

# Helping translate steps to success

RENATO CASTELLO

THE relaxation of trade barriers between Australia and its Asian partners, particularly China, is opening up an unprecedented opportunity for business growth.

But capitalising on this opportunity requires a level of cultural intelligence – understanding another culture's behaviours, norms and expectations in the pursuit of business success.

Pamela Murphy, director of Intercultural Tailored Solutions, said research showed that 70 per cent of international ventures fail due to cultural misunderstandings.

"It helps to understand how people build trust, how they agree or disagree," she said.

"Some people assume that people who are well travelled have a higher cultural intelligence than others, but research shows that's not necessarily the case; it's something you need to work on.

"Another assumption (people have) is that business is done the same way wherever they are in the world."

Ms Murphy, who set up ITS in 2015 and works with Port Adelaide Power on its Chinese cultural engagement strategy, was awarded a high commendation at the Hong Kong-Australia Business Association SA Chapter awards at the Adelaide Town Hall last month.

Other winners included Andrew Holmes of the Hahndorf Inn, who was named Entrepreneur of the Year.

Ms Murphy is among only a few accredited cultural intelligence facilitators in Australia.

"I give people an understanding of who they are culturally and who they might be relating to and any gaps that

## HKABA BUSINESS AWARD WINNERS (SA CHAPTER)

### Exporting Services to Hong Kong SAR/China Award

Tranquil Travel Australia

### Exporting Goods to Hong Kong SAR/China Award

Orchid Wine Estate

### Importing Goods to Hong Kong SAR/China Award

ROBAM Australia

### Young Professional of The Year Award

Sofia Barone – ANZ Bank

### Women in Business Award

Yu Zhang – BalaBala Laser Clinic

### Entrepreneur of The Year

Andrew Holmes – Hahndorf Inn

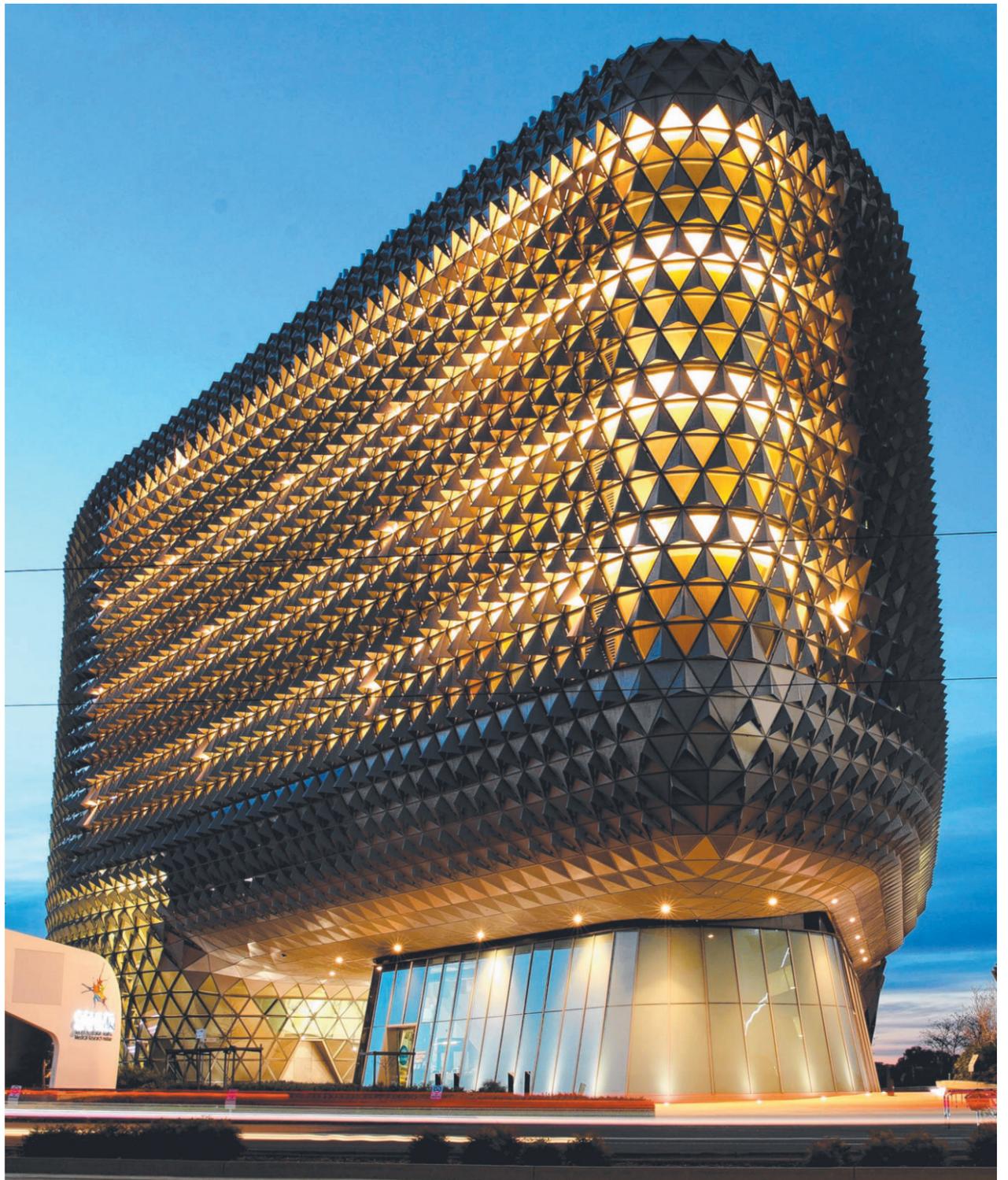
can be filled," she said. "It's not only applicable to the China context, it's across any cultural exchange.

"Cultural intelligence goes deeper than that, it's understanding who you are, what adjustments you need to make in order to be more effective."

Ms Murphy lived in China for more than 20 years, the majority based in Hong Kong working across education the arts and social services, where she trained and mentored international, culturally diverse teams. Since her return to Adelaide, she has worked with organisations such as Adelaide University and TAFE to help teams prepare for work and travel in China.

"International engagement is all about building relationships and the way to build relationships is to understand somebody, value them and to value the very deep aspects of their culture," she said.

Ms Murphy said even learning a "little bit" of language can go a long way in business transactions.



COLLABORATIVE VISION: The SAHMRI-based H+ Lab Australia will focus on wellbeing technology.

## Happy days ahead with Chinese deal

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ONE of China's top universities, whose alumni include the country's president Xi Jinping, has partnered with Adelaide-based researchers to establish its first happiness and science laboratory in Australia.

The SAMHRI-based Wellbeing and Resilience centre has become the Australian base of Tsinghua University-led H+ Lab, combining research, study, experience, exhibition and incubation to develop advanced technological products for improving

health and happiness. Wellbeing and Resilience centre director Gabrielle Kelly said it is her belief that wellbeing will drive the next level of innovation and technology.

"H+Lab Australia, with H+Lab China, will be a vehicle to deliver on that potential, attracting further investment, we believe, from global health and technology companies together," she told a launch event at SAHMRI yesterday.

"H+Lab Australia will deliver resilience innovation, it will focus on wellbeing technology and it will operate as a

strategic bridge between China and Australian ideas, investment and people."

She said it was the centre's vision to build a "thriving" wellbeing products and services industry.

"China and the Wellbeing and Resilience Centre and H+Lab are working on the same mission: to increase the wellbeing or happiness of society," she said.

The first H+Lab was founded in China in April 2016. The lab now has connections across California Berkeley University, Pennsylvania Univer-

sity and Stanford University. Ms Kelly said H+Lab Australia will house a start-up incubator called TusStar to build resilience and wellbeing in entrepreneurs and support associated start-ups.

"Entrepreneurship necessarily involves high risk, high uncertainty and the possibility of failure," she said. "The Wellbeing and Resilience Centre will improve the mental and physical health and wellbeing of these entrepreneurs supported by quite specific resilient skills and psychological strength development."

## Xi warns against protectionism

CHINESE President Xi Jinping has called on the world's pre-eminent developing economies to stand up against a growing tide of protectionism across the world.

Leaders of the BRICS nations – Brazil, Russia, India, China and South Africa – are meeting in the south-eastern Chinese city of Xiamen.

Mr Xi said he wanted BRICS to play a more important role, even as some observers suggest its power is waning given rivalry between China and India and the economic woes of Brazil, Russia and South Africa.

"BRICS country co-operation is not a talking shop but a task force that gets things

done," Xi said yesterday. "Our goal is to build a big market of trade and investment, promote the smooth flow of currency and finance, improve connectivity of infrastructure and build close bonds between the peoples."

A meeting between Mr Xi and Indian PM Narendra Modi was scheduled for today.

## Shandong delegates to tour SA

About 200 high-level business and investment delegates from our sister-state province Shandong arrive in Adelaide tomorrow for a three-day visit.

The delegates from the north-east region of China, with a population of more than 95 million, will participate in a program of activities, including a visit to the Royal Adelaide

Show, where they will meet with some export-ready South Australian companies, and visit the award-winning Shandong exhibition.

Delegates will also attend the Shandong-South Australia Economic Cooperation Forum, to discuss opportunities for collaboration and investment in the trade,

agriculture and food processing, life science, aged care, investment, and water and environment sectors.

Investment and Trade Minister Martin Hamilton-Smith said the visit would further strengthen the relationship with Shandong, and delegates would visit regional areas including the Barossa Valley.