

Handout Folders

Prepare folders of materials that you can leave with your negotiating partners. If you are seeking an investment for a project which involves a product, include product specification sheets, and your business card with a summary of your proposal. Product material in English is adequate, but the proposal summary should be translated into the local language. Make sure that everyone present at your meetings gets a folder since it is very hard to tell who the key players will be.

Keys to Success

Successful negotiating in the Asia-Pacific region demands sensitivity, patience, and hard work. Take the time to prepare yourself well, and make a sincere effort to understand the mindset and concerns of your partners. Your deal may still not succeed, but at least you will have done everything to ensure that it does not fail because of barriers to understanding which could have been overcome.