

## A new business start-up in China – now what?

When **expanding** production to new countries, companies **invariably encounter** challenges. The most obvious are **linguistic barriers**. But other issues also come to the **forefront** that command attention: competences, **capabilities** and the whole way of working ought to be the same everywhere.

Does everyone have access to the same knowledge? Where is the knowledge stored? A related **thorny** issue is the quiet, so-called **tacit** knowledge that is **obtained** outside of standard procedure books. Many of your workers **likely** have excellent practical know-how they have learned from hours of on the job experience. How can these lessons learned be shared?

An important starting point is knowledge scanning and mapping. You have to define your strategic core knowledge and decide how and where to **deploy** it. Then, you have to ensure that everyone has the same instructions and all parties have **internalized** the quality requirements of your company.

Translating standard operating procedures and work instructions from your home language to the new language is just the **tip of the iceberg**. **Equally** important is setting up effective training that allows workers to see – and experience – your ways of working. Getting to a point where you are on the same page means you must find ways to coach and monitor the progress.

An **isolated** factory might serve your company well – or could lead to disaster that **ruins** client relationships and destroys your **reputation**. How you go about transferring knowledge is an issue often **underestimated** but **vital** to your long-term success.

## Glossary

<b>barrier</b>	something that limits what people can do
<b>capability</b>	what someone can do
<b>deploy</b>	to use something
<b>encounter</b>	meet
<b>equally</b>	as much
<b>expand</b>	To increase the size, volume, quantity, or scope of
<b>forefront</b>	the most important position
<b>internalize</b>	to incorporate (as values or patterns of culture) within the self
<b>invariably</b>	always
<b>isolated</b>	far away from any others
<b>likely</b>	probably
<b>linguistic</b>	connected with language
<b>obtain</b>	get
<b>reputation</b>	the opinion people have about something
<b>ruin</b>	physical, moral, economic, or social collapse
<b>tacit</b>	understood without being said
<b>thorny</b>	difficult
<b>tip of the iceberg</b>	the first hint of something larger or more complex
<b>underestimate</b>	to think something is not as important as it is
<b>vital</b>	very important

When transferring production to another country, companies must deal with language issues, cultural barriers and unifying processes. AAC Solutions support knowledge transfer in all these areas through effective localized learning tools, documentation and on-site training.