

Bicle mobility industry report

Business insights: China - Europe cultural differences from both sides



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INTRODUCTION

Over the past 40 years, China and the EU have been committed to the same goals and to seeking win-win progress. China and Europe may be different in terms of the political system and guiding principle. But given Europe's long tradition of commercial diplomacy, there are many areas where the two sides can have practical cooperation.

- Li Keqiang, 2015 -

From a historical point of view China and Europe have a long relationship. From the silk route in the middle ages until today: trade has always been there. This intensified even more since the last 40 years, as stated by Li Keqiang, the prime-minister of the People's Republic of China. Among this vast trade of goods and services between China and Europe, there is the bicycle industry. The bicycle industries of both Europe and China are huge and well established. Despite that, there somehow seems to be some misunderstandings when conducting business with each other.

The global bicycle industry could benefit from well established and sustainable trade between China and Europe, but it should have a good foundation. Misunderstandings easily happen if one is not well aware of the customs, cultural references, and historical and political context. That is why Bicle hereby offers insights in both the Chinese and the European cultures and political situations, relate them to how business is conducted in both parts of the world, what the possibilities and risks may be when conducting business with each other, and how to possibly overcome those differences.

Please, note that the insights and findings inside this report are not a guarantee for succes, nor that they are completely air tight. Nonetheless, Bicle has put an effort in finding the right and relevant information to guide and advice. This report is there to advise, raise awareness and respect one and another in order to endeavor to bring each other closer.

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