

Non-China & China

Background

The American empire, and the resulting model depicted by the “Fukuyama” ideology and applied as the world settling on liberal democracy post-end of the Cold War and the fall of the Berlin Wall in 1989.

As a result of the Bretton Woods Agreement, the U.S dollar was officially crowned the world's reserve currency, backed by the world's largest gold reserves.

Capitalism and large corporations defining the formulas for success, exported to the world in textbooks, movies, media campaigns and thus depicting and becoming the model that was definitely ‘claiming’ impossible to fail.

Actually the big corporates represented the American version of Nietzsche ‘*Übermensch*’, the American superman imposing his own values, a theory fueled by the whole media machines.

Then in 2008

‘Capital gain’ became the norm as opposed to “Operational gain”. In other words, the money was generating money, which meant that we did not anymore need to simply sell products or services in order to make a profit.

Just by using excel sheets and ‘dragging the mouse’, one could multiply the anticipated profit of the next 20 years, calculate a current net present value of that profit, and sell the company which did not even start by terming it as ‘discount cash flow valuation’.

Power point became the tool used when there is nothing to say ☺ . Talking became the product in the all-important business meetings, filling the hours and simply reaching nowhere and achieving nothing.

The financial systems suddenly collapsed “Globally”.

Large corporations even started to look into Nationalization.

And because when America sneezes the world catches cold ☺ , the whole world went into panic mode and started to ask what happened!!

While we, ‘Non-China’, were talking, they, ‘China’, were working

“Misperceptions” and “Delusions” may be - in most cases - the proper two words describing how ‘Non-China’ looked to China.

Most of the books about China were written by foreigners visiting China, while very few books were written by the Chinese and translated.

China for most of the people in the West was (and still is) unknown. And increasingly this unknown became very important unknown and with lack of knowledge we had, everything about China became perceived as a Myth

Trying to understand China and get closer 101:

Whether you approach a tiny or a huge company in China, it is the same: Peter or Eva (of course English names to make the communications easier) will reply to your email in less than one hour, even if it's midnight, and at the same time two messages will be sent to your WhatsApp and WeChat with full answers, brochures and even a budget price.

While if you approach a company in Europe or in the US, they will interview you, enquire about you and assess you and your company (and maybe your neighbors) before sending any serious reply.

That's why making business in China is so simple and fast.

'We are not selling cosmetics, we are selling hopes' – Charles Revson, Revlon Cosmetics

No! In China they are selling real products, not hopes or false philosophy.

That's why they don't need so much marketing 'the big nothing'; That's why they don't need sophisticated channel structures, and that's why they are successful.

When the 'Non-China' company staff travel to Africa, they may travel business class, stay in 5 stars hotels, get picked-up from the airport by limos, eat only in the Western restaurants and of course be escorted everywhere because the "Africans will bite them", while the Chinese in Africa travel economy, use local hotels, local transportation and of course mingle and make friends within the African societies.

No wonder China has very strong feet in Africa, which by the way and very importantly, they respect.

It is the culture of doing, the culture of working, versus the culture of talking. Furthermore, it is a culture devoid of any superiority attitude (no empire ship there yet), dealing equal to equal.

1940's in China, the famous song talking about the dream of a Chinese man was to own a jacket with two pockets, eat sweet corn and drink tea with his family at night after work.

Then the smell of melting steel was all over the place to build roads, railways, factories...etc... In 2017 Mr. Xi Jinping the president of China, wrote in his visionary book that the set of values of the Chinese children has to change, and instead of admiring the toys, new phones...etc and feel proud of owning them, they have to be proud of being honest, brave, supportive, productive...

If we recall the religious Thirty-Year war (1618-1648) and the civil and world wars (1914-1944) in Europe, and we remember the massacres and the revolutions before the institution of Republics, then we will understand that societies grow, mature and evolve, just like human beings.

With respect to the global environment, China today is still very young, and no doubt has a lot to learn, but it is obvious that they have not adopted the same Western methodologies and are not using the same ladder to reach the top.

In the last decade the Chinese empire was recognized and now we are witnessing the empire exercising its power.

YG