

Cross Culture Training

Akzo Nobel is expanding the production capacity of Bermocoll by building a new plant in Ningbo, China. The personnel at the Chinese production site will be trained in Örnsköldvik to get the basic knowledge about the production process.

As a preparation before the arrival of our Chinese guests we wanted to minimize the risk for unnecessary misunderstandings due to cultural differences. We were looking for someone who could help us with that and we got in touch with R&L China Consult and Esam AB.

They put together a training programme both for the Swedish and Chinese personnel.

We learned about how important communication is and how different we can see things due to our backgrounds. We also got a glimpse of our different social codes and etiquettes.

We were told how difficult and strange life can tend to look like when you are raised in another country. We learned about how it is to move from crowded China to a little town like Örnsköldsvik and also how it is to be from Sweden and live in an Asian country.

We got ourselves an interesting and rewarding day both for us and our Chinese colleagues. We have avoided the biggest pitfalls and also got a lot of laughs at the same time. This education has been valuable and important for us to overcome cultural differences and to understand each other better.

Eva Nilsson Hultin, Akzo Nobel