

Guanxi describes the basic dynamics in personalised network of influence. Guanxi is a central concept in Chinese society and describes, in part, a personal connection between two people in which one is able to prevail upon another to perform a favor or service, or be prevailed upon. The two people need to be of equal social status. Guanxi could also be a network of contacts, which an individual can call upon when something needs to be done, and through which he or she can exert influence on behalf of another.

Guanxi can also describe a state of general understanding between two people: “he/she is aware of my wants/needs and will take that into account when deciding her/his course of future actions which concern or could concern me.”

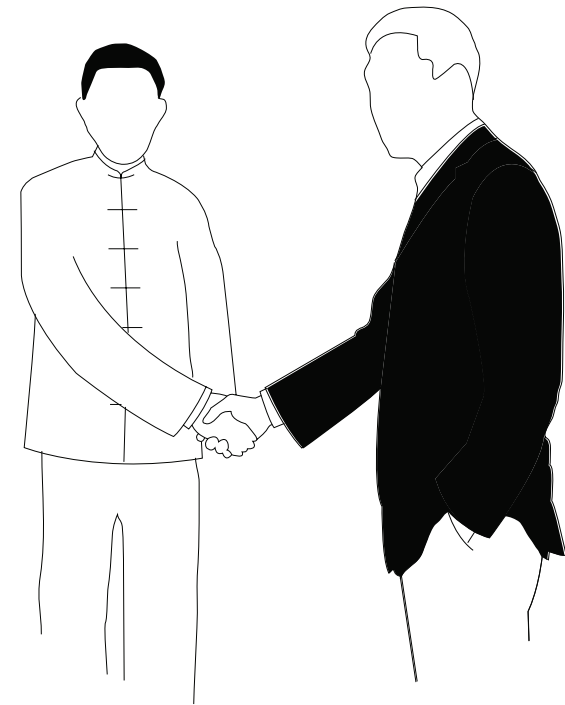
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GUANXI GAME  
关系



“A Hans Venhuizen / Tanja Reith Game”

## Situation

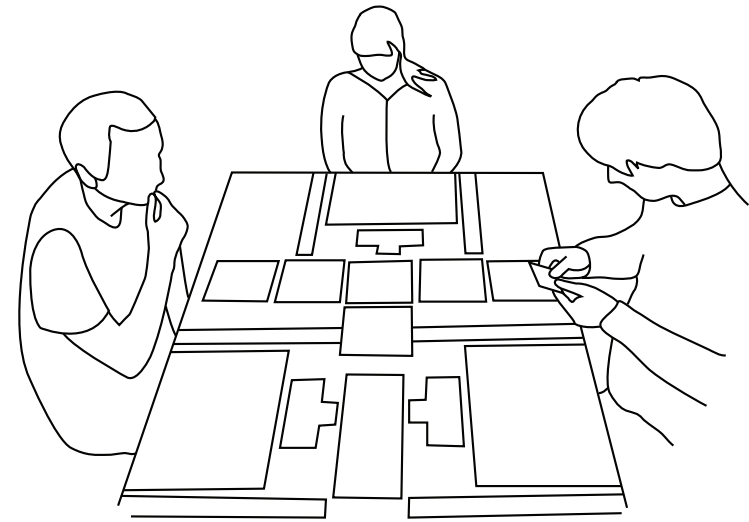
You want to do business in China. In order to do that successfully you need a good network of contacts (that is called Guanxi in Chinese). You can start producing when you have gathered the contacts you need on your gameboard.

## Strategy

There are different options to develop a strategy for building up Guanxi during the game. For instance; meet people at receptions, use the people you know, visit a Guanxi Club, sing karaoke meet people through your contacts at the embassy and infiltrate in other peoples networks in China. But next to strategy, politics, good luck, coincidence and bad events also have an important influence on your fortune in doing business.

## Learn

With the Guanxi game you learn all about building networks in China. Learn how to build up and recognize all the Guanxi you need!



**The Guanxi Game** can be played by 3-5 players. Every player has a game-board. On the game-board the contacts you need for doing business can be placed. The contacts on the game-board have a typical hierarchy for China. On the lower level are people which provide different services, on the mid level are people from the middle management followed by their bosses on the highest level. But one should never forget the influence politicians can have on the business!

To have contacts is not enough, the contact should also have a good relationship with you. In other words you should have a good guanxi status with this person. To build up a good relationship you have to invest in your contacts. Throughout the game you obtain credits which that you can invest. The game has a calendar of a limited amount of weeks. The calendar defines the activities you have to or you can do. For example throw the dice for credits or choose between getting a personal assistant. And all the time events happen that can completely change your chances.