work.

KEY LEARNINGS

This workshop serves as an introduction to the games, tools, principles and practices that make Management 3.0 exceptional. Join fellow leaders, managers and entrepreneurs from a variety of industries in Hong Kong to learn:

- Actionable advice you can implement directly into your workplace norms.
- Useful tools and interactive games to get yourself and others involved in organisational change.
- An introduction to Management 3.0 certification, and the building blocks needed to start your journey.



TEAMWORK

MANAGING A MULTI-GENERATIONAL WORKFORCE

Not all generations work the same. Transform these differences into performance drivers by managing in a way that motivates your entire team and encourages cross-generational connection.



25 March 2020
9AM to 12PM



Member rate: 1,000 HKD
Non-member rate: 1,300 HKD



To register, please
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For more information,
please contact Lillian Lao
lillian.lao@fccihk.com



Andrew Yeung
DALE CARNEGIE
TRAINING

Andrew Yeung is a Hong Kong-based corporate training professional. He manages, designs and delivers training programs for multinational corporations in Hong Kong and Asia Pacific on leadership and personal development topics. Committed to creating positive changes, Andrew has delivered training in 10 countries since 2010. He enjoys enabling individuals and businesses to transform their performance.

A dynamic trainer, Andrew has worked with 10,000+ professionals including corporate executives, managers, and general staff to sharpen their leadership, management, communication, and presentation skills. He has delivered programs for leading organisations in Hong Kong and APAC.

With his strong background as Training Manager, Training Consultant and Professional Speaker, Andrew brings diverse knowledge and experience to every programme and delivers results.

www.dalecarnegie.com/locations/hong-kong/zh_hk/

“Encourage connections within your team.”

TRAINING DESCRIPTION

Our workplace is a generational melting pot. You’re probably managing four different generations, all of whom have ingrained differences on important issues like company commitment, flexibility, rewards, and change. You’ll learn why one group is team oriented while the other is fiercely independent; and why one works for rewards while another works only if the work is ‘interesting’. This will help you get the most out of each group by using the appropriate motivation.

You’ll also see how to turn the different attitudes and skills each generation brings to the table into powerful performance drivers. You’ll learn to spread your new understanding in your group so that resentment, misunderstandings and conflict are minimised.

KEY LEARNINGS

Participants will learn how to:

- Practice a tool to build positive relationships.
- Challenge your preconceptions of general differences.
- Earn the trust of each generation through respect.
- Develop cross-generational relationships.

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DIGITAL

MASTERING E-COMMERCE IN CHINA

Boost your practical knowledge of China's e-commerce market to put yourself in the best position to master the art of selling in the world's largest online marketplace. A must for any brands, merchants, entrepreneurs or e-commerce practitioners with a presence in the Chinese market.



12 May 2020
9AM to 6PM



Member rate: 2,900 HKD
Non-Member rate: 3,600 HKD



To register, please
connect to our website



For more information,
please contact **Leslie Marquis**
leslie.marquis@fccihk.com



Cyril Drouin
PUBLICIS
COMMUNICATIONS

Cyril Drouin is the Chief e-Commerce Officer for Greater China at Publicis Communications. He is based in the Shanghai office and runs the Publicis Commerce practice in China. Cyril has more than 10 years' e-commerce and digital experience in China. Local and international companies have come to rely on his e-commerce and digital marketing expertise to successfully optimise or create their digital and e-commerce presence in China. Cyril is a regular, well-respected speaker and trainer at various digital and e-commerce conferences. He hosts high-level training sessions about the Chinese e-commerce ecosystem in China and around the world.

Master's degree in IT & mathematics. He is native in French and fluent in English, and also has a good command of Chinese, so his trainings are attended by trainees from all walks of life in Chinese business.

www.publicisgroupe.com

TRAINING DESCRIPTION

Through real life examples and case studies this training will help you master the Chinese e-commerce market.

Market Insights

- Who are the Chinese internet users and online buyers?
- Focus on the mobile market in China
- Market size / growth
- Why do Chinese consumers buy online?

Marketplaces and e-Tailers

- Importance of e-marketplaces in China's e-commerce scene
- Focus on Tmall & JD / niche players
- Shoppers acquisition on e-marketplaces
- Costs and team necessary to set up and run

Cross-border e-commerce

- What and why Chinese shoppers buy on cross-border e-commerce with a focus on main players
- Why and how brands can leverage cross-border e-commerce
- Review of the different logistics options
- Cross-border tax – New scheme and positive List

Stand-alone e-commerce website

- The localisation of an e-commerce website for China
- Hosting a website in China

Digital landscape & Baidu

- Baidu and Baidu marketing
- Basics of Baidu SEO

Video

- Livestreaming / short videos and e-commerce

Social marketing and social e-commerce

- Social marketing insights / Why social marketing is a must for e-commerce in China
- Weibo is not dead! How can a brand use Weibo?
- WeChat features / accounts / ecosystem

KEY LEARNINGS

- Local Chinese e-commerce market
- Best e-commerce practices in China
- The Chinese digital ecosystem



PERFORMANCE

ENHANCING YOUR SALES ORGANISATION

Driving change and growth in a B2B sales organisation is no easy task. Discover the best practical ideas and methodologies to overcome intercultural hurdles and optimise performance to take your sales organisation to the next level.



A yet-to-be confirmed date in 2020



Member rate: 1,500 HKD
Non-member rate: 1,700 HKD



To register, please connect to our website



For more information, please contact Leslie Marquis
leslie.marquis@fccihk.com



Zane Inglis
CORE VALUE SELLING

Zane Inglis is the Founder and CEO of CORE Value Selling, a globally focused Sales Optimisation company with strong roots in Asia. Zane has been doing business in Asia since 1995 and has been delivering sales focused training and consulting projects since 2006. Zane says his philosophy towards training and consulting is to maintain a focus on 'Simplified Enhancement'. This means providing practical and field-relevant solutions to the complex challenges being faced by his multi-national clients.

Zane spends around 100 days a year coaching his clients' sales teams in live selling situations, allowing him to maintain an up-to-date insight into today's market. In the past 12 months alone, Zane has worked with clients in diverse industries including fitness, healthcare, industrial machinery, luxury food and beverage, finance, recruitment and IOT.

www.corevalueselling.com

“Unlock your sales team’s real potential.”

TRAINING DESCRIPTION

This practical workshop-based program is designed to provide the participants with methodologies that can be applied to any B2B sales organisation, regardless of industry.

Zane has over 27 years of sales and sales leadership experience, 20 of which have been based in Asia. He has observed and coached over 3,000 sales meetings, and has worked with over 5,000 sales professionals from 25 countries.

KEY LEARNINGS

- Understand the true strengths and weaknesses of your sales organisation.
- Drive successful change in a multi-cultural organisation.
- Ensure your sales personnel is able to maximise the value of every sales opportunity, both for their customers and for the company.



TEAMWORK

WORKING ACROSS CULTURES: NAVIGATING DIFFERENCES

Effective communication in a multicultural environment means better business results. Build strong relationships with international clients and colleagues while equipping yourself with the essential skills to manage communication barriers and excel in a multicultural workplace.



25 September 2019
9AM to 11AM



Member rate: 750 HKD
Non-member rate: 850 HKD



For more information,
please contact Lillian Lao
lillian.lao@fccihk.com



Dr Liu
LIU CONSULTING

Dr Liu has worked with more than 100 multinational companies, many of which are Fortune 500 companies. She has a solid understanding of international business processes, systems and structures. Dr Liu brings to her work broad experience and perspectives gained from working across many different industries, from technology to finance, from manufacturing to healthcare. She brings insights from cross cultural perspectives and her classical music background.

Passionate about developing people, Dr Liu spent more than a decade as a facilitator, consultant and executive coach in the areas of global leadership, cross cultural consulting, diversity and inclusion, and global team development. Her clients have included C-suite executives, international board members, regional and country heads as well as senior to middle management.

“Effective communication means better business results.”

TRAINING DESCRIPTION

Living and working in an international metropolis such as Hong Kong, multicultural diversity is always one of the most crucial topics. This interactive course will enable professionals to develop a personal relationship with international colleagues and clients and therefore greatly increase the effectiveness of communication and produce better business results. Participants will get the skills to manage the communication barrier in order to work effectively and be able to handle the complexities of a multicultural work environment.

With her solid understanding of international business processes, systems and structures, Dr Liu delivers an interactive training on ‘Working across cultures: Navigating differences’. She will make full use of stories and scenes to express rich and relevant content to help participants understand where and when cultural misunderstandings can happen in order to support multinational companies in successfully achieving their global business objectives.

KEY LEARNINGS

- Communicate effectively with your international colleagues and clients.
- Develop a personal relationship with international colleagues and clients to greatly increase the effectiveness of your communication and produce better business results.
- Manage the communication barrier to save time, and therefore money.



Whether you're a large multinational corporation, startup or SME, our community of 1,000 members is the right place for you to connect to Asia's World City.

The French Chamber of Commerce and Industry in Hong Kong has been serving the interests of the French business community in Hong Kong for over 30 years.

We offer a wide range of services to take your business to the next level: Committees, Events, Corporate Services, Recruitment and Training, Business Consulting, Communication and Advertising, as well as a Business Centre in the heart of Central.

Our presence is larger than ever, but over time our mission has stayed the same: Help companies set up and expand in Hong Kong and drive closer engagement between the French and local business communities.

With an extensive network across Asia, we're also an ideal platform to develop your activity across the region and beyond.

MAKE THE MOST OF OUR SERVICES

Whether you're after the latest business insight or targeted expertise to help bring your business to the next level, we've got a service for you.



Committees and Clubs

Providing you with insight and networking across all sectors throughout the year.



Events

Sharing ideas through high quality events and inspiring speakers.



Communication and Advertising

Increasing your visibility through our media and advertising.



Business Consulting

Helping you to evaluate the market and expand.



Corporate Services

Visa services / company setup / bank account opening / domiciliation / translation services / corporate events



Recruitment and Training

Matching your business with the right candidate and building skills for the workplace.



Business Centre

Welcoming international entrepreneurs to an adaptable working space in the heart of Central.



« *ENHANCING SKILLS*
FOR THE WORKPLACE

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