

Canadian Image Consultant talks about Business Etiquette in Taiyuan, China

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Yesterday, city council of Taiyuan announced an advanced image and etiquette training program that was to be held at the Longcheng Hotel. The training was conducted by the president of the Association of Image Consultants International (AICI), Canadian professional image consultant Kimberly Law through an interpreter, covering business applications such as appearance, behaviour and dining etiquette.

The training workshops was grouped into six cohorts over three days. Involved departments included district administration, city administration, and foreign affair department. Ms. Kimberly broke the ice in her workshops with a humorous "How are you?" in Mandarin. She quickly followed by saying, "That's the only Mandarin I know!" which won over the audience with enthusiastic applause, and created a lighthearted, enjoyable learning atmosphere.

Ms. Kimberly started by introducing what is required in a formal business setting, where men should wear business suits with a tie, and women should also wear a business suit with either a skirt or long pants. Ms. Kimberly stressed that a man's tie is an important piece of accessory; it leads the eye up to focus on the face. It allows people to pay attention to the person. In terms of shaking hands, Ms. Kimberly pointed out that it needs to be web-to-web with your right hand, with about two to four pumps, while paying attention to making sincere eye contact with the person you are shaking hands with. An interactive component was when Ms. Kimberly invited two persons from the audience to go up to the stage to demonstrate the right, and wrong, way of shaking hand.

The highlight of the workshop was when Ms. Kimberly talked about dining etiquette. Some of the main points were that you need to wait until all people at the table have been served before you start using your meal. She also said, "In western dining place setting, the bread plate and forks should be on the left, drinking glasses and knives on the right. You should use your cutlery from the outside in." Ms. Kimberly gestured the direction of usage. Each of the workshops was about 2.5 hours long with about 100 attendants each.