



**2011 NAITA Cross Cultural Communications Series:  
Focus: China**

**Thursday • March 3, 2011 • 5:30 p.m. Registration and Networking • 6:00 p.m. Program  
at Tai Pan Palace • Huntsville • 2012 Memorial Parkway SW • 35801**

NAITA presents the 2011 Cross Cultural Communications Series, continuing with a program focusing on **China**. International business endeavors demand a practical understanding of Cross Cultural Communications Differences followed by application of Cross Cultural Communications Strategies to engage different cultures. This program is ideal for the American business, agency, or organization that wants enhanced business relationships, larger sales numbers, and especially, *less difficulty* working with their Chinese colleagues. If you manage, train, work with, sell to (or want to sell to) Chinese partners, this briefing will be helpful in overcoming Cross Cultural Communication barriers.

During a traditional Chinese meal, our speakers who have extensive experience with China will discuss the importance of Cross-cultural awareness, the impact of cultural values on business practices, appropriate and inappropriate behaviors in China, Chinese dining etiquette, gift giving/receiving in China, and Chinese significant holidays.

**Speakers:**

**Dr. Yeqing Bao** – Dr. Bao is an Associate Professor of Marketing and Director of International Programs at the University of Alabama in Huntsville College of Business Administration. A native of China, Dr. Bao came to the US to pursue his Ph.D. in marketing and has been on faculty at UAHuntsville since 2001. Besides teaching and research, Dr. Bao has extensive consulting experiences for both American and Chinese companies.

**Susan Linn** – Susan is a consultant with Asian Merchandising Associates in Arab, Alabama. She is a former NAITA President, currently serving on the Senior Advisory Council. Susan and Randy Linn were pioneers in doing business in China when they opened Floral Design, Inc. – a successful export/import operation between China and Arab, Alabama in the 1980's. She works with companies to develop and manufacture products for export out of the Orient.

**Cross Cultural Communications Seminar RESERVATION FORM**

**March 3 • 5:30 p.m. • at Tai Pan Palace • 2012 Memorial Parkway SW • HSV, AL 35801**

**Registration:             \$35 NAITA Member/USG             \$50 Potential Member  
                                        \$25 Students at NAITA Member Universities (AAMU, ASU, UAH, UNA)**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
ADDRESS \_\_\_\_\_ email \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**Register & Pay Online at [www.naita.org](http://www.naita.org), click "Events," click "Register Online Now" next to event.  
Please Fax to 256.532.3704 OR Mail check to: NAITA • P.O. Box 2457 • Huntsville, AL 35804  
Contact NAITA at 256.532.3505 or [naita@naita.org](mailto:naita@naita.org) for further information.  
Reservations & Cancellations Must Be Received Prior to March 1, 2011. Substitutions Accepted.**