"A few steps from my China Journey"
"Curiosity – Dreams – Goals"

Dave Valentine MBE
Dundee Business Brunch
Wednesday 20 January 2016
Simpsons Golf Shop Ltd
Established 2013 (1883)

VIBC LLP
Established 2012
37 yrs Local Government

- Economic Development
  - Supporting businesses
  - Inward investment
  - Promotion of Angus
  - Tourism
- Environmental Health
- Consumer protection
- Hon Citizen of Yantai
- Angus Ambassador of the Year 2008
- Fellowship of the 48 Group
- Director of DACC
"Success is the **gradual realisation** of a worthwhile dream or goal"

Be curious – dream – set goals – just make sure it's what you want – not what I want!
China?

I never dreamed I'd ever go there ......

I had no idea what was ahead. Me – work with China!!!

Visit China? What with my Lancashire dialect........?

Mandarin - never gave it a second thought......

Never thought what I'll do later in life ......

I'm curious...
How much easier it would be if I could speak just a few words of Mandarin?

I don't know Mandarin but I'll practice making a few lines of my speeches in Mandarin and use a few chosen phrases.

The trouble I go to in checking that my communication is clear and that I fully understand my Chinese partner.

I'll make an effort to pronounce names correctly.

Understanding the culture..
Why China?
Scotland & China

China has a population 245 times the size of Scotland...

...and a land mass 125 times the size of Scotland...

...a “continental” economy
Early influences and inspirations

Pictures in children's books

Text Books showing real people

Films ......

Comparing - what it must be like

Curiosity..........
THE INN OF THE SIXTH HAPPINESS

DIRECTED BY ISOBEL LENNART

COLOR BY DE LUXE

CINEMASCOPE

MICHAEL DAVID • ATHENE Seyler • RONALD Squire • MoulTrie Kelsall • RICHARD WATTS • PETER CHONG

THE BUDDY ADLER PRODUCTION

INGRID BERGMAN • CURT JURGENS • ROBERT DONAT

[Image of movie poster]
ANGUS, SCOTLAND

110,000 population

YANTAI, CHINA

1998

6.5 million population
ANGUS SCOTLAND

1999

YANTAI CHINA
CARNOUSTIE LINKS

2002

TIGER BEACH
GLAMIS CASTLE

2006

THE GREAT WALL

Twinning of castle and Great Wall

A historic agreement between China and Angus means that Glamis Castle has been twinned with the Great Wall of China.

The Great Wall, which is more than 2,000 years old and 4,000 miles long, is only twinned with one other tourist attraction - The Pyramids.

But the Chinese believe they have a lot in common with Glamis Castle in terms of restoration and conservation work.

The twinning agreement has resulted from Angus Council spending years forging links with China.

Both the council and the Chinese authorities believe they will benefit from the deal by sharing web links, ideas on heritage and expertise in conservation.

Tourist market

Angus Council’s development officer Jane Clements said: *Obviously, we are hoping more Chinese visitors will come.*

*Not only visiting our tourist attractions, but companies and
Chinese SCOTTISH Tartan
Chinese SCOTTISH Tartan

SUBO served up a Shanghai surprise yesterday when she jetted in for the final of China’s Got Talent.

And she made sure everyone knew of her Scottish roots by wearing a Chinese-style suit with a touch of tartan at the collar and cuffs - and matching tartan handbag.

Susan will sing tomorrow at the finals and yesterday, during rehearsals, she was happy to pose for pictures, too, with the wannabes stars. The Scot has such appeal in the country, her autobiography The Woman I Was Born To Be, was soon be published in Chinese.
Angus Ambassador of the Year

Honorary Citizen of Yantai
JULY 2011
DAVID VALENTINE MBE
大卫·瓦伦丁
CHAIRMAN AND MANAGING DIRECTOR
董事长兼总经理
VALENTINE INTERNATIONAL BUSINESS CONNECTIONS LLP
瓦伦丁国际商务咨询公司

瓦伦丁 means Valentine (phonetic) but ..........
A taste of “The Angus” set for China

Bottles of The Angus Whisky being collected at the Glencadam Distillery Brechin on Tuesday. Pictured are, from left - Douglas Ritchell distillery manager, Angus Provost Helen Oswald, Fong Yu, Yuet Yu and David Valentine.

Hope Angus whisky will have China in its hand

By GRAEML STRACHAN, 8 October 2013 5.22pm.

Yuet Yu and Provost Helen Oswald sample a drop of The Angus.
Recent and Current Projects

- Co-producing films
- Simpsons (Hickory)
- Arranging for VIP golf trips (to Scotland)
- Lochcarron (tartan and accessories)
- Peter Scott (Knitwear)
- Rainbow Stores (sourcing food and drink)
- E-commerce (sourcing internet based suppliers)
RAINBOW DEPARTMENT STORES

68 supermarkets

Huge demand for foreign products

Food at a premium

Food at a premium
USING THEIR MOBILE PHONES THEY CAN ORDER THE PRODUCTS ......

Products on display
Products are displayed here and online for their gold club customers reaching millions of middle class people.

Info on QR code
The price is roughly the same as in the UK – displayed for the customer to see.

Try Yourself – scan the QR
Try scanning the QR code and see the product description on their website.
KEY INGREDIENTS?

- Communication
- Communication
- Communication
- Understanding
- Understanding
- Understanding
Enjoy the weekend! We look forward to working together.

Welcome Fumiharu total! Lou sent me total access requirements, there are some details that I have to ask you, today it's too late, contact you tomorrow.
Time to call the cavalry!!

Help!!!!

幫幫我 !!!
BEWARE OF DOGS
SURVIVORS WILL BE PROSECUTED
一旦失窃要报警，切莫姑息又养奸

If you are stolen, call the police at once.

上海市公安局城市轨道交通分局

Urban Mass Transportation Branch Shanghai Public Security Bureau

www.english.com
Beware of safety
Slip and fall down carefully!
STUPID BEAN SPROUTS!!!
EXECUTION IN PROGRESS!!
Before Coke's official Chinese launch in the 1920s, a shopkeeper came up with a phonetic equivalent for "Coca-Cola" that had an absurd meaning. Unfortunately, the Coke company did not discover this had happened until after thousands of signs had been printed that the phrase means "bite the wax tadpole" or "female horse stuffed with wax", depending on the dialect.

Coke then researched 40,000 Chinese characters and found a close phonetic equivalent: Ke Kou Ke Le, it sounds terrific – it sounds like the original, and means "let your mouth rejoice." Or roughly translated "happiness in the mouth." (have you seen what it can do to teeth?).

So Coke was not to blame ......
KENTUCKY FRIED CHICKEN

In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "eat your fingers off."

PEPSI

Not to be outdone by Coke when Pepsi started a marketing campaign in China and Taiwan, the translation of the Pepsi slogan "Come Alive with the Pepsi Generation" came out as "Pepsi will bring your ancestors back from the dead."
<table>
<thead>
<tr>
<th>English Expression</th>
<th>Chinese Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I HEAR WHAT YOU SAY ...</td>
<td>I'M NOT REALLY INTERESTED</td>
</tr>
<tr>
<td>THAT'S NOT BAD....</td>
<td>THAT'S QUITE GOOD</td>
</tr>
<tr>
<td>OH BY THE WAY....</td>
<td>I JUST REMEMBERED A KEY POINT.....</td>
</tr>
<tr>
<td>I WAS A BIT DISAPPOINTED THAT ...</td>
<td>I'M ACTUALLY QUITE ANNOYED .....</td>
</tr>
<tr>
<td>OK – I'LL TRY MY BEST</td>
<td>I'M NOT SURE BUT I'LL GIVE IT A WHIRL</td>
</tr>
<tr>
<td>SHE ACCEPTS MY POINT OF VIEW</td>
<td>IT'S NOT VERY GOOD</td>
</tr>
<tr>
<td>IT'S NOT THAT IMPORTANT</td>
<td>IT DOESN'T REALLY MATTER</td>
</tr>
<tr>
<td>HE SAID HE'LL DO IT</td>
<td></td>
</tr>
</tbody>
</table>

So we must be very clear and make sure our Chinese friend knows exactly what we mean!!
**WHAT WE SAY - WHAT WE MEAN – WHAT CHINESE PEOPLE THINK WE MEAN**

<table>
<thead>
<tr>
<th>WITH THE GREATEST RESPECT</th>
<th>I THINK YOU'RE AN IDIOT</th>
<th>SHE IS REALLY TAKING ME SERIOUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>I HAVE A NUMBER OF MINOR CHANGES</td>
<td>IT NEEDS A RE-WRITE</td>
<td>JUST A FEW TYPOS THEN..........</td>
</tr>
<tr>
<td>IT'S PROBABLY MY FAULT</td>
<td>IT'S NOT MY FAULT –</td>
<td>WHY DOES HE THINK IT'S HIS FAULT?</td>
</tr>
<tr>
<td>IT'S REALLY HIS FAULT</td>
<td>WHAT A LOAD OF RUBBISH</td>
<td>HE REALLY LIKES IT</td>
</tr>
<tr>
<td>OH... YES... H'MM VERY INTERESTING</td>
<td>I'LL PROBABLY FORGET</td>
<td>HE'LL DEFINITELY REMEMBER</td>
</tr>
</tbody>
</table>

So we must be very clear and make sure our Chinese friend knows exactly what we mean!!
FORMULA - FOR DYNAMIC LIVING (SUCCESS) 

\[
= \text{GOD GIVEN ABILITY} + \text{EDUCATION} \times \text{ATTITUDE}
\]

Even a few words spoken with sincerity, understanding and enthusiasm will take you a long long way!!
For more details please contact:
DAVID VALENTINE MBE 大卫·瓦伦丁
CHAIRMAN AND MANAGING DIRECTOR 董事长兼总经理
VALENTINE INTERNATIONAL BUSINESS CONNECTIONS LLP 瓦伦丁国际商务咨询公司
移动电话 (Mobile): +44 (0)7772806252
电子邮件 (Email): dave@valentineinternational.co.uk